



MEDIA ADVISORY FOR IMMEDIATE USE

CHOF Launches First Bilingual Osteoporosis Website for Californians

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October 16, 2009 – To help stop an epidemic, the **California Hispanic Osteoporosis Foundation (CHOF)** is launching its new, bilingual website today a resource for reporters, health industry professionals and all people interested in finding out more about osteoporosis: www.CHOFfound.org. Osteoporosis is a disease in which bone mass reduces due to calcium depletion and can lead to debilitating fractures and death.

“There’s not another website like this for bilingual families and the resources on the website will only grow,” said Dr. Augusto Focil, CHOF President. “People don’t want to believe it, but mature women are at greater risk for dying after a hip fracture than after breast cancer. But Osteoporosis is preventable and treatable.”

Issues include a lack of diagnoses among Latinos, a lack of understanding about bone health issues and that osteoporosis is not a normal part of aging – it is preventable and treatable – and a lack of access to information in Spanish.

“Latinos are likely to have lower bone mass at younger ages, plus we are both the nation’s fastest growing *and fastest aging* population. When you do the math, it’s staggering,” said Focil. “But together, we can stop an epidemic.”

Therefore, the new bilingual (Spanish/English) CHOF website features:

- Information of how to prevent osteoporosis
- Information on how to treat osteoporosis
- Links to important osteoporosis health resources and organizations
- Information on free screening events
- Research articles and reports about osteoporosis
- Information about CHOF and its programs
- Adjustable font sizes for easy viewing by all age groups

Osteoporosis is not only a health issue. In the current economic conditions, it is especially important to focus on preventing an epidemic rather than treating it: Osteoporosis is expected to cost \$3.6 *Billion* to California alone if unabated.

CHOF is a 501 (c) (3) nonprofit, nonpartisan organization that promotes the importance of bone health and osteoporosis in the Latino community through their programs, which are centered on awareness, education, prevention, diagnosis, treatment, research and advocacy on state, national and international levels.

Learn more about CHOF at www.CHOFfound.org.

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