Call for applications for 
World Osteoporosis Day 2020 Grant

FOR IOF MEMBER SOCIETIES ONLY

The Campaign

This year, as in 2019, the World Osteoporosis Day campaign will portrait real patients to raise awareness of osteoporosis. The idea is to have an authentic and multi-ethnic visual approach which reveals the human burden of the disease and/or celebrates the success stories of individual patients who have been empowered to take charge of their condition.

That’s Osteoporosis - a family affair!

A special focus this year will be on osteoporosis as a family affair (see WOD toolkit for further information – http://www.worldosteoporosisday.org/resources). The idea is to feature patient photos and the related personal stories which integrate family members. The portraits should show real patients, and feature either:

- Patient with family caregiver
- Two generations of a family with osteoporosis
- Patient with grandchild

Note, a patient story (written in English) is required with each portrait. Societies can submit more than one picture and story if they wish.

The WOD grant

The grant, valued at 1’000 CHF (Swiss francs), is intended to support the cost of a professional photographer. Professional photographs are required to ensure compliance with the technical specifications and the high quality that will permit poster-sized reproductions. Photos taken on cell phones or not meeting the technical specifications cannot be accepted.

Due to budget limitations, only the first 3 applications from each region of the world (Europe, LATAM, North America, Middle East & Africa, Asia-Pacific) will be selected to receive the grant.

How to apply

1. Find a patient with family member who is willing to be photographed and to share her/his story. Either a man or woman, preferably over age 50, with a family member (should be reflected in the story).
2. Complete the application form and send it to Anastasia Soulié (email: asoulie@iofbonehealth.org).

The deadline for the application is **June 30, 2020**.

3. IOF will inform you if you will receive the grant (distributed on a ‘first come first serve’ basis) by email, the first week of July 2020.

4. If your grant application is accepted, have the photographs taken and write the patient story.

**How to submit the patient story:**

- Format: WORD document
- The patient story should be a written text which includes the patient’s age, and the following:
  - How osteoporosis has affected the patient in terms of quality of life, ability to do everyday activities etc.
  - Depending on the picture - mention the burden to family caregivers, or the inability to play with grandchildren, or the fact that two generations have osteoporosis
- The patient story can be submitted in English or in your own local language (IOF will translate the patient story and will submit it to you for final review before publishing)

**Important**

- Ensure that the patient signs the patient authorization form.
- Send the professional photograph, the patient’s story and the authorization form to IOF by **August 31, 2020**.
- IOF will produce the poster and contact you regarding translation and text. We will share any edited patient story with you.

5. Payment of 1’000 CHF will be sent to you as quickly as possible after the photograph and story are received and reviewed for compliance of the technical guidelines by IOF.

**Technical Instructions for your photographer:**

Each picture must be taken by a professional photographer. We require the **raw pictures (raw/uncompressed format)**.

➢ If you have any questions or want to ask for advice feel free to contact David Oldani doldani@iofbonehealth.org
Here is the kind of render we want for the visual. It’s important to have a similar look in terms of lightening and position in order to keep consistency in the campaign. **The light must be diffused in order to not have strong shadows.**
During the shooting the best set up would be for the photographer to use a white fabric backdrop (most of the professional photographer should have one).

If it’s not possible to use a white backdrop, try to have a light color background contrasted enough with the model, it means that the model should NOT wear light clothes.

A greenscreen backdrop could also work.
Light set up:

You are relatively free regarding the lightening, just ensure to get enough light to correctly see the face of the models and avoid strong shadows.

How to choose your model:

As explained, you must choose a real patient with relatives or caregivers, to bring more authenticity in the picture. Try to find people not too shy in front of a camera, keep in mind that doing this kind of photo shooting is not something easy and will require several takes.

➢ If your patient uses a wheelchair, walker or cane, we encourage you to make it visible on the picture, as it’s an important component which emphasizes the burden.

Model expression and pose:

As you can see on the existing posters the person should have a neutral facial expression. Not sad or happy, but confident that she/he is facing up to the disease! We know that it’s not something easy to ask to someone who is not used to posing in front of a camera, but at least you know what we are looking for.

For the pose of the model, try to face the body to the light and look at the camera with the face as on the actual posters shown above.

Thank you – and please don’t hesitate to contact David at doldani@iofbonehealth.org if you have any questions about the photographs.