

NOFSA

www.osteoporosis.org.za

ANNUAL REPORT 2025



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NOFSA CEO MESSAGE

Dear Friends & Colleagues

2025 was indeed a very busy year for NOFSA. Planning a physical Congress after we have not had one for 5 years proved to be exciting but also time consuming!

NOFSA's Masterclass Series was again a major success with topics on cancer and bone, optimising care in high-risk patients, and the use of AI in the diagnosis of osteoporosis discussed. We are so grateful for the wonderful attendance and great feedback on every Webinar.

Our Awareness Campaigns via all Social Media Platforms were well received and our Brand ambassadors, Jo Roets with her wonderful Artwork, and Laura Wagner-Meyer created some great social media content for us.

The IOF-ESCEO World Congress was held in the beautiful Rome in April 2025 and was again attended by more than 7000 delegates.

There was a dedicated Patient Societies Day (held every 2 years) and topics like exercise and bone health, successful lobbying and social media strategies etc. were discussed. We ended the day with a "speed dating" exercise to get to know each other – somewhat enhanced by small amounts of Aperol spritzers! It is always great to meet up with our colleagues from as far afield as Ukraine, Australia, America, Canada, Turkey, and of course our neighbouring countries like Zimbabwe!

The ongoing Fractures E3 study in South Africa, Zimbabwe and the Gambia is still yielding impressive data and we can hopefully use this to convince our respective Ministries of Health and Funders that osteoporosis is a real concern in Africa. Especially with a rapidly ageing population and growing fracture rates. Involving traditional bonesetters has been a challenge but also an enriching experience!

Our annual Rattle Them Bones Fun Run was a huge success and we had 218 registrants. It was a perfect day at Groot Constantia, and much fun was had by all! The bottle of wine included with the entry was a hit with everyone. A big thank you to Drienie for all the arrangements and hard work she put in.

Our first physical NOFSA Congress since 2020 was held in the Cape Town Waterfront and was probably our most successful one thus far. We had 8 International Speakers, 13 local Key Opinion Leaders, 244 delegates, and the feedback on content and speakers was great. Our new NOFSA Guidelines on Treatment was also launched and a very popular and successful GP Session was attended on the Saturday.



TERÉZA HOUGH

We also introduced our Brand Ambassadors at the Welcome Cocktail and they were absolute stars! Thank you Jo and Laura!

Thank you to Professor Tobie de Villiers and the NOFSA Councillors for all their time and effort. We appreciate your efforts in helping us make a noise about the Silent Disease. Drienie, Esmé and Lindie – thank you for putting up with me! Your hard work and dedication to NOFSA does not go unnoticed!

In the current economic climate, it remains difficult to get funding and our sources are dwindling. Please help us to continue our fight by making use of the Donate Button on the website.

Doctors pay an annual membership fee allowing them to access International Journals, CPD accredited events and post-webinar articles on demand.

Patients still enjoy free access to our Website, Newsletters, Patient Support Group, Blogs, and our other Social Media Platforms.

Our job of making patients, the public and healthcare professionals aware about Osteoporosis and Bone Health is far from done and we need the help of everyone to keep the fight going.

Strong bones support strong bodies!

Teréza Hough



Cipla

CAB MEMBERS

The Corporate Advisory Board provides professional input with regards to new products and treatments and meets on a quarterly basis. CAB is represented on the NOFSA Council by their Chairperson. This is also a forum where they can share their views and topics of concern such as challenges in the osteoporosis field.

We want to thank them for their valuable contribution and for their sponsorships of our educational events and Fun Run.

*These companies have
representatives on our board.*

CIPLA: Richard McMillan/Fhadle Solomons

ASPEN: Wilma Snyders/Pauline Timothy

ADCOCK INGRAM: Tielana Claassen

adcock ingram 
women's health

NOFSA

Council Members

The NOFSA Council consists of 10 national experts in the field of osteoporosis. All our Council Members regularly attend and present at International Conferences on Osteoporosis. NOFSA also published the Guidelines on Osteoporosis in 2001, 2011 and 2017. This is distributed to the Department of Health and nationwide to all interested physicians/ health care professionals. As a full member of the IOF, NOFSA has free access to all scientifically validated data, literature, studies and Position Statements on bone health and other related conditions.



