



International Continence Society
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Media release

The International Continence Society announces the first World Continence Week to be held from Monday June 22nd to Sunday June 28th 2009 (with subsequent World Continence Weeks held yearly in the last week of June).

World Continence Week

The International Continence Society Continence Promotion Committee is launching the first World Continence Week (WCW) in June 2009. WCW is an annual initiative with the primary aim to raise awareness about incontinence related issues.

Incontinence is the unwanted and involuntary leakage of urine or stool. Incontinence is a sensitive condition that affects an estimated 200 million people across the world. Historically, conditions affecting the bladder and bowel have often been uncomfortable or “taboo” subjects and because of this these medical disorders have been underreported and under-diagnosed. Surveys have shown that less than 40% of persons with urinary incontinence mention their problem to a doctor or nurse and this figure is even higher for those with bowel incontinence. These conditions have been inadequately treated and poorly addressed by medical professionals, despite the substantial impact on individual health, self-esteem and quality of life.

In light of this, WCW seeks to draw attention and to increase public awareness about these conditions and to give sufferers the confidence to seek help and improve their quality of life.

Vision of World Continence Week

- Globally facilitate continence awareness and promotion to improve health, wellness and quality of life.
- Provide a reputable forum for those seeking information on Continence Promotion and therapies.
- Create a worldwide network of events and organisations that will be recognised as leading authorities of Continence and Bladder and Bowel Health information.
- Further establish Continence Awareness and promote a multidisciplinary approach to treatment.

Event planning for WCW is well underway in a number of countries across the world, including the USA, Singapore, Poland, Slovakia, New Zealand and Germany. A list of held events will be made available after WCW 2009.

World Continence Week will always be held from Monday to Sunday in the last week of June, although variations can be made to suit a country's circumstances.

The International Continence Society (ICS)

The International Continence Society was established in 1971 in the UK and is a multi-disciplinary and international society of professionals who specialize in storage and voiding function of the lower urinary tract with an emphasis on the diagnosis and the management of lower urinary tract dysfunction. The goals of the society are to encourage research into pathophysiology, diagnostic techniques and treatment.

ENDS

For further information contact: Daniel Snowdon, Committees Coordinator, dan@icsoffice.org

USEFUL WEBSITES AND CONTACTS

International Continence Society - www.icsoffice.org