

# BREAKING THE SILENCE

Year One

In 2022, we want to raise the profile of bone health and osteoporosis, while extending the reach of our support services to help more people than ever. We'll scale up our policy influencing to create a network of allies across the devolved nations and Westminster, while continuing our record investment in research.

## Corporate objectives and measures 2022

### Awareness

We'll raise public awareness by increasing our media coverage and social media following by another **15%**. We'll continue our outreach programme to engage another **50,000** people who may be at high-risk of osteoporosis because of pre-existing health issues, using platform speeches, joint articles and webinars with the charities that support them.

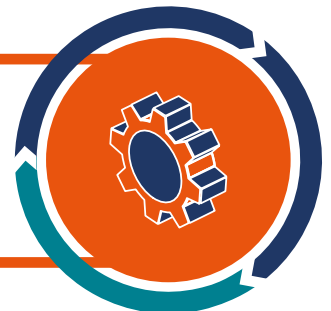


### Prevention

We'll tackle under-diagnosis by launching a **national advertising campaign** to 'nudge' people who may be at higher risk of osteoporosis to self-assess and take action for their bones. We'll start by targeting people who have already had their first fracture.

### Influencing Care

We'll continue the momentum behind the All Party Parliamentary Group on Osteoporosis and Bone Health, with a new Inquiry into how to tackle under-diagnosis in primary care. We'll extend our public affairs programme across the devolved nations, engaging another **75 legislators and NHS leaders**.



We'll increase the number and quality of Fracture Liaison Services (FLSs) through a **bold national campaign** to implement the recommendations of last year's APPG Inquiry, backed up by local influencing work. We'll put the objective of 100% FLS coverage at the heart of Best MSK Health and its sister programmes across the devolved nations.

We'll continue our record investment in research by investing another **£250,000 in grants**, concentrating on funding studies which help close the treatment gap.

## Support



We'll deliver support directly to members of the public at least **400,000** times to help people manage their osteoporosis, live well and understand bone health better. We'll show that at least **70%** of support service users felt better able to manage the impact of osteoporosis in their lives.

We'll improve the user experience on our website, driving at least **a million visits** to our digital health information.

We'll refresh and relaunch our membership scheme to provide long-term support to people living with osteoporosis, while growing the number of members by **5%**.

## Equity

We'll show that at least **three of our priority programmes** have directly addressed the needs of people from lower-income households.



## Sustainability



We'll move into our new office and working patterns. We'll make sure we're a great place to work through **raising our employee engagement score**, increasing employee diversity and continuing to make record investment in the professional development of our people.

We'll grow our target income lines by **30%**, including through engaging **400** new supporters and securing grant funding for new support services.