



## White Sneakers Day Toolkit Messaging Guide

### Sample Social Media Posts

- Bone health matters at every age. Strong bones support mobility and quality of life throughout our lives. This Osteoporosis Awareness and Prevention Month, I'm taking action by staying active, learning my risk, and talking with my doctor.
- I'm wearing my white sneakers this May to support bone health! Join me for #WhiteSneakersDay on May 28—or pick a day that works for you and get moving in your own way.
- This month, I'm taking steps for action and inviting others to do the same. Put on your white sneakers, move in a way that works for you, and help spread the word about osteoporosis awareness. #WhiteSneakersDay
- Small steps in white sneakers can make a big statement. Today I'm learning my bone health risk, moving more, and starting conversations that matter. Join me in the White Sneakers Challenge.
- Bone health matters to me because it starts with simple actions—knowing my risk, asking questions, and staying active in ways I enjoy. I'm taking steps this May for #WhiteSneakersDay.
- I'm proud to support White Sneakers Day by taking action: learning my bone health risk, talking about prevention, and moving more every day. Every step counts—join me! #WhiteSneakersDay

### Sample Email for Outreach

Subject: Why I'm Wearing White Sneakers Day – Let's Take Action for Bone Health

Hi [Name],

This May is Osteoporosis Awareness and Prevention Month, and I'm participating in the White Sneakers Challenge to help raise awareness about bone health.

Bone health matters at every age—strong bones support movement and quality of life. One simple way to show support is by wearing white sneakers and moving in a way that works for you.

I'll be taking part in White Sneakers Day on May 28, but you can join on any day in May that works for you. Here's how you can participate:

- Wear white sneakers on May 28 (or any day in May)
- Get moving in a way that feels right for you
- Share why bone health matters and encourage others to join

If you'd like to learn more about bone health and osteoporosis awareness, you can find additional resources here: <https://www.asbmr.org/national-osteoporosis-month>

I hope you'll join me in raising awareness for bone health this month!

Best,  
[Your Name]