

STOP AT ONE

Campaign toolkit

2013-14



National
Osteoporosis
Society

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About the campaign

STOP AT ONE is the National Osteoporosis Society's campaign to raise public awareness of fractures caused by osteoporosis in people aged over 50 years (particularly women who are most at risk). The campaign aims to encourage people over 50 who have suffered a fracture to seek a bone check from their GP to find out if they are at risk of osteoporosis.

Around three million people in the UK are affected by osteoporosis. In the UK, one in two women and one in five men over 50 will have a fracture as a result of poor bone health. Around 300,000 fragility fractures occur in the UK annually, including 89,000 hip fractures.

We are launching the STOP AT ONE campaign from Tuesday 15 October to build up to World Osteoporosis Day which takes place on Sunday 20 October 2013. This is an ideal start for the campaign to talk about osteoporosis, how it affects people, who is at risk and what they can do to protect themselves and get treatment. The media and advertising campaign starts in October and will be on-going in the coming year.

This toolkit has been created to provide you with the tools, ideas and guidance to make it easy to get involved with the STOP AT ONE campaign.

STOP AT ONE

Osteoporosis should be picked up after the first bone break, so help us to get more people checked out to avoid more breaks.

Objectives of the campaign

The overall aim of STOP AT ONE is in line with the National Osteoporosis Society's vision of a future without fragility fractures.

Specifically, the campaign objectives are to:

- Increase the number of people going to the NOS campaign website www.nos.org.uk/stopatone for support and information
- Increase the number of people obtaining a simple bone check from their GP to assess their future fracture risk

Campaign messages

When talking about the campaign, or writing about it, please use the core campaign description and key messages listed below. By using the campaign messages developed, you will help us communicate a consistent message about **STOP AT ONE** across the UK.

Core campaign description

STOP AT ONE is the National Osteoporosis Society's campaign to encourage anyone over 50 who has broken a bone to have a bone check and find out if they are at risk of further fractures.

Key messages to be used

- Osteoporosis can cause bones to break easily
- Find out more about osteoporosis, whether you are at risk and what you can do to protect yourself
- Osteoporosis can be treated and there are simple things you can do now to protect yourself against its effects
- Just one bone check is enough to tell if someone is at risk
- Find out about osteoporosis and if you need a bone check / Find out how to keep your bones healthy and avoid broken bones in the future
- Contact the National Osteoporosis Society by phone or online for information, advice and support – **0845 130 3076** or **www.nos.org.uk/stopatone**

How to get involved

As supporters and stakeholders of the National Osteoporosis Society, we would appreciate your support, whatever time and resources may allow. We have provided ideas on how to take part.

Posters

We have public awareness posters available to use – please try and display these in places that see a lot of footfall and where they are likely to be seen by our target audience of people over 50, especially women. Good places may include:

- Community settings – library, community centre, local college/adult education centre, leisure centre or gym, religious building/place of worship, post office, local pubs/shops/supermarket notice board
- Health settings – health centre/GP surgery, local pharmacists

Online and offline communications

- If you have existing communications channels you can use, you could let people know about the campaign through those, e.g. include something on your website, in a newsletter or on social media about the **STOP AT ONE** campaign in the run up to World Osteoporosis Day

- You could use our key messages, alongside our template press release (to access the template please email stopatone@nos.org.uk), to help you draft your version to issue to your local/specialist media to let them know about the **STOP AT ONE** campaign
- You could set up a ‘stand’ to talk about the campaign at a local event, or in a public space, such as the supermarket or market square/high street