We thank the following Council Members for their wisdom, time and service to NOFSA.
Top to bottom, left to right: Prof Tobie de Villiers - Chairman, Dr Stan Lipschitz - Vice Chairman,
Prof Kebashni Thandrayen, Prof Magda Conradie, Dr Zane Stevens, Prof Bilkish Cassim,
Dr Hayley de Wet, Ms Motselisi Mosiana, Dr Farhanah Paruk and Dr Wimpie de Lange.

NOFSA

Membership overview



Patients and caregivers can now access a range of downloadable brochures on the NOFSA website, courtesy of the International Osteoporosis Foundation (IOF). These resources cover essential topics such as prevention strategies, living with osteoporosis, nutritional guidance, and understanding the diagnosis. Easy to read and practical, the brochures are designed to support individuals in managing their bone health with confidence and clarity.

PATIENT MEMBERSHIP REMAINS FREE AND THE COST FOR PRACTITIONER MEMBERSHIP:

- R1000 for a practitioner
- R500 for allied health professionals

*On 31 December 2025 we had 3355 subscribed members:
576 patients and 2779 doctors & allied health professionals*

MEMBERSHIP BENEFITS FOR PRACTITIONERS

- Access to IOF Bone Journals.
- Discount on Congress registration fees.
- Free Post webinar access to talks and articles.
- Free CPD points for accredited webinars.
- A regular newsletter with the most recent developments on osteoporosis.
- Information leaflets covering topical issues relating to the disease.
- Helpline or electronic guidance and counsel when required.
- Website which is updated monthly and whenever new information is received.
- First to know about upcoming events or new advancements in the field of osteoporosis.
- The Foundation is also involved in lobbying with Medical Aids for patients' rights regarding reimbursement of DXA's and medication.

BRAND AMBASSADORS & Influencers



Laura Wagner-Meyer

Laura is a model and fashion designer whose life journey has evolved into a powerful source of inspiration and transformation in the realm of fashion and modelling. Born with a congenital neural tube defect that defied medical expectations, her narrative embodies resilience, passion, and advocacy.

She believes that Bone health is a crucial component to a great quality of life as we age. Many people aren't aware that there are concrete and simple ways to prepare for our future health. We have to put the work in now to receive the rewards later down the line.

Her remarkable journey has been featured in publications such as Photo Vogue, Glamour magazine, Folklore in New York, and TWYG, and she has collaborated with renowned brands including H&M, Reebok, John Frieda, Woolworths, and Foschini Beauty.

She believes that authentic representation goes beyond visibility alone. It's about validation, empowerment, and embracing one's individuality with pride!

Laura contributes by talking about bone health to her audience on Instagram and partaking in networking events, such as the NOFSA Congress.



Jo Roets

South African artist, Jo Roets is a passionate sculptor, painter and mould maker. Art has always been a central theme in Jo's life and art practises are interwoven in her education and professional careers.

Her work adorns the homes of collectors around the globe, spanning from South Africa and Seychelles to Dubai, Canada, America, and the UK. She is currently exhibiting at various local and international galleries in South Africa, Spain and UK.

As Art Ambassador to NOFSA, Jo regularly posts educational videos, using her work as background to explain osteoporosis and create awareness about bone health. Her designs are also used in our marketing material.

Jo Roets, was also selected for the prestigious Château d'Orquevaux Artists & Writers Residency in France — one of the world's most beautiful artist residencies. For this she launched the Wishbone project to fund her journey.



NOFSA Collaborators

At NOFSA, collaboration is at the heart of advancing bone health in South Africa. We partner with organisations, specialists, brands, and medical institutions that share our mission to educate, support, and empower individuals towards stronger bones and healthier lives. Through these strategic collaborations, we combine knowledge, expertise, research, and resources to expand awareness, improve access to care, strengthen advocacy, and ultimately create greater impact for those at risk of, or living with, osteoporosis. Together – with our trusted partners – we can do more, reach more, and build a future where bone health is prioritised nationwide.

