

# **Appendix A: Coverage of Osteoporosis in Consumer Magazines**

# **A**

For this background paper on public information about osteoporosis, the Office of Technology Assessment (OTA) contracted with Consumer Choice Unlimited, Inc., for a survey to determine what was being said about osteoporosis in consumer magazines and to whom the information was targeted. Consumer Choice Unlimited reviewed the contents of 62 consumer magazines from April 1990 through March 1991. Table A-1 lists the 26 magazines that included no osteoporosis-related articles in the one-year period of the study. The remaining 36 magazines included a total of 97 osteoporosis-related articles; table A-2 lists these magazines with the month and title of each relevant article and the category and subcategory of the article's content. As noted earlier, Consumer Choice Unlimited used broad criteria for identifying osteoporosis-related articles, and a few articles about vitamin D, exercises, and calcium are included even though they did not specifically mention osteoporosis.

The full report of the survey, "Review and Analysis of Consumer Magazine Articles Related to Osteoporosis," is available from the National Technical Information Service, U.S. Department of Commerce, 5285 Port Royal Road, Springfield, VA 22161; telephone (703) 487-4650; rush orders 1 (800) 553-NTIS; publication no. PB 94-188042.

**TABLE A-1: Consumer Magazines That Did Not Publish Any Osteoporosis-Related Articles from April 1990 Through March 1991**

<b>Magazine</b>	<b>Audience category</b>
<i>Baby Talk</i>	Child
<i>Canadian Consumer</i>	Consumer
<i>Child</i>	Child
<i>Eating Well</i>	Health
<i>Ebony</i>	Of color, general
<i>Essence</i>	Of color, women
<i>First for Women</i>	General
<i>Food &amp; Wine</i>	Gourmet
<i>Golden Years</i>	Senior
<i>Mature Outlook</i>	Senior
<i>Men's Fitness</i>	Men
<i>Mirabella</i>	Over 40
<i>Modern Maturity</i>	Senior
<i>Nutrition Action</i>	Consumer
<i>Parenting</i>	Child
<i>Parents</i>	Child
<i>Sassy</i>	Teen
<i>Savvy</i>	Teen
<i>Seventeen</i>	Teen
<i>Southern Living</i>	General
<i>The Atlantic</i>	Literary
<i>USDA Food News</i>	Government
<i>Woman</i>	General
<i>Women's Sports/Fitness</i>	Health
<i>Working Woman</i>	General
<i>YM</i>	Teen

SOURCE: Consumer Choices Unlimited, Inc. "Review and Analysis of Consumer Magazine Articles Related to Osteoporosis," contract report prepared for the Office of Technology Assessment, U.S. Congress March 1991

TABLE A-2: Consumer Magazines That Published at Least One Article About Osteoporosis in the Period from April 1990 Through March 1991

Magazine	Month	Title	Major category	Subcategory
<i>American Health</i>	November	● The Lead-Calcium Time Bomb	Other diseases	Lead toxicity
<i>American Health</i>	October	● Bone Experts Make Headlines	Prevention—drug	Sodium fluoride calcium etidronate
<i>American Health</i>	March	*Which Supplements Should You Take?	Sources	Supplements
<i>Beauty</i>	April	Soda Addiction and Bone Fractures	Absorption	Phosphates in soda
<i>Better Homes &amp; Gardens</i>	June	Soda Pop and Exercise	Absorption	Phosphates in soda
<i>Better Homes &amp; Gardens</i>	July	*For Safer Hips (Avoid Long-Half-Life)	Prevention	Tranquilizers
<i>Black Elegance</i>	March	*Give Young Teeth a Good Start	Sources	Dietary
<i>Chatelaine</i>	November	*Benefits and Risks of Hormone Therapy	Estrogen	Competing risks
<i>Chatelaine</i>	September	*How To Fight Osteoporosis	Treatment—drug	Sodium fluoride
<i>Consumer Reports</i>	November	*Process American Slices (chart omits calcium)	Sources	Dairy
<i>Cooking Light</i>	March/April	Variety Milks	Sources	Dairy
<i>Cooking Light</i>	January	*Top 12 for Calcium	Sources	Dietary—food chart
<i>Cosmopolitan</i>	November	*Changing Nutrition Needs of Women	Prevention	Multiapproach
<i>Cosmopolitan</i>	September	Low-Fat Yogurt Low-Cal Calcium	Sources	Dairy
<i>Family Circle</i>	March	Brittle Bones	Other diseases	Amenorrhea
<i>FDA Consumer</i>	November	*Estrogens	Estrogen	Benefit/risk
<i>FDA Consumer</i>	October	Vitamin D Fact Sheet	Vitamin D	Omits osteoporosis
<i>Gentlemens Quarter/y</i>	March	Bone Up	Men	Australia research
<i>G/amour</i>	June	Chocolate Milk for Lactose Intolerance	Other diseases	Lactose Intolerance
<i>Good Housekeeping</i>	September	The Truth About Spinach	Absorption	Oxalate
<i>Good Housekeeping</i>	February	*Calcium A Key to Preventing Osteoporosis	Overview	General/broad
<i>Good Housekeeping</i>	October	*Cram for Calcium	Peak bone mass	College