Engaging local groups and wider community

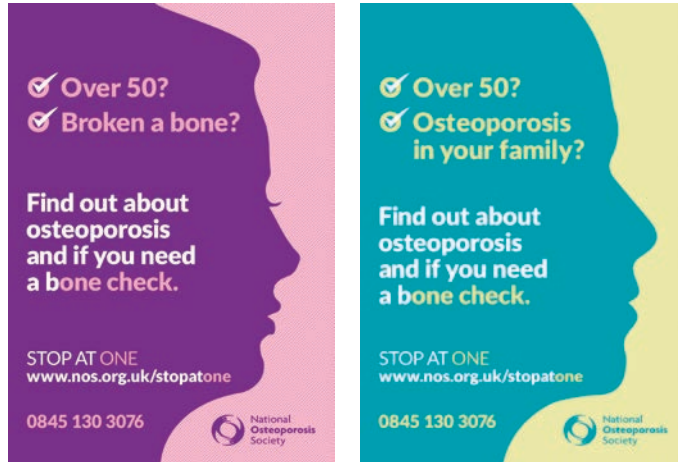
You could engage with local groups, organisations and charities asking them to let people know about the campaign through their newsletters, website, events, groups etc and putting up posters if possible. Other opportunities could also be a talk at an existing group meeting or hold an event specifically to talk about the campaign around World Osteoporosis Day, using the key messages and information from the campaign website as the basis for your talk.

Please note this campaign is launched in October 2013 around World Osteoporosis Day and will continue throughout 2014.

What to use

We have designed some campaign materials to help you physically promote the campaign.

- **Posters** – these are available in A3 and in A4 pink/purple (aimed at women) and turquoise/green (aimed at all people over 50), so choose the most appropriate style for your audience. The posters are designed to attract attention and encourage people to find out more, either by visiting the campaign website or phoning the charity.



- **Pull-up banners** – a limited number are available and can be used if you are able to hold a talk, event or carry out street marketing to draw attention to you and get people interested in the campaign and what you have to say.



- **Scratch cards** – these have been developed to hand out at events or in street marketing and will introduce people to the messages of the campaign. Again, people will be encouraged to find out more by visiting the website or phoning the charity. You could use them as a conversation starter to get people thinking and talking about osteoporosis.



To access the campaign tools visit the Resources section on www.nos.org.uk/stopatone

Please note the posters are downloadable but if you need any further copies of the posters or scratch cards please email info@nos.org.uk

Evaluating success

Evaluating the campaign is a crucial element – you can help us by tracking some of the following:

- Have people taken an interest in what you have to say about STOP AT ONE? Have they said they will visit the website to find out more? Have they said they'll pass the message on to friends and family?
- Keep a record of how many people attend your talk/event if relevant. If you are giving away materials, such as scratch cards, record how many you have given away
- How many community groups or events have you been able to involve in the campaign? How have they been involved?
- Share any media coverage with us
- Let us know if you were able to recruit any new volunteers as a result of this campaign

STOP AT ONE

Help us spread the word

Osteoporosis should be picked up after the first bone break, so help us to get more people checked out to avoid more breaks.

If you have any questions about this toolkit, the STOP AT ONE campaign or want to order materials to help us promote the campaign in your area, please call **0845 1303076** or email **stopatone@nos.org.uk**

To order further copies of the posters or scratch cards please email **info@nos.org.uk**

We thank you for all your support



National
Osteoporosis
Society

I. Suggested communication channels

Make the most of the communication channels you already have available to you, as well as thinking about local external organisations that may be interested in the campaign.

Engaging local groups and organisations

This is a great way of reaching people to raise awareness of osteoporosis. Local or specialist groups or organisations will have clusters of people that they regularly communicate with, so if you are able to share some of the STOP AT ONE campaign messaging through them, that will help to amplify the campaign.

The kinds of organisations or groups that might be relevant include:

- Local GP surgeries
- Gyms or local health groups
- Cafés, local supermarkets
- Beauty treatment companies, hair salons
- Community halls, libraries

- Local Women's Institute groups or hobby groups
- Local relevant charities e.g. rotary, inner circle

The ideal scenario is for an organiser or leader of these groups to distribute and share information about the campaign.