GOODNESS ME

Jacobie Serfontein's passion is to help patients embrace self-care and unlock their full health potential. Her approach to holistic wellness focuses on personalised coaching (online or in person) that aligns with the patients' unique goals, values, and lifestyle. Together, they tackle challenges like burnout, fatigue, and stress, creating actionable strategies to improve energy, resilience, and overall well-being.

Jacobie hosted a Myth Buster Series in 2025, and we are looking forward to working with her again.

<https://goodnessme.co.za/>



SILVERFIT

Silver Fit, an exercise programme for older adults, is sharing why we should appreciate and nurture our bones.

Our bones are integral to much of what we do, and yet they tend to be overlooked by other parts of our health. Through targeted content on “bone health” they advise how caring for not only your muscles but also your bones, can help you keep “Stronger For Longer”.

www.silverfit.co.za

VASCAFEM

Vascafem has partnered with the National Foundation of Osteoporosis in South Africa. Together, they aim to raise awareness and provide resources to help patients protect your bones. Their dedicated landing page <http://www.vascafem.co.za/osteoporosis> hosts content that are relevant and helpful.

Their product Vascafem supports bone, cardiovascular, and immune systems. Apart from calcium, Vascafem contains vitamin D3 and vitamin K2, which aid in the absorption of calcium. It also includes folic acid, Vitamin B6, hawthorn, zinc, and selenium.



NOFSA MASTERCLASSES

We continued our highly successful Masterclass Series and wish to thank our sponsors for making this possible.



We hosted 3 very well-attended webinars with an average attendance of 600 attendees per webinar. Topics covered were Cancer and Bone, Optimising care in high-risk patients, and the use of AI in the diagnosis of osteoporosis. Healthcare Practitioners can access our webinars on the [Physician's Portal](#) only if they have paid their annual membership fees.

NOFSA 2025 MASTERCLASS SERIES

EPISODE 1

TUESDAY 18 March 2025 [SAST] 6 - 7 PM

Cancer Therapy Induced Bone Loss (CTIBL)
Managing bone health in people affected by breast and prostate cancer

EARN 1 CEU

SPEAKER
Dr Zane Stevens
Specialist Physician & Endocrinologist,
Cape Institute of Endocrinology,
Christiaan Barnard Memorial Hospital,
Cape Town

MODERATOR
Dr Stanley Lipschitz
Physician & Geriatrician, NOFSA Council
Vice-Chair, Private Practice, Rosebank,
Johannesburg

Performance Report		
# Registered	# Attended	% Attendance Rate
1003	560	56%
# Q&A Questions Asked		
16		
# CPD Points Issued	# Attended	% CPDs Issued
492	560	88%

NOFSA 2025 MASTERCLASS SERIES

EPISODE 2

TUESDAY 20 May 2025 [SAST] 6 - 7 PM

Bridging the Gap:
Optimising Osteoporosis Care in High-Risk Patients in South Africa

EARN 1 CEU

SPEAKER
Dr Farhanah Paruk
Physician (Rheumatologist)
Ahmed Al-Kadi Private Hospital
Durban, KwaZulu-Natal

MODERATOR
Dr Tobie de Villiers
Obstetrician & Gynaecologist
Mediclinic Panorama
Cape Town

Performance Report		
# Registered	# Attended	% Attendance Rate
824	453	55%
# Q&A Questions Asked		
20		
# CPD Points Issued	# Attended	% CPDs Issued
411	453	90%

NOFSA 2025 MASTERCLASS SERIES

EPISODE 3

MONDAY 8 September 2025 [SAST] 6 - 7 PM

AI in Osteoporosis:
Fact or Fiction?

