## References

- Advisory Group on Application and Dissemination of New Research Developments: NIH Workshop on Menopause, *Final Report* (Bethesda, MD: U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, 1993).
- Alliance for Aging Research, "Capitol Hill Forum Details Ageism in American Health Care," News from the Alliance for Aging Research, Washington, DC, May 4, 1994.
- 3. Aloia, J. F., Vaswani, A., and Yeh, J. K., "Calcium Supplementation with and without Hormone Replacement Therapy To Prevent Postmenopausal Bone Loss," *Annals of Internal Medicine* 120(2):97-103, 1994.
- 4. Atkins, A., "The Take-Charge Patient," *Ladies Home Journal*, pp. 163, 164, 166, 168, 172, 174, November 1990.
- 5. Bishop, J. E., "Reporting Negative Studies in the Mass Media," *Journal of the American Medical Association* 267(7):930-93 1, 1992.
- Bobbin, J., Coordinator of Continuing Education, National Association of the American College of Obstetricians and Gynecologists: Organization for Obstetric, Gynecologic, and Neonatal Nurses, personal communication, Nov. 19, 1991.
- 7. Bone, H. G., Senior Staff Physician, Bone and Mineral Division, Henry Ford Hospital, Detroit, MI, remarks at the Endocrinologic and Metabolic Drugs Advisory Committee meeting, Rockville, MD, Mar. 8, 1991.

- 8. Broering, N., Saint Joseph's Care Group, Inc., South Bend, IN, personal communication, June 1990.
- 9. Chalmers, I., "Underreporting Research is Scientific Misconduct," *Journal of the American Medical Association 263; 1405*-1408, 1990.
- Chausmer, A. B., Medical Director, Metabolism and Bone Health, P. A., St, Petersburg, FL, personal communication, Sept. 14, 1990.
- Chesnut, C. H., Professor of Medicine and Radiology, University of Washington Medical Center, Seattle, WA, personal communication, Apr. 10, 1992.
- 12. Chesnut, C. H., Professor of Medicine and Radiology, University of Washington Medical Center, Seattle, WA, remarks to the Clinical Workshop on "The Use of Bisphosphonates in Preventing and Treating Osteoporosis," Third International Symposium on Osteoporosis, Washington, DC, Mar. 5, 1994.
- 13. Colorado Department of Health, "Osteoporosis Prevention Proposal: Supplement to Disability Prevention Application," Denver, CO, July 30, 1991.
- 14. Commonwealth Fund, Survey of Women's Health (New York, NY: July 14, 1993).
- 15. 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, Washington, DC, March 1991.
- 16. Consumer Reports, "Miracle Drugs or Media Drugs?" *Consumer Reports* **57(3)**: 144-146, 1992.
- 17. Dairy Council of Greater Metropolitan Washington, Inc., "Nutrition Education Workshop Menu," Washington, DC, March 1990.
- Dasmahapatra, A., Associate Professor of Clinical Medicine, University Hospital, Newark, NJ, personal communication, June 1990.
- Dawson-Hughes, B., Dallal, G. E., Krall, E. A., et al., "A Controlled Trial of the Effect of Calcium Supplementation on Bone Density in Postmenopausal Women," New England Journal of Medicine 323(13):878-883, 1990.
- Delacote, G., "Communicating Science to the Public," Science and Scientists: Public Perception and Attitudes (New York, NY: John Wiley and Sons, 1987).
- Dickersin, K., Min, Y., and Meinert, C.L., "Factors Influencing Publication of Research Results," *Journal of the American Medical Association* 267(3):374-378, 1992.
- 22. Fallcreek, S., Former Executive Director, New Mexico State Agency on Aging, Santa Fe, NM, personal communication, Feb. 22, 1991.
- 23. Farley, D., "Starting This Month, Look for 'Legit Health Claims on Foods," *FDA Consumer 27(4): 15-21, 1993.*
- 24. Fleisch, H., "Disphosphonates: History and Mechanisms of Action," *Metabolic Bone Disease and Related Research* 3:279-287, 1981.
- 25. Fleishman-Hillard, Inc., "American Osteoporosis Alliance: 1990 Public Relations Program: Executive Summary: Results to Date: November 15, 1989 August 15, 1990," New York, NY, Aug. 17, 1990.
- 26. Freedman, F., Director, Health Promotion Services, New York City Department for the

