

Dr. Teresa Li

“The Unbreakable Challenge”

Dr. Li from the University of Alberta received the 2022 Bones & Phones Scholarship for her role in founding and organizing “The Unbreakable Challenge” (unbreakablechallenge.ca), an annual event that raises awareness and funds for osteoporosis prevention and bone health. Originating in Edmonton, the Challenge has since transitioned into a fully virtual event open to participants from around the world.

During the month of February, participants pledge to complete four types of muscle-strengthening and balance-enhancing exercises daily to promote their own bone health. Supporters of the Challenge make donations on behalf of the participants, with proceeds supporting Osteoporosis Canada.

During the Challenge, a social media campaign is used to help raise awareness about osteoporosis, as participants are encouraged to answer questions for chances to win prizes. Other elements of the Challenge include weekly workout and yoga sessions, a bingo card with various Challenge-related activity suggestions, and a final event for celebrating all participants’ achievements. Recently, an Art Competition with local artists as judges was added to further contribute to the awareness campaign.