

# Suncoast Health Council and American Bone Health Kick-Off “Love Your Bones” Campaign

*The Campaign is the ‘First of its Kind’ in the Nation.*

TAMPA, FL, UNITED STATES, September 22, 2021 /EINPresswire.com/ -- The “Love Your Bones” HIV/AIDS Health Education Program & Toolkit Campaign will launch October 12th and be the first of its kind in the United States. Healthy Bones Tampa Bay – through its national partner [American Bone Health](#), will use the curriculum and toolkit to educate case managers across Florida and throughout the United States about how to help people living with HIV/AIDS protect their bone health, especially if they’re taking anti-retroviral medications. The “Love Your Bones” Curriculum & Bone Health Campaign will train case managers to counsel federally funded clients about how to promote bone health by increasing client health literacy; improving diet and exercise and eliminating risk factors associated with reduced bone mineral density.



The New Love Your Bones Campaign Logo - ready to launch Oct. 12th

“We are pleased to announce the launch of this important campaign to educate and inform our case workers who in turn, can assist their clients to be aware of the impact of anti-retroviral medications on their own bone health,” said Elizabeth Rugg, Executive Director of [Suncoast Health Council](#). “The new curriculum along with the toolkits, will go directly to the clients and are designed to inform and educate in a useful, fun and positive way. We’re excited to be the first in the country to create awareness around this important topic.”

The campaign launch will coincide with National Bone and Joint Awareness Week and encompass an 8 county area - which includes Hillsborough, Pinellas, Pasco, Hernando, Polk,

Manatee, Highlands and Hardee counties.

"American Bone Health is committed to building partnerships to increase knowledge of bone health in underserved communities. Working with case managers to educate HIV clients about health-related services is a perfect example of this kind of grassroots collaboration," said Cheryl Hostinak, Executive Director of American Bone Health. "When Suncoast Health Council approached us about an HIV Bone Health Education Program, we were thrilled! She continued, "People living with HIV have unique concerns related to bone health due to both the effects of the disease as well as side effects of some medicines they take to treat the disease. Our goal is to help people living with HIV understand their risk factors and take action to maintain their quality of life and overall health. We hope this partnership with Suncoast will serve as a model to promote bone health among people living with HIV in communities across the country."

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About The West Central Florida [Ryan White Care Council](#):

The Care Council is made up of volunteers who dedicate their time and expertise to serving the needs of those with HIV/AIDS. Our volunteers come from a variety of areas including: People Living with HIV/AIDS (PLWHA), health care providers, community based organizations, AIDS services organizations, social service providers, mental health & substance abuse providers, local public health agencies, health planning agencies, community leaders, and representatives from other Ryan White Parts. For more information, click here: <http://thecarecouncil.org/about-us/>

About Suncoast Health Council:

Suncoast Health Council is one of eleven health councils established by Florida Statute 408 to improve population health at the local level. Suncoast Health Council is an independent, private non-profit organization governed by a Board of Directors appointed by County Commissioners to represent the concerns of healthcare consumers, providers and purchasers in Pinellas and Pasco County. The Health Council collects and analyzes health care data; describes community health status; identifies health care needs and resources; and works with community partners to design programs and services to respond to current and emerging health care needs. To find out more, click here: <http://suncoasthealthcouncil.org/about-us/>

About American Bone Health

The mission of American Bone Health is to teach people how to build and keep strong and healthy bones for life with practical and up-to-date information and resources to engage, educate and empower them to prevent bone loss, osteoporosis and fractures. American Bone Health is a non profit organization. Click here for more information:

<https://americanbonehealth.org/our-mission/>

Elizabeth Rugg

Suncoast Health Council

+1 727-217-7070

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