- Aging, New York, NY, personal communication, Jan. 22, 1991.
- 27. Galsworthy, T. D., '\*The Mechanism of an Osteoporosis Center," *Orthopedic Clinics of North America* 21(1):163-169, 1990.
- 28. Galsworthy, T. D., Coordinator, Osteoporosis Center, Hospital for Special Surgery, New York, NY, personal communication, Mar. 14, 1991.
- 29. Greene, R. R., Program Manager, Gerontology Program, Division of Epidemiology and Disease Control, New Jersey Department of Health, Trenton, NJ, personal communications, May 19, 1993, and Mar. 28, 1994.
- **30.** Grosstete, G., Social Services Manager, Office of Senior Affairs, City of Albuquerque, Albuquerque, NM, personal communication, Jan. 25, 1991.
- **31.** Guilford, C., Director, Consumer Affairs and Information Staff, Food and Drug Administration, Public Health Service, U.S. Department of Health and Human Services, Rockville, MD, personal communication, Jan. 25, 1991.
- **32.** Hall, M., Mease Health Care, Dunedin, FL, personal communication. June 1990.
- **33.** Harris, S. T., Associate Clinical Professor of Medicine and Radiology, University of California, San Francisco, CA, remarks to the Clinical Workshop on "The Use of Bisphosphonates in Preventing and Treating Osteoporosis," Third International Symposium on Osteoporosis, Washington, DC, Mar. 5, 1994.
- 34. Harris, S.T., Watts, N. B., Jackson, R. D., et al., "Four-Year Study of Intermittent Cyclic Etidronate Treatment of Postmenopausal Osteoporosis: Three Years of Blinded Therapy Followed by One Year of Open Therapy," American Journal of Medicine 95:557-567, 1993.
- **35.** *Harvard Health Letter*, "A Special Report: Osteoporosis," Harvard Medical School, Boston, MA, June 1991.

- 36. Harwood, K., Staff Intern, National Women's Health Network, Washington, DC, personal communication, June 19, 1990
- 37. Heaney, R. P., and Saville, P. D., "Etidronate Disodium in Postmenopausal Osteoporosis," *Clinical Pharmacology and Therapeutics* 20(5):593-604, 1976.
- 38. Hertel, D., Senior Product Manager, Wyeth-Ayerst Laboratories, Philadelphia, PA, personal communications, Oct. 24, 1991, and Nov. 19, 1991.
- 39. Howe, J., National Program Leader for Food and Nutrition, National Dairy Promotion and Research Board, Arlington, VA, personal communication, August 1991.
- 40. Jaffee, L., Program Coordinator. Melpomene Institute, St. Paul, MN, personal communication, June 11, 1990.
- 41. Joiner, B., The Osteopathic Medical Center of Texas, Fort Worth, TX, personal communication, June 7, 1990.
- 42. Jones. A. S., "Study Finds Americans Want News but Aren't Well Informed," *NewYork Times*, p. 13(col.1), July 15, 1990.
- 43. Kanis, J. A., and Passmore, R., "Calcium Supplementation of the Diet—1," *British Medical Journal* 298(6668): 137-140, 1989.
- 44. Kaplan, B., Associate Executive Director. National Osteoporosis Foundation, Washington, DC, personal communications, Dec. 10, 1990, and July 23, 1991.
- 45. Kessler. D. A., and Pines, W. L.. "The Federal Regulation of Prescription Drug Advertising and Promotion," *Journal of the American Medical Association* 264(18): 2409-2415, 1990.
- 46. Kilpatrick, J., MidMichigan Regional Medical Center, Midland, MI, personal communication, July 1990.
- 47. Kirschstein, R. L., "Research on Women's Health," *American Journal of Public Health* 81(3):291-293, 1991.
- 48. Kleerekoper, M., Peterson, E. L., Nelson, D. A., et al., "A Randomized Trial of Sodium Fluoride as a Treatment for Postmenopausal]