EARN 1 CEU

Dr Nick Fuggle
Associate Professor in Rheumatology
MRC Lifecourse Epidemiology Centre (MRC LEC)
University of Southampton, UK

Dr Tobie de Villiers
Obstetrician & Gynaecologist
Mediclinic Panorama
Cape Town

Performance Report		
# Registered	# Attended	% Attendance Rate
902	506	57%
# Q&A Questions Asked		
7		
# CPD Certificates Issued	# Attended	% CPD Awarded
447	506	81%

CONGRESSES 2025

WCO-IOF-ESCEO CONGRESS IN ROME



The WCO-IOF-ESCEO Congress in Rome in April was certainly a resounding success once more, with almost 9,000 attendees, both physical and virtual. The talks were great and covered a wide range of topics. As Chair of the Patient Societies Sub-Committee, Tereza Hough also participated in the biennial CNS Day for Patient Societies, as well as delivered a talk on the painful and slow process of trying to implement Fracture Liaison Services (FLS) in South Africa.



CONGRESSES 2025

NOFSA-IOF-ESCEO CONGRESS IN CAPE TOWN



What an inspiring week as experts, attendees, sponsors and exhibitors came together to share knowledge, spark meaningful conversations, and raise vital awareness about osteoporosis in November 2025. One of the star events was our well-attended GP Session on Saturday afternoon, with over 60 GPs in attendance. We plan to host this Session as CPD-accredited events on our website next year – watch this space!

Two parallel sessions for DXA operators sponsored by Vertec and GE took place on Friday. Without our industry partners, we would not have been able to host this event. A special mention of our Diamond Sponsor, Aspen, for sponsoring a double stand, an international speaker, Prof Manju Chandran, a lunchtime symposium, and a generous grant for sponsoring local doctors to attend. We are extremely grateful to you. Thank you also to Adcock, Cipla, EduXeed, GE and Vertec for your generous contributions.

To Stephan and his excellent team at EduXeed – we could not have done this without your excellent organising skills! I can say without a doubt that this was the best NOFSA Congress ever! A huge thank you to Drienie in the NOFSA office for putting up with my tantrums and for her unending support. Jo Roets and Laura Wagner-Meyer, our two Brand Ambassadors, were introduced at our Opening Cocktail Ceremony and what a hit they were! Making videos, posing for endless photos, and posting them on Social Media! We appreciate you!



MARKETING

As a dedicated Non-Profit Organisation (NPO) committed to raising awareness and support for osteoporosis, our focus on digital marketing has been pivotal. Throughout this report, we highlight our achievements in enhancing our website, expanding our social media presence, nurturing community through blogs and newsletters, and exploring innovative trends in NPO marketing, these include:

- Audiences connect more with authentic, human-centered stories. Impactful testimonials and real-life experiences from patients, caregivers, and advocates drive engagement.
- Platforms like Instagram Reels, and YouTube Shorts are gaining traction.
- AI-driven tools help with content creation and email marketing.
- Automating donor and membership signups via the website.
- Search engines prioritize high-quality, informative content and as such our blogs answers key questions and concerns to improve visibility and credibility.
- Partnering with health professionals, influencers, and patient advocates broadens reach, as was evident in our World School Milk Day Campaign.
- Trust-driven interaction increase awareness and credibility which we achieve through our online NOFSA Support Group.

Press releases & mailers

MAILERS:

25 Mailers dispatched January – December 2025

We average a 30 % open rate with 2.54% click through rate

Most mailers engage Health Care Professionals on events, webinars or papers.

Patients receive a quarterly newsletter.

PRESS RELEASES:

2 Official Press Releases with the following themes

- Growing up Strong
- World Osteoporosis Day 2025

World Osteoporosis Day



WORLD OSTEOPOROSIS DAY 2025 – OFFICIAL PRESS RELEASE

Cape Town, 20 October 2025 — As the world marks World Osteoporosis Day (WOD) on 20 October, the National Osteoporosis Foundation South Africa (NOFSA) joins the global call to raise awareness about bone health and the silent epidemic of osteoporosis — a disease still too often undiagnosed,



GROWING UP STRONG: WHY MILK AND DAIRY MATTER FOR TEENAGERS

Between 10 and 19 years, our children are still undergoing remarkable physical changes. In fact, adolescence is when up to half of their adult bone mass is formed, which makes this life-stage the once-in-a-lifetime chance to build the foundation for strong,