(continued)

TABLE A-2 continued: Consumer Magazines That Published at Least One Article About Osteoporosis in the Period from April 1990 Through March 1991

Magazine	Month	Title	Major category	Subcategory
<i>Harper's Bazaar</i>	January	*Bone Up on Diet	Menopause	USDA Tufts
<i>Health</i>	July/August	Kale for Calcium	Absorption	Oxalate
<i>In Health</i>	May/June	Tracking Women's Bone Loss	Exercise	Excess
<i>In Health</i>	January/February	*The Calcium Advantage	Menopause	USDA Tufts
<i>In Health</i>	September/October	Ballerina Bones	Risks	Low body weight
<i>In Health</i>	March/April	*A Jolt for Bone Loss (electric)	Treatment	Electricity
<i>In Health</i>	May/June	Antacids for Calcium?	Sources	Antacids—quantity
<i>Ladies Home Journal</i>	October	*HGH: Drug for the Decade?	Other diseases	Clinical research
<i>Ladies Home Journal</i>	November	● The Take-Charge Patient	Estrogen	Women's issue
<i>Ladies Home Journal</i>	March	● The Calcium Bank Account	Sources	Dietary
<i>Lear's</i>	September	Calcium Supplements for Urinary Tract Infections	Other diseases	Urinary infections
<i>Lear's</i>	March	Early Bone Loss	Estrogen	Early bone loss
<i>Lear's</i>	February	Old Drug/New Tricks	Treatment-drug	Didronal
<i>Longevity</i>	February	Virtue That Could Backfire	Absorption	Inhibition/antacids
<i>Longevity</i>	April	The Strong-Bone Test	Diagnosis	Bone mass scan
<i>Longevity</i>	July	*Bone of Contention ( <a href="#">letter to the editor</a> )	Diagnosis	Bone mass scan
<i>Longevity</i>	August	(Congressional) Bills to Prevent Osteoporosis	Legislation	HR 4864/5
<i>Longevity</i>	July	The New Age-disease link	Other diseases	Age/menopause
<i>Longevity</i>	October	*Human Growth-Hormone Reduces Body Fat	Other diseases	Minor mention
<i>Longevity</i>	November	The Calcium Connection	Other diseases	Neurophysiology
<i>Longevity</i>	July	Cooling Hot Flashes	Estrogen	Low dose
<i>Longevity</i>	July	How a 50 y.o. Female Bone Doctor Builds Bone	Menopause	Multiapproach
<i>Longevity</i>	December	Never Too Late To Take Calcium	Menopause	USDA Tufts
<i>Longevity</i>	May	Nasal Spray To Prevent Osteoporosis	Prevent Ion-drug	Calcitonin
<i>Longevity</i>	July	A Drug To Prevent Fractured Backs	Prevention--drug	Etidronate
<i>Longevity</i>	January	*Recharging Bones	Treatment	Electricity