- Osteoporosis," *Osteoporosis International* 1:155-161, 1991.
- 49. Klotz, C., Director, Senior Services, Sutter Health, Sacramento, CA, personal communication, September 1990.
- Koren, G., and Klein, N., "Bias Against Negative Studies in Newspaper Reports of Medical Research, "Journal of the American Medical Association 266(13): 1824-1826, 1991.
- 51. Leary, W. E., "Study Finds Promise in Regimen for Treatment of Bone Disease," *New York Times.* pp. A13, A17, Apr. 15, 1994.
- 52. Lederle Consumer Health Products, "Your Bones Are Too Important To Settle for Less." advertisement, *Good Housekeeping*, p. 125, February 1991.
- 53. Lindsay, R., "Fluoride and Bone—Quantity Versus Quality." *New England Journal of Medicine* 322(12):845-846, 1990.
- 54. Looker, A., Chief, Nutrition Statistics Branch, National Center for Health Statistics, Hyattsville, MD, personal communication, Nov. 16, 1993.
- 55. Looker, A., Chief, Nutrition Statistics Branch, National Center for Health Statistics, Hyattsville, MD. remarks to the Third International Symposium on Osteoporosis: Research Advances and Clinical Applications, Washington, DC, Mar. 3, 1994.
- 56. Love, B., Program Manager and Director. Osteoporosis Prevention Program. Center for Metabolic Bone Disorders, Providence Medical Center, Portland, OR, personal communications, April 1990.
- 57. Lowell, D., Dimensions, Center for Women Health—University Medical Center, Lubbock, TX, personal communication, Sept. 19, 1990.
- 58. Lowery S., and DeFleur, M. L.. Milestones in Mass Communication Research.. Media Effects (2nd Ed.) (White Plains, NY: Longman. Inc., 1988).
- 59. Luhrs, J., Director, McLeod Women's Hospital Resource Center, Florence, SC, personal communication, June 1990.

- MacMahon, A., Director, Center for Women's Medicine at Florida Hospital, Orlando, FL, personal communication, July 1990.
- 61. Maloney, S., '\*Healthy Older People," Surgeon General's Workshop: Health Promotion and Aging (Washington, DC: Public Health Service, U.S. Department of Health and Human Services, 1988).
- 62. Marcus, R., \*Cyclic Etidronate: Has the Rose Lost Its Bloom?" *American Journal of Medicine* 95:555-556, 1993.
- 63. Marion Merrell Dow, Inc., 'Osteoporosis: Is [t In Your Future?" advertisement, Good *Housekeeping*, p. 118, February 1991.
- 64. Marion Merrell Dow, Inc. (Cincinnati, OH), *Calcium Communique 4(1)*, April 1991.
- 65. Mason, J. O., 'From the Assistant Secretary for Health, U.S. Public Health Service: A National Agenda for Women's Health," Journal of the American Medical Association 267(4):482, 1992.
- 66. May field, J., Executive Director, National Rural Health Network, Washington, DC, personal communication, Apr. 11, 1990.
- 67. Mayo Clinic Health Letter "Medical Essay: Osteoporosis-The Silent Epidemic in Women," Mayo Foundation, Rochester, MN, 1984.
- McDaniel, J., Director, Marketing and Communications, Hughston Sports Medicine Hospital, Columbus, GA, personal communications, Aug. 30, 1990, and Feb. 11, 1991.
- 69. McGowan, J., Director, Bone Biology and Bone Diseases Branch, National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, Bethesda, MD, personal communication, Apr. 29, 1994.
- McLerran, R., Humana Women's Hospital, South Texas, San Antonio, TX, personal communication, June 29, 1990.
- 71. McNutt, K., "Partnerships with the Media: Understanding the Communications Industry," *Nutrition Today*, pp. 35-38, May/June 1990.