**IT'S UNACCEPTABLE
STOP THE NEGLECT OF BONE HEALTH!**



In alignment with the official 2025 World Osteoporosis Day theme and creative toolkit, NOFSA:

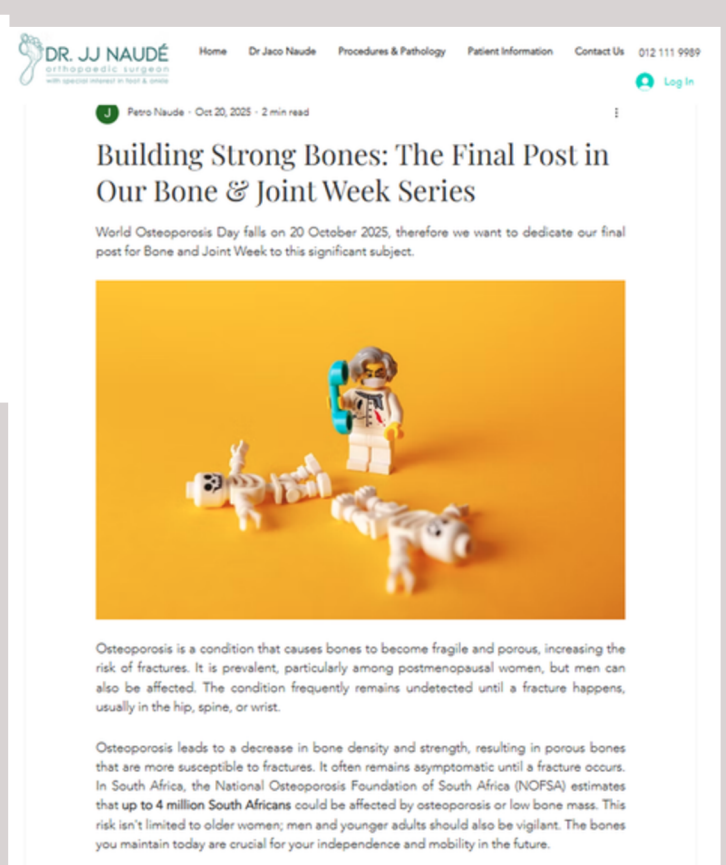
- Shared the official themed social media assets and messaging across all our digital platforms, including Facebook, Instagram, X, LinkedIn and our website.
- Tailored selected posts with localised messaging to highlight the South African context, encourage screening, and promote bone-healthy lifestyle choices.
- Ensured consistent branding and key calls-to-action across all pages to maximise reach and engagement.

To extend our impact beyond our own channels, NOFSA:

- Prepared and distributed an official World Osteoporosis Day 2025 press release to key print and online news outlets.
- Positioned NOFSA as a trusted expert voice on bone health, reinforcing our role as a national advocacy and education leader.

MEDIA EXPOSURE

Published Online Articles



Campaign with Rediscover Dairy

NOFSA joined hands with Rediscover Dairy to place the emphasis on the role of calcium in teens and kids in building strong bones by creating materials for use in schools by teachers on World School Milk Day on 24 September. As a result NOFSA also created a dedicated landing page on their website for Kids and Teens with links to the materials. The exposure created by Rediscover Dairy were as follows:

- 36 publications (3 Print-magazines: 34 digital)
- Advertising value equivalent (AVE): R 1 392 311
- Possible impressions : 107 858 800

Note:

- News24 – viewers 15 199 423
- The Citizen – 5 154 569
- Soccer news lifestyle – 4 581 684



SOCIAL MEDIA EXPOSURE

Our social media content plan has a monthly theme, which is then broken down in educational posts, video reels, blogs and ambassador videos. We also promote events on these platforms and observance days that are relevant to the South African and international health calendar.