Magazine	Month	Title	Major category	Subcategory
<i>Longevity</i>	June	Vitamin D Cocktail	Vitamin D	Sunscreens—omits osteoporosis
<i>Longevity</i>	March	Rub-on Bone Builder	Treatment—drug	Topical progesterone
<i>Longevity</i>	October	Skim Milk's Cholesterol	Sources	Dairy—research
<i>Mademoiselle</i>	June	Bone-Breaking Exercise	Exercise	Excess
<i>Mature Health</i>	April	● Exercise To Prevent Osteoporosis	Exercise	Moderate
<i>Mature Health</i>	April	'Healing Bone with Electricity	Treatment	Electricity
<i>McCall's</i>	November	'Exercise Builds Strong Bones	Exercise	Peak bone mass
<i>McCall's</i>	February	*New Drug Reverses Bone Loss	Treatment—drug	Etidronate, sodium
<i>Men's Health</i>	January	The Leg Bone's Connected to the Knee Bone	Treatment	Electricity
<i>Moxie</i>	September	Beefing Up Brittle Bones	Treatment—drug	Etidronate
<i>New Woman</i>	October	Triple Benefits of Exercising (omits osteoporosis)	Exercise	Multibenefits
<i>New Woman</i>	October	Schroeder (D-COI), NIH, & Women's Health	Legislation	Women's issue
<i>New Woman</i>	March	Preventing Osteoporosis	Prevention	Multiapproach
<i>New Woman</i>	March	Advertorial Back to Basics	Prevention	Multiapproach
<i>New Woman</i>	March	Yogurt The Healthier Choice	Sources	Dairy
<i>New Woman</i>	March	Advertisement with Q/A	Sources	Fortified orange juice
<i>Prevention</i>	December	*Calcium Update	Absorption	Divide intakes
<i>Prevention</i>	July	Popeye Was Wrong	Absorption	Oxalate
<i>Prevention</i>	December	*Muscle Up Your Health	Exercise	Multibenefits
<i>Prevention</i>	January	Support Your Skeleton	Men	Diet/exercise
<i>Prevention</i>	October	Does Calcium Prevent Cancer? (No)	Other diseases	Cancer
<i>Prevention</i>	August	*Kids May Bank Bone	Peak bone mass	Retrospective
<i>Prevention</i>	February	Saving Older Bones	Menopause	USDA Tufts
<i>Prevention</i>	March	*Diet Keeps You Younger Longer	Prevention	Tufts Aging Center
<i>Prevention</i>	July	Calcium Fortified Foods (Orange Juice)	Sources	Fortified orange juice

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**TABLE A-2 continued: Consumer Magazines That Published at Least One Article About Osteoporosis in the Period from April 1990 Through March 1991**

<b>Magazine</b>	<b>Month</b>	<b>Title</b>	<b>Major category</b>	<b>Subcategory</b>
<i>Priorities</i>	Winter	● Exercise and Osteoporosis	Exercise	Multibenefits
<i>Priorities</i>	Fall	How To Reduce Osteoporosis Risk	Prevention	Multiapproach
<i>Redbook</i>	June	'Osteoporosis	Prevention	Peak Bone Mass
<i>Runner's World</i>	June	Pop's The Question	Absorption	Phosphates in soda
<i>Runner's World</i>	August	Periodic Concern	Exercise	Excess
<i>Runner's World</i>	June	Calcium Conundrum	Men	Portland research
<i>Sat. Even. Post</i>	January	● Yogurt Not Just A Snack	Sources	Dairy
<i>Sat. Even. Post</i>	March	● Boning Up	Sources	Dietary
<i>Self</i>	May	Osteoporosis and Hibernation (bears)	Exercise	Research
<i>Self</i>	October	Artery Clogging Menu at NIH	Legislation	Congress
<i>Self</i>	February	Where Health-Research Dollars Go	Legislation	Women's issue
<i>Self</i>	February	● How Much Calcium Do You Really Need?	Sources	Quantity
<i>Shape</i>	September	Exercise, Amenorrhea & Bone Mass	Exercise	Excess
<i>Shape</i>	March	Osteoporosis Update	Overview	Risk factors
<i>Shape</i>	October	Having Your Calcium and Iron, Too	Sources	Dietary
<i>Upscale</i>	November	*Walking Your Way to Fitness (omits osteoporosis)	Exercise	Moderate
<i>Vogue</i>	February	Catching Up on Calcium	Sources	Diet, supplements
<i>Woman's Day</i>	April	*Back Problems	Other diseases	Back aches
<i>Womans Day</i>	February	Calcium for PMS	Other diseases	PMS
<i>Woman's Day</i>	February	Looks Affect Your Health	Prevention	Multiapproach
<i>Woman's Day</i>	September	*4-Page Vitamin-Mmeral Pullout	Sources	Calcium multibenefit
<i>Woman's Day</i>	September	Calcium Bonus	Sources	Calcium multibenefit
<i>Working Mother</i>	February	Chocolate Milk Calcium Is What Counts	Sources	Dairy--calories

\* = Articles longer than one page

SOURCE: Consumer Choices Unlimited Inc. "Review and Analysis of Consumer Magazine Articles Related to Osteoporosis" contract report prepared for the Office of Technology Assessment, U.S. Congress, March 1991.