- 72. Meade, H., Public Health Consultant, New Jersey Department of Health, Gerontology Program, Trenton, NJ, personal communication, Oct. 10, 1991.
- Miller, G. D., Vice President, Nutrition Research/Technical Services, National Dairy Council, personal communication, Aug. 4, 1992.
- Mockenhaupt, R., Director, National Resource Center on Health Promotion and Aging, Washington, DC, personal communication, July 2, 1990.
- 75. Morgan, V., Writer/Editor, Information Office, National Institute on Aging, National Institutes of Health, Public Health Service, U.S. Department of Health and Human Services, Bethesda, MD, personal communication, Jan. 14, 1991.
- 76. National Dairy Council, "Focus on Nutrition and Women's Health," *Dairy Council Digest* 64(4), July/August 1993.
- 77. National Dairy Council, 1992 *Nutrition Education Materials* (Rosemont, IL: 1992).
- 78. National Dairy Promotion and Research Board, *Calcium for the Prime of Life* (Arlington, VA: 1988).
- 79. National Dairy Promotion and Research Board, *Annual Report* (Arlington, VA: 1990).
- 80. National Dairy Promotion and Research Board, "Advertising and Promotion Programs," Arlington, VA, 1991.
- 81. National Osteoporosis Foundation, "Boning Up on Osteoporosis," Washington, DC, 1989.
- 82. National Osteoporosis Foundation, "Boning Up on Osteoporosis," Washington, DC, 1991.
- 83. National Osteoporosis Foundation, "Understanding Osteoporosis: A Survey of American Women," Gallup Survey, Washington, DC, 1991.
- 84. National Women's Health Network, "Major Drug Manufacturer Funds Osteoporosis Public Education Campaign," *The Network News*, pp. 1,3,8, May/June 1985.

- 85. National Wornen's Health Resource Center, symposium materials, Public Policy Symposium on 'Forging a Women's Health Research Agenda,\*' Washington, DC, Feb. 28, 1991.
- 86. Neus, E., '-Reporting Negative Studies in the Mass Media" (letter to the editor), *Journal of the American Medical Association* 267(7):930, 1992.
- 87. Newsweek, "New Hope for Old Bones," *Newsweek*, May 14, 1990, p. 55.
- 88. Nightingale, S. L., "From the Food and Drug Administration: Public Education Campaign About the New Food Label," *Journal of the American Medical Association* 271 (19): 1472, 1994.
- 89. Norman-Mazella, N., Union Hospital of Cecil County Women's Center, Elkton, MD, personal communication, June 1990.
- Ott, S., Associate Professor, Department of Medicine, University of Washington Medical Center, Seattle, WA, Draft Letter to the Editor of the New England Journal of Medicine, Sept. 21, 1990.
- 91. Oyer. J., Kennedy Memorial Hospitals, University Medical Center, Stratford Division, Stratford, NJ, personal communication, June 1990.
- 92. Pak, C. Y. C., Sakhaee, K., Piziak, V., et al., "Slow-Release Sodium Fluoride in the Management of Postmenopausal Osteoporosis: A Randomized Controlled Trial," *Annals of Internal Medicine* 120(8):625-632, 1994.
- 93. Potomac Television/Communications, Inc., "Executive Summary for 'Bone Wise' Public Service Announcement," Washington, DC, no date.
- 94. Raisz, L. G., Head, Endocrinology and Metabolism, University of Connecticut Health Center, Farmington, CT, remarks to the Clinical Workshop on "The Use of Bisphosphonates in Preventing and Treating Osteoporosis," Third International Symposium on Osteoporosis, Washington, DC, Mar. 5. 1994.