January	Under the influence: Alcohol and Your Bones
February	Menopause, Bone Density and the role of HRT
March	Cultural diets and Bone Health
April	High impact exercise: friend or foe?
May	Technology and Osteoporosis, AI
June	Beyond Calcium & Vit D
July	Sleep and Bone regeneration
August	The Bone Community: Support groups
September	Growing up strong – Why Milk Matters Weighted Vests and Bone Health Is it Osteoporosis: Diagnosing hidden bone health conditions
October	World Osteoporosis Day – It's Unacceptable
November	Microbiome Connection – Your Gut and Your Bones
December	Gender Modification and Bone Health

All Social Media Insights Below is the follower count for the reach of our social media platforms. We have to rely on organic growth since we don't always have funding available to do boosts. We are always looking for co-branded sponsorship opportunities where our CAB members or other companies can help us to promote our posts to a wider audience.

Facebook

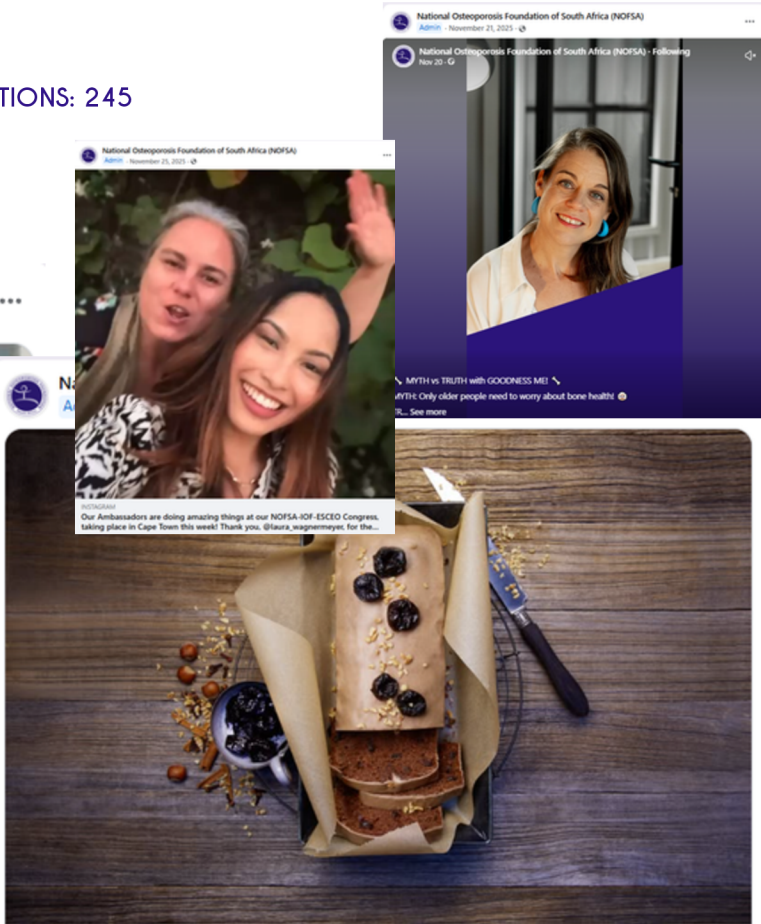
REACH: 46700 VIEWS | VISITS TO PAGE: 2700 | CONTENT INTERACTIONS: 1 400
TOTAL FOLLOWERS: 1999

Instagram

REACH: 6800 VIEWS | CONTENT INTERACTIONS: 245
TOTAL FOLLOWERS: 248



National Osteoporosis Foundation of South Africa (NOFSA)
Admin · November 18, 2025 ·



National Osteoporosis Foundation of South Africa (NOFSA)
December 18, 2025 ·

FESTIVE RECIPE: SPICE CAKE WITH SUNSWEET PRUNES
A... See more

Blogs

Blogs published throughout 2025 with topics including:

