

Campaign for Prevention of osteoporotic fractures in community centers. Screening for low bone mass QUS

Uruguay
Diana Wiluzanski



CAMPAÑA DE PREVENCIÓN DE FRACTURAS POR OSTEOPOROSIS 2011

Entre el dolor de una fractura por osteoporosis.

Valora sus factores de riesgo de fracturas por osteoporosis.

Conéctese en 5 minutos con un estudio simple e indoloro.

CONSULTE AQUÍ

¿Qué es?
Es una afección crónica de las huesos en la que disminuyen la densidad y calidad ones. El resultado es debilidad, se caen más fácilmente y se fracturan.

Las fracturas que se pueden prevenir y evitar.

La Campaña de Prevención de Fracturas por Osteoporosis tiene el objetivo de promover actividad física, mejorar el estado de bienestar, los que ayudan en su prevención, diagnóstico, tratamiento, y evitar la pérdida de independencia física.

Este examen se realiza por "osteografía" en el tobillo y se obtiene el resultado. Entre a otros datos clínicos que aporta el paciente, se realiza un estudio para una adecuada clasificación del diagnóstico.

Otros datos clínicos que son parte de la evaluación del riesgo de fracturas:

1. Una persona de ambos sexos mayor de 65 años.
2. Una persona con antecedentes familiares de osteoporosis o fractura de cadera.
3. Médica postmenopáusica, más allá de la menopausia que ocurre entre los 45 años.
4. Médica postmenopáusica que se ha caído una o más veces.
5. En los que padecen diabetes, dislipemia, hipertensión, o enfermedad renal.
6. Quiénes han tomado ciertos medicamentos, como corticoides en altas dosis por más de 3 meses.
7. Si fuma o bebe más de 3 bebidas de alcohol por día.
8. Si consume poca fibra, si toma poca vitamina D.

Este examen es ambulatorio, rápido y no requiere de cuidados especiales. Indique hora y lugar al 2408 4443.

CONSULTE AQUÍ



CAMPAÑA DE PREVENCIÓN DE LA OSTEOPOROSIS

CON APOYO DE:  **CENTROSEO**
DENSITOMETRÍA OSEA

AUSPICIO DE:  **ISCD**
Las Internacionales Society for Clinical Investigation

Paola Ibarra
Directora Regional
Diana Wiluzanski



Organization type:
for profit
Budget:
\$100,000 - \$250,000
Website:
<http://www.centroseo.com.uy>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

REDUCE THE ANNUAL GROWTH CURVE OF FRACTURES DUE TO OSTEOPOROSIS. Osteoporosis is a pandemic that have one in three women and one man in five, after they are 50 years old. It is disfiguring, painful and disabling. 25% of people with a hip fracture die within the first year of producing the fracture, 45% lose their independence. Given the steady growth of life expectancy: REDUCE THE ANNUAL GROWTH CURVE OF FRACTURES OSTEOPOROSIS IS ONE OF THE MAJOR CHALLENGES OF CURRENT MEDICINE. Our method aims to detect a high volume of population, people with low bone mass before a fracture occurs. CREATING AWARENESS OF THE ADVANTAGES OF THE PREVENTION OF OSTEOPOROSIS IN PARTICULAR AND PREVENTABLE DISEASES IN GENERAL.

About Project

Solution: What is the proposed solution? Please be specific!

USING THE PHARMACIES NETWORK, CLUBS, CENTERS AND OTHER SOCIAL CIVIL ORGANIZATION as a center of activity, given the character of this outpatient community action program. In Uruguay we have an agreement with the two centers that bring together all pharmacies in the country. The program was announced earlier this year by a circular to 1,200 pharmacies explaining the method. You assign a date to each pharmacy's request. 2,000 flyers, 2 posters and a form are provided to schedule between 16/20 per hour with an average of about 100 people per day. Pharmacies should be telephoned to remind a few days before the date and time of the study. It appeals to the media, TV, newspapers and especially radio, to spread the campaign where it is executed. Ten years after starting this program in Uruguay have proven the effectiveness of the method. We are the only ones in doing this ambulatory activity, reaching sparsely populated areas or that are not of interest to those with similar equipment. A similar activity is performed in Spain FHOEMO, there are some isolated campaigns in Mexico, Venezuela and some other Latin American countries. WHAT IS INNOVATIVE IN THIS CAMPAIGN OF PREVENTION IS: 1) It could cover the entire POPULATION AT RISK OF OSTEOPOROSIS. 2) simultaneously allowing preventive action for HYPERTENSION, DIABETES, AND ANY OTHER FORM OF SCREENING TEST OR CLINIC. 3) HELP WITH HISTORY, facilitating the work to the treating physician.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Measure the resistance to fracture bone in a high population volume by performing an ultrasound on the heel, along with a questionnaire on risk factors of 14 questions. This action results in whether the risk of osteoporotic fracture is low, moderate or high. Assessments are made of 16/20 per hour. Is ambulatory, Easy performance by a technician, nurse or assistant, very low cost, non-radiative and without prior preparation. It allows the physician to initiate treatment to prevent and / or treat bone fractures. The massive character of these actions have an effect on medium and long term conducive to reducing the volume of people who fracture a year.

About You

Organization:
CENTROSEO

About You

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Organization Country

, MO

Country where this project is creating social impact

, MO

How long has your organization been operating?

More than 5 years

Is the project that you are entering related to this organization?

Yes

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

What stage is your project in?

Operating for more than 5 years

Tell us about the community that you engage? eg. economic conditions, political structures, norms and values, demographic trends, history, and experience with engagement efforts.