- 95. Raymond, S. C., Executive Director, National Osteoporosis Foundation, Washington, DC, letters to the Office of Technology Assessment, July 31, 1992, and Aug. 25, 1992.
- Raymond, S. C., Executive Director, National Osteoporosis Foundation, Washington, DC, personal communication, May 13, 1994.
- 97. Reeves, B., and Hawkins. R., *Effects of Mass Communication* (Chicago, IL: Science Research Associates, Inc., 1986).
- 98. Reid, I. R., Ames, R. W., Evans, M. C., et al., "Effect of Calcium Supplementation on Bone Loss in Postmenopausal Women," New England Journal of Medicine 328(7):460-464, 1993.
- 99. Rennie, D., and Flanagin, A., "Publication Bias: The Triumph of Hope Over Experience," *Journal of the American Medical Association* 267(3):41 1-412.1992.
- 100. Riggs, B. L., Hodgson, S. F., O'Fallen, W. M., et al., "Effect of Fluoride Treatment on the Fracture Rate in Postmenopausal Women with Osteoporosis," New England Journal of Medicine 322(12);802-809, 1990.
- Robbins, L., Director of Community Education, Hospital for Special Surgery, New York, NY, personal communication. Mar. 14, 1991.
- 102, Robinson, D., Krames Communication, San Bruno, CA, personal commun i cat ion, Feb. 11, 1991.
- Roland, R., Assistant Producer, MedStar Communications, Allentown, PA. personal communication, Feb. 21, 1991.
- 104. Seeley, D. G., Browner, W. S., Nevitt, M, C., et al., "Which Fractures Are Osteoporotic?" Annals of Internal Medicine 115:837-842, 1991.
- 105. Seiss, S., Administrative Assistant, Mineral Metabolism, Jerry Pet(is Veterans Hospital. Loma Linda, CA, personal communication. February 1991.

- Sheets, D., St. Petersburg Woman's Clinic,
  P. A., St. Petersburg. FL, personal communication, September 1990.
- 107. Singer, E., Director, Information Office, Office of Health Research Reports, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health, Public Health Service, U.S. Department of Health and Human Services, Bethesda, MD, personal communication, Jan. 10.1991.
- 108. SmithKline Beecham, Advertisement for Turns, *People*, p. 63, Mar. 22, 1993.
- 109. Steinberg, K., Chief, Enzyme Research Laboratory, Environmental Health, Centers for Disease Control, Public Health Service, U.S. Department of Health and Human Services, Atlanta, GA, personal communication, Jan. 10, 1991.
- 110. Storm, T., Thamsborg, G., Steiniche, T., et al., "Effect of Intermittent Cyclical Etidronate Therapy on Bone Mass and Fracture Rate in Women with Postmenopausal osteoporosis," *New England Journal of Medicine* 322(18): 1265-1271, 1990.
- 111. Svendson, M., Women's Hospital Osteoporosis Center, Baton Rouge, LA, personal communication, January 1991.
- 112. Tetzloff, I., Deputy Director, Division of Training and Development, Office of Program Development, Administration on Aging, U.S. Department of Health and Human Services, personal communication, Jan. 22, 1991.
- 113. Twentieth Century Fund, *Science in the Streets (New York, NY: Priority Press,* 1984).
- 114. United Dairy Industry Association, *UDIA*: 1989 Annual Report (Rosemont, IL: 1989).
- U.S. Congress, Office of Technology Assessment, Information Center, DIALOG Papers Search, July 1991.
- 116. U.S. Department of Agriculture, Cooperative Extension Service, "Bibliography of Cooperative Extension Service Publications," Washington, DC, January 1987.

- 117. U.S. Department of Commerce, Bureau of the Census, *Statistical Abstract of the United States: 1990*, 1 IOth Ed. (Washington, DC: U.S. Government Printing Office, 1990).
- 118. U.S. Department of Health and Human Services, Public Health Service, *Public Health Reports* (Women's Health: Proceedings of the National Conference on Women's Health, June 17-18, 1986, Bethesda, MD, sponsored by the Food and Drug Administration and Public Health Coordinating Committee on Women's Health Issues), Special Supplement to the July-August 1987 issue, PHS Pub. No. 86-50193, Washington, DC, July-August 1987.
- 119. U.S. Department of Health and Human Services, Pub] ic Health Service, Surgeon General's Workshop, Health Promotion and Aging: Proceedings (Washington, DC: 1988).
- 120. U.S. Department of Health and Human Services, Public Health Service, Public Health Reports (Women's Health: Proceedings of the National Conference on Women Health Series—Special Topic Conference on Osteoporosis, Oct. 30, 1987, Bethesda, MD, sponsored by the Food and Drug Administration and Public Health Coordinating Committee on Women's Health Issues), Special Supplement to the September-October 1989 issue, PHS Pub. No. 89-50193, Washington, DC, September-October 1989.
- 121. U.S. Department of Health and Human Services, Public Health Service, Healthy People 2000: National Health Promotion and Disease Prevention Objectives, DHHS Pub. No. (PHS) 91-50212 (Washington, DC: U.S. Government Printing OffIce, 1991).
- 122. U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, National Institute of Arthritis and Musculoskeletal and Skin Diseases, Osteoporosis Research, Education