They can do this in a number of ways, for example:

- Email newsletters
- Distributing leaflets/flyers
- Putting up posters
- Mentioning information at a session or meeting
- Sign-posting on their website
- Allowing you to run an event in their venue (if applicable)

You may already have good connections with local groups and organisations, but just in case you don't, here are some helpful tips on approaching them:

- Draw up a list of potential special interest or local organisations or groups that could be relevant (don't be afraid to cast a wide net here)
- Find out who runs the group or, if it's a bigger group, who coordinates communication to members
- Make initial contact with a phone call or an email – simply outline the campaign, what you have to offer (e.g. a talk or event, posters or scratch cards etc), why you're contacting them ('we thought it might be of interest to your group') and a brief summary how they can help if they would like to (by sharing information through their channels)

I. Suggested communication channels – *continued*

Website and newsletters

If you or anyone in your campaign volunteer community has access to a website or newsletter that attracts people in our target audience, here are some ideas for things you can talk about to promote the campaign:

- Promote any events that are happening around the campaign, such as talks or wider events around World Osteoporosis Day
- Include some information about the campaign as a 'news item' on the home page
- Signpost and/or link to **www.nos.org.uk/stopatone** for tools and information about osteoporosis and how it is treated, who is at risk and what people can do to protect themselves. The dedicated website offers information about the bone check and advice for the public on how to talk to GPs about, as well as a quiz that anyone can do to find out if they are at risk

Social media

If you have Twitter and Facebook, here are some suggestions on what to do and timings. It may be that most of this is second nature to you, but we've included some pointers for reference.

Twitter:

- Start tweeting about STOP AT ONE a day or two before the media launch on Tuesday 15 October to build momentum – don't disclose too much, just let people know that the **#StopatOne** campaign is launching and to watch this space
 - Once the campaign has launched, retweet posts from the main National Osteoporosis Society account (**@OsteoporosisSoc**) and links to media coverage that has appeared
 - Invite your followers to engage with the campaign by encouraging them to take the online quiz to assess their risk and to encourage them to think about themselves and those around them who may be at risk (include the link where possible)
- Draft tweets drawing on the key messages outlined at the start of this toolkit – ask questions where possible and encourage people to share with their friends and followers
 - Remember to use the hashtag **#StopatOne** wherever you can so that more buzz is created around the campaign
 - If you have good contacts with influential people on Twitter, such as local MPs, journalists or community leaders, invite them to tweet about the launch, or to re-tweet one of your posts. This means that the message will also reach their followers
 - If you're holding an event of some kind, in the week leading up to the launch tweet on a daily basis to remind your followers that the event is happening. Where possible include practical details such as timings and location

I. Suggested communication channels – *continued*

Facebook:

- If you have a Facebook group for your local community, a week or so ahead of launch, ask people to share their experiences of how they found out about osteoporosis
- Encourage this close network to act as campaign advocates for STOP AT ONE – arm them with the information so that they can spread the word about the campaign during the launch and invite them to have conversations among their own network about the importance of diagnosing osteoporosis and treatment available. Inform them of the timing of launch so they are aware of when to share what
- During and after the launch, if you are running a local event of some kind, be sure to take plenty of pictures and post the best on Facebook, as images are more likely to be shared

Local media

This is one of the best ways of reaching a new audience and we strongly encourage you to talk to journalists about the campaign and your involvement in it.

You may be familiar with your local media already through other activities that you have done, but in case it is helpful, here's a top line suggestion for ways to use local media to support the campaign.

- Draft a news release about the campaign and your involvement i.e. if you are running an event of some kind (and share photographs afterwards)
- Interviews with a local GP – if you have a good connection with a local GP, it might be worth seeing if they are happy to talk to local media about the importance of diagnosing osteoporosis and how it can be treated, encouraging people to take the test on the National Osteoporosis Society's website

Throughout all news releases and pitching to journalists, please try to weave in some of our key messages as listed on page 4 – this will help the campaign to have coherence and a greater impact.

In terms of timings, it would be great if any coverage could appear in the fortnight after Tuesday 15 October, so it may be worth getting in touch with your local media under embargo a few days in advance.

To access the template press release please email stopatone@nos.org.uk, to help you draft a press release if required.