- Gender Modification and Bone Health: Understanding the Impact of Hormone Therapy on Bone Density.
- The Microbiome Connection: how gut health impacts your bones.
- World Osteoporosis Day: unacceptable that osteoporosis can still be missed by medical practitioners.
- Is it Osteoporosis? Diagnosing hidden bone conditions.
- Weighted Vests – are they good for bone health?
- Growing up Strong: Why milk and dairy matter for teenagers.
- The Bone Community: Finding your support tribe for bone health.
- Sleep and Bone regeneration: Unlocking the secrets of restorative rest.
- Beyond Calcium & Vitamin D: The Role of other trace minerals in Bone Health.
- Technology and Osteoporosis: AI and wearable tech for monitoring Bone Health.
- High Impact Exercise: Friend of Foe?
- Cultural Diets & Bone Health: Uncovering the secrets of Africa
- Menopause, Bone Density and the role of HRT
- Under the Influence: Your bones and alcohol



RATTLE THEM BONES

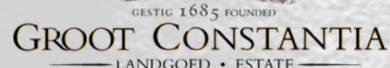
Annual Fun Run



To translate awareness into visible community action, NOFSA hosted a World Osteoporosis Day Fun Run on 1 Nov 2025 at Groot Constantia, using the event to promote physical activity as an important part of osteoporosis prevention and management. We integrated educational touchpoints to encourage attendees to “know their risk” and take proactive steps for bone health.



What a turnout! Over 200 participants registered for our 2025 Fun Run! A heartfelt thank you to every participant, supporter, volunteer, and partner who joined us for the Rattle Them Bones Fun Run! Together, we raised awareness for bone health, encouraged healthier lifestyles, and showed incredible community spirit.



FINANCIAL STATEMENTS

The comprehensive set of Financial Statements is available and can be requested from info@osteoporosis.co.za

NATIONAL OSTEOPOROSIS FOUNDATION OF SOUTH AFRICA (NOFSA)
 (REGISTRATION NUMBER : 004-287 NPO)
 ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL POSITION

	Notes	2025 R	2024 R
ASSETS			
NON-CURRENT ASSETS			
Property, plant and equipment	2	8,656	6,378
Other financial assets	3	-	103,023
		8,656	109,401
CURRENT ASSETS			
Trade and other receivables	4	500,549	271,264
Other financial assets	3	-	56,194
Cash and cash equivalents	5	1,981,073	778,117
		2,481,622	1,105,575
TOTAL ASSETS		2,490,278	1,214,976
EQUITY AND LIABILITIES			
EQUITY			
Retained income		2,168,028	1,121,069
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	6	322,250	93,907
TOTAL EQUITY AND LIABILITIES		2,490,278	1,214,976

FUNDING SUMMARY FOR 2025

Donations	R	1 000,00
CAB	R	114 000,00
Sponsors	R	100 000,00
Lotto	R	233 095,00
Congress	R	1 460 298,16
Fun Run	R	50 860,00
Charitable Bequest	R	260 204,04
Total	R	2 219 457,20

WORK WITH US

We need you!

The National Osteoporosis Foundation of South Africa (NOFSA) is the only non-profit, voluntary health organisation dedicated to promoting lifelong bone health in South Africa.

This is done in order to reduce the widespread prevalence of osteoporosis and associated fractures, while working to find a cure for the disease, and by supporting research and developing programmes of education and advocacy.

To accomplish our mission we do the following:

- **Fundraising** – Seek funds to support our programmes and services.
- **Research** – Determine the fracture prevalence and cost implications thereof on our economy
- **Education and support** – Provide education and support services for people with osteoporosis.
- **Professionals' education programmes**
Conduct osteoporosis education programmes for health professionals to better understand osteoporosis, its prevention and treatment by organising conferences and training courses to this effect.
- **Awareness** – Educate the public about osteoporosis and about the importance of prevention, early diagnosis and available treatment.
- **Advocacy** – Advocate the interests of people affected by osteoporosis at levels of medical, societal and political influence.
- **Advice** – Counsel osteoporosis sufferers through written, electronic and telephonic communications.



Contact us



0861 102 265



info@osteoporosis.org.za



www.osteoporosis.org.za



068 491 3543

Follow us on Socials







NOFSA would like to acknowledge
THE NATIONAL LOTTERIES COMMISSION
for their support during 2025