- and Health Promotion, NIH Pub. No. 91-3216 (Bethesda, MD: September 1991).
- 123. U.S. Department of Health and Human Services, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, National Institute of Mental Health, Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties, Volume 1: Summary Report, DHHS Pub. No. (ADM) 82-1195 (Bethesda, MD: 1982).
- 124. U.S. Department of Health and Human Services, Public Health Service, Food and Drug Administration, "Food Labeling: Health Claims; Calcium and Osteoporosis," *Federal Register* 58(3):2665-2681, 1993.
- 125, U.S. Department of Health and Human Services, Public Health Service, Food and Drug Administration, Endocrinologic and Metabolic Drugs Advisory Committee meeting, Rockville, MD, unedited transcript, Mar. 8, 1991.
- 126. U.S. Department of Health and Human Services, Public Health Service, Food and Drug Administration, Endocrinologic and Metabolic Drugs Advisory Committee meeting, Rockville, MD, unedited transcript, July 24, 1991.
- 127. U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, Office of Medical Applications of Research, *Osteoporosis: Consensus Conference* (Bethesda, MD: 1984).
- 128. U.S. Department of Health and Human Services, Public Health Service, Office on Women's Health, PHS Action Plan for Women's Health DHHS Pub. No. (PHS) 91-50214 (Washington, DC: U.S. Government Printing Office, September 199 1).
- 129. Wall Street Journal, "Drug May Slow Fractures in Elderly Women's Bones," *Wall Street Journal*, pp. B4, B5, Apr. 15, 1994.
- 130. Watts, N. B., Associate Professor of Medicine, Emory University, Atlanta, GA, remarks to the Clinical Workshop on "The Use

- of Bisphosphonates in Preventing and Treating Osteoporosis," Third International Symposium on Osteoporosis, Washington, DC, Mar. 5, 1994.
- 131. Watts, N. B., Harris, S. T., Genant, H. K., et al., "Intermittent Cyclical Etidronate Treatment of Postmenopausal Osteoporosis," New *England Journal of Medicine 323(2): 73-79, 1990.*
- 132. White, S., Office of Disease Prevention and Health Promotion, Public Health Service, U.S. Department of Health and Human Services, Washington, DC, personal communication, June 7, 1990.
- 133. Wilkes, M. S., and Kravitz, R. L., "Medical Researchers and the Media: Attitudes Toward Public Dissemination of Research," *Journal of the American Medical Association* 286(8):999-1003, 1992.
- 134. Williams, C., Resource Suite Coordinator, Regional Women's Center, Slidell Memorial Hospital, Slidell, LA, personal communication, July 1990.
- 135. Wisconsin Department of Health and Social Services, Division of Health, *The Effectiveness of a Multi-Media and Interpersonal Osteoporosis Information Campaign: A Three Community Study* (Madison, WI: 1988).
- 136. Wortman, J. S., Technical Information Specialist, National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, Public Health Service, U.S. Department of Health and Human Services, Bethesda, MD, personal communications, Oct. 18, 1990, and Jan. 5, 1991.
- 137. Wyatt, P., Executive Medical Secretary, Sacred Heart Hospital and Rehabilitation Center, Norristown, PA, personal communication, June 1990.
- 138. Yankelovich, Skelly, and White, Inc., Family Health in an Era of Stress: The General Mills American Family Report, 1978-79 (Minneapolis, MN: General Mills, Inc., 1979).