Overview of the National Bone Health Campaign
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The National Bone Health Campaign (NBHC) is a multi-year national education campaign to promote optimal bone health in girls 9 - 12 years old, and thus reduce their risk of osteoporosis later in life. The goal is to educate and encourage girls to establish lifelong healthy habits, especially increased calcium consumption and weight-bearing physical activity to build and maintain strong bones. NBHC utilizes social marketing principles and practices to change the nutritional and physical activity behaviors of girls. The Campaign was developed as a partnership among the Department of Health and Human Services' Office on Women's Health, the Centers for Disease Control and Prevention, and the National Osteoporosis Foundation.

The NBHC mission is to expose girls to Campaign messages through a multitude of media and community sources, to elevate the importance of calcium consumption and regular physical activity for bone health, and to increase knowledge of easy ways to increase calcium consumption and physical activity levels. The NBHC also seeks to elevate parents' understanding of the importance of bone health as part of the overall health of their daughters.