Uruguay is the oldest populations in Latin America and throughout the Western Hemisphere. The population at risk of osteoporosis is estimated at

800,000 people, out of a total of 3,300,000 inhabitants. The population growth is almost nil. The campaign, although attending all classes, is aimed at the middle and lower class for its low cost and outpatient basis. THE PEOPLE'S POSITIVE RESPONSE AND AND INTEREST IT RAISED, SAYS WE ARE COMMITTED TO STAY IN THIS ACTION, AWAITING RESULTS IN A REASONABLE TIME.

Share the story of the founder and what inspired the founder to start this project

When creating CENTROSEO in 1992, IT did not exist in Uruguay TECHNOLOGY or any method for the measurement of bone density. That year I introduced the first fixed bone densitometer. In June 2000 I brought the first portable densitometer, initiating campaigns for outpatients. For the last 5 years we have three teams with specially trained by me technicians for the prevention of osteoporosis. I attend the ISCD meeting annually, and every 2 years at the IOF Congress representing my country and in order to keep up to date knowledge on prevention, diagnosis and treatment. The growth we have had in this activity, we reaffirm that: 1) occupy an empty space 2) that there is still much to be done. Fractures are increasing and the continental projection for 2050 is that osteoporotic fractures will double. OUR GOAL AS A SOURCE OF INSPIRATION TO THIS MISSION IS TO CONTINUE TO REDUCE osteoporotic fractures.

Social Impact

Please describe how your project has been successful and how that success is measured

Ten years into this program of prevention, we have some 80,000 diagnoses made in pharmacies, community centers, sports centers, etc.. We monitor randomly by phone, with 70% of positive response to treatment for osteoporosis adherence year to carry out our action. In these 10 years the laboratories producing medication related to osteoporosis have been multiplied by five. Although we did not obtained data on their sales, historical prices declined significantly, demonstrating that increased volume of manufacture of these products as a result of increased volume of patients taking these drugs. Our monitoring center for bone densitometry for four activity increased in the last 10 years. Our estimate is that we are still far from the 800,000 patients at risk, but we have developed a method aimed at the community that is very effective.

How many people have been impacted by your project?

More than 10,000

How many people could be impacted by your project in the next three years?

More than 10,000

Winning entries present a strong plan for how they will achieve growth. Identify your six-month milestone for growing your impact

We are training 3 technicians to increase activity in pharmacies. We see the need to acquire two more ambulatory machines. We set up a special plan for businesses and geriatrics.

Task 1

Short "World Osteoporosis Day October 20." Broadcast TV and movies during the month of October 2011. En production lasts 20 ".

Task 2

70 Pharmacies Complete Campaign 2011.

Task 3

Preparing new technicians .Goal: doubling the volume of people tested in 2012

Identify your 12-month impact milestone

Launch of 3 new mobile teams with a medium size transport that would travel across the country.

Task 1

Get support for laboratories and dairy companies.

Task 2

25 palabras o menos.

Task 3

25 palabras o menos.

How will your project evolve over the next three years?

As the campaign grows, we must implement the growth of fixed appliances to do the full diagnosis, also the formation of technical personnel. The goal is to place at the center of the country a central fixed densitometer, type DXA, like the ones that are currently operating in the city of Montevideo, capital of Uruguay.

Sustainability

What barriers might hinder the success of your project and how do you plan to overcome them?

The mobile teams are low cost in dollars. The activity is supported by paying the study, which is 6 dollars. The print (flyers, posters, etc) are funded by some laboratories. The contribution of these is not as expected, considering that a greater number of patients studied, the greater the treatment. Consider that these treatments are long term and pay off comfortably to the laboratories that produce them, if they fully fund this campaign. This is the main barrier, since if the test were completely free of charge the number of patients seeking the test would increase significantly.

Tell us about your partnerships

In some laboratories we have a material support that allows us to perform an annual medical day at no cost to attendees, attended by approximately 150 physicians. This is the only annual day in Uruguay for updates on diagnosis and treatment of osteoporosis.

Explain your selections

Patients pay a total of USD \$ 6 USD \$2 are taxes and the pharmacy fee USD \$ 3 are the net staffing costs. that pay transportation and create a

Patients pay a total of 600 \$ of 600 \$ are taxes and the pharmacy, 600 \$ are the net claiming costs, that pay transportation and create a small fund that is used for replacement of disposable materials and spare parts for appliances. Laboratories assume part of the cost of dissemination.

How do you plan to strengthen your project in the next three years?

We need government support, both financially and logistically. We haven't even managed international NGOs or foundations support. Our method is applicable not only to the prevention of osteoporosis, and it will surely arouse the interest of other countries.

Challenges

**Which barriers to health and well-being does your innovation address?
Please select up to three in order of relevancy to your project.**

PRIMARY

Lack of insurance/financing options for healthcare

SECONDARY

Limited diagnosis/detection of diseases

TERTIARY

Lack of access to targeted health information and education

Please describe how your innovation specifically tackles the barriers listed above.

It makes available an "in situ" method of diagnosing to all people and places that is fast and reliable. It facilitates the physician to initiate preventive treatment of fractures. It could be done without cost to the patient and is a mean to report a better quality of life.

**How are you growing the impact of your organization or initiative?
Please select up to three potential pathways in order of relevancy to you.**

PRIMARY

SECONDARY

Repurposed your model for other sectors/development needs

TERTIARY

Leveraged technology

Please describe which of your growth activities are current or planned for the immediate future.

100 palabras o menos.

Do you collaborate with any of the following: (Check all that apply)

NGOs/Nonprofits, Academia/universities.

If yes, how have these collaborations helped your innovation to succeed?

We collaborate with the Department of Endocrinology at the State University performing medical days, monthly discussions in the lecture and free studies to patients in the polyclinics.
The pharmacy business associations sponsoring the campaign of Uruguay in 1,200 pharmacies around the country.

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