In honor of National Osteoporosis Prevention and Awareness Month, the Southeast Dairy Industry Association came up with the campaign, "Bone-gevity: Bones Built to Last". In both appearances Dr. Sheehan-Smith discussed how critical it was to start building bones at a young children and how to continue practicing healthy lifestyle habits as we age. She shared easy tips on how to include calcium- and vitamin D-rich dairy foods and exercise into the viewers daily lives.