

**Continence Promotion Committee**  
**2011 World Continence Week Award Announcement**

**Diane K. Newman**

The ICS CPC announced the Gold and Silver winners of the World Continence Week (WCW) Awards at the 41<sup>st</sup> ICS Annual Meeting in Glasgow. Six organizations submitted exemplary proposals of programs and events held during 2011 WCW (June 19 to 25). The proposals described a wide range of events and topics including: education, services and public awareness about Continence held in their individual countries. The awardees provided a framework for facilitating communication, exchanging information on Continence Awareness and collaboration through partnerships with other organisations. It was a very difficult task for the committee to decide on the winners but here they are.

Two proposals tied for the Gold Award, as both of these patient advocacy groups partnered with other groups to increase the number of events for maximizing Continence Awareness. Through the generosity of SCA Hygiene Products, who supported the 2011 WCW Awards, each will receive a 2,500 USD prize. The following is a short synopsis of the Gold Award winners:

1. **Continence Foundation of Australia (CFA) submitted by Barry Cahill** – *Exercise and the Pelvic Floor* was the theme of multiple events held in Adelaide, Sydney and through national broadcasts. The CFA partnered with the Australian Government Department of Health and Ageing and the Jean Hailes Foundation of Women's Health so as to reach a wider audience. The CFA conservatively estimated that the national media campaign reached 1.4 million Australians.
2. **Deutsche Kontinenz Gesellschaft, German Continence Foundation (GCF) submitted by Christa Thiel** – This organization held over 120 events in 86 cities in Germany, through collaborating with health care professionals and continence clinics. Events were held and a media campaign, including print, radio and television, was held throughout the country. A conservative estimate was that the WCW reached over 20,000 Germans.

As planned, there were two Silver WCW Award winners and the following is a short synopsis of the winners:

1. **"UroConti" Association, Poland (UCAP) submitted by Tomasz Michalek** – The patient advocacy Continence association in Poland held its first National Conference on Continence at the Ministry of Health in Warsaw during WCW. They partnered with the World Federation of Incontinent Patients and attracted more than 200 people to the conference. The goal of the conference was to raise awareness as to urinary problems and to seek reimbursement for incontinence products. The UCAP felt that WCW was

the perfect time to make public officials aware of the situation of people who suffer with incontinence.

2. **WCW-USA submitted by Cheryle Gartley** – This is a non-profit foundation that was created in 2010 to coordinate WCW events throughout the United States. For 2011, 7 events were held in 6 states. To increase Continence Awareness, health fairs, bladder screening at health centers, and a TV feature at a Far and Home Center was conducted. This group created a website that identified the sites of WCW events and added information on a Facebook page.

The CPC hope that these yearly Awards will increase Continence Awareness and assist ICS members to celebrate WCW by planning events that will bring to the forefront bladder and bowel issues. The CPC would like to extend their appreciation to SCA Hygiene Products for their generous support of these Awards.

**\*\*Ends\*\***

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## **PRESS RELEASES**

### **Notes to Editors**

1. For further information, contact the International Continence Society, 19 Portland Square, Bristol, BS2 8SJ, T: 0117 9444 881; F: 0117 9444 882; E: [info@icsoffice.org](mailto:info@icsoffice.org); W: [www.icsoffice.org](http://www.icsoffice.org)
2. The International Continence Society was founded in 1971 by Eric Glen under the name of the “Continent Club” and held its first annual meeting the same year in Exeter. Since 1971 the Society has gone on to publish many reports and retains the copyright, enabling them to be published in a range of international journals.
3. In 1998 the Society was set up as a UK Charity under the guidance of Paul Abrams and now boasts a membership of around 3,000 members from 88 different countries. The ICS emphasises its multi-disciplinary approach with membership covering many different disciplines, including: physicians, surgeons, nurses, urologists, physiotherapists, gynaecologists, physicists and scientists.
4. The ICS is a membership Society aimed at medical professionals working in or with an interest in the field of incontinence.
5. The ICS aims to provide education and advancement of sciences concerned with urinary tract and pelvic dysfunction including urology, neurourology, gynaecology and urodynamics.
6. The Society promotes research into the causes, remedies and relief of incontinence and provides access to the results of that research via website, email, post, telephone, paper publication, newsletters and presentations, annual congresses and education courses. The Society also works to standardise terminology and guidelines surrounding incontinence.