



### World Continence Week 2013

24<sup>th</sup> – 30<sup>th</sup> June 2013

The ICS is pleased to announce that World Continence Week (WCW) will take place on 24-30<sup>th</sup> June 2013. WCW is an annual initiative with the primary aim to raise awareness about incontinence related issues.

WCW seeks to draw attention to and 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 multi-disciplinary approach to treatment.

A range of events will take place nationally and internationally highlighting the issue of incontinence. This year we have events taking place in Romania, Cyprus and the UK!

#### WCW UK Event

One of the events will take place in Surbiton, London. Members of Your Healthcare Continence Team will be available from Monday to Friday between 9-1pm every day during the World Continence Week at Surbiton Health Centre reception area, promoting bladder and bowel health to members of the public. On Friday, 29th June 6-8pm there will be a Pelvic Floor Group reunion, for women that have previously attended a group class and members of the public who wish to know more about Pelvic Floor Dysfunction.

For more information please contact Jenny Ellis on 0117 9444 881 or email;

[Jenny@icsoffice.org](mailto:Jenny@icsoffice.org)

-ENDS-

### 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 ICS World Continence Week (WCW) is an annual initiative with the primary aim to raise awareness about incontinence related issues. WCW was initiated at ICS 2008 in Cairo with the first ever World Continence Day. This became World Continence Week (WCW) in June 2009 with activities being developed worldwide.
3. 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 accordingly these medical disorders have been underreported and under-diagnosed. Surveys have shown that fewer 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 to and increase public awareness about these conditions and to give sufferers the confidence to seek help and improve their quality of life.
4. 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. 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
5. The International Continence Society is a registered charity with a global health focus which strives to improve the quality of life for people affected by urinary, bowel and pelvic floor disorders by advancing basic and clinical science through education, research, and advocacy.
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.