

Concerned about Incontinence

---World Continence Week in China

This week of 27th June 2010, China kicked-off WCW and joined the ranks of the world for the first time in raising awareness of urinary incontinence. The event is organized in cooperation with the International Continence Society (ICS), Chinese Urological Association (CUA), Chinese Urinary Continence Society (CUCS), and Beijing Medical Association, and sponsored by Astellas. Prof. Vasani Srinivas, the chairperson of CPC and Prof. Liao Limin, the trustee of ICS, both attend the 1st WCW in China. (Fig 1)

Epidemiological surveys on urinary incontinence held in some regions of China shows an incidence rate of 18% to 53%. In Chinese women, the incidence rate is as high as 30.9%. Incontinence not only brings patients anxiety, embarrassment and frustration and other negative emotions, but also seriously affects their work and quality of life. Hence more efforts are being taken by the ICS, CUA and CUCS to drive these patients to seek professional help.

During the WCW, Academic Conference was held to improve the doctors' and nurses' awareness on Incontinence. Prof. Vasani Srinivas and local urological and gynecological experts in the field of Urology and Gynecology, gathered to discuss important issues on incontinence (Fig 2). And the government officials also attached great importance to this meeting.

At the same time, a press congress was held. Around 30 media agents including China Central TV (CCTV) attended the press congress (Fig 3, 4, 5). Prof. Liao chaired this press congress, and the well-known experts such as Prof. Wang Jianye, Prof. Liao Limin and Prof. Xu Kexin provided the public with free professional advice (Fig 6). Sufferers who have incontinence, urinary urgency, urinary frequency, nocturia and other symptoms may participate in free health lectures in 4 selected hospitals in Beijing. There were around 300 audiences attended the public forum at Chinese Rehabilitation Research Center (Fig 7). And patients also can get information from the website (Fig 8), poster and vivid TVC broadcasted on some out-of-home Media (Fig 9-10).

During the WCW, CUA announced the result of 1st large scale epidemiological surveys in China (Fig 11). It shows that only about 30% patients realize that incontinence, urinary urgency, urinary frequency and nocturia are disease, and only 53% of these people seek medical treatment.

The first OAB free alliance in China is formed

Prior to the World Continence Week kick-off, CUCS found “**OAB Free Alliance**” to improve OAB and related disease in physicians and patients.

The OAB Free Alliance's Mission:

- Committed in helping to raise awareness of OAB among healthcare practitioners and patients.
- Committed to promoting and enhancing the diagnostic processes of OAB in clinical practice
- Committed to raise the level of academic and professional excellence in OAB by providing healthcare practitioners with the latest and most efficient treatment concepts and disease management practice education.
- Committed to achieve the ultimate realization of a better quality of life for patients suffering from OAB.

The website of OAB Free Alliance: www.oabfree.com

Fig 1.



Fig 2.



Fig 3. President of CUA, Prof. Na Yanqun was interviewed by CCTV



Fig 4. Chairman of CUCS, Prof. Wang Jianye was interviewed by CCTV



Fig 5. Prof. Liao Limin, the trustee of ICS was interviewed by CCTV

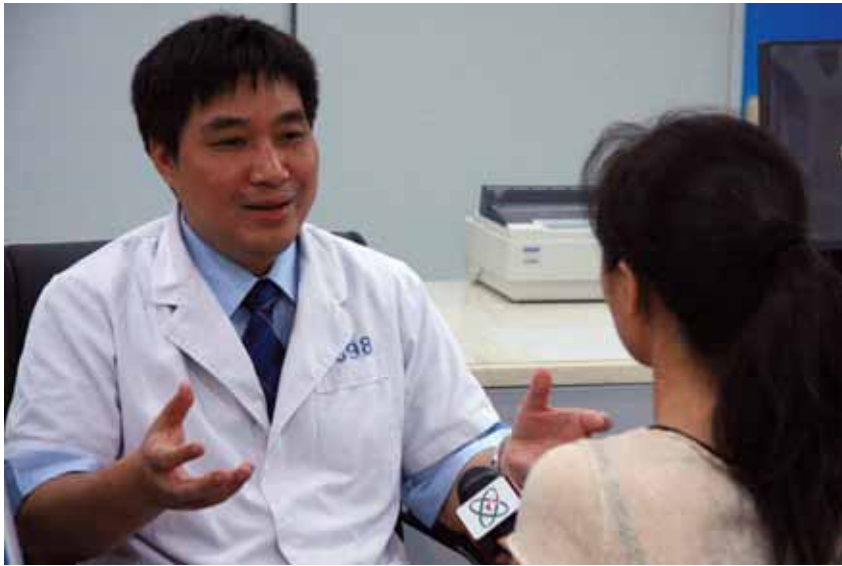


Fig 6.



Fig 7.



Fig 8



20个吃饭误区让你早死!

很多不经意、不正确的行为方式或饮食行为会让你丢失大量的营养素，比如含有合成维生素D的牛奶会夺取人体中的镁。【详细】

- 美容有方：盛夏多吃五种瓜帮你安然度夏
- 保健养生：便秘口水养生八大神奇功效!
- 健康减肥：喝茶减肥 了解喝茶禁忌才有效
- 生活保健：中午不睡下午崩溃 夏季犯困怎么办?
- 健康新知：当心! 新型电蚊香过量使用可致命

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• 心理 | 两性



女人滋阴保肾10大“宝贝”

俗话说：男怕伤肝，女怕伤肾。女人身体不好，要滋阴，要补血，还要补肾，但又不要吃一大堆药，该怎么办呢?【详细】

- 性福指数：夫妻生活赶走早泄有妙招

- 白领常手足麻木的原因 吉军
- 考试前吃什么补脑 范志红
- 大米和什么煮营养更高 熊苗
- 八种“难吃”的食物更养人 崔起遵
- 为啥生活习惯不好还长寿 张雷亮
- 步行对骨关节有啥好处 康南
- 点穴治疗鼻出血 程凯
- 早晨起床说食欲怎么办 徐静

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健康图库

Fig 9



Fig 10



Fig11.

