For Immediate Release

NAFC Bladder Health Awareness Campaign
NAFC Unveils an Online Toolkit to Help Advocates

City, State (Date) – The Bladder Health Awareness Campaign, an undertaking by the National Association For Continence (NAFC), holds a Bladder Health Week during the second full week of November. This year in order to encourage Americans to “Get Smart, Get Active, and Get Bold” about Bladder Health, NAFC launched an online toolkit that can be used by Bladder Health advocates to host local Bladder Health Awareness educational events throughout the year. NAFC’s toolkit includes free, online event planning resources to assist advocates with the development and delivery of impactful events designed to help individuals learn more about prevention, treatment, and management options associated with common bladder conditions. The Bladder Health Awareness Campaign is intended to reduce the stigma associated with bladder health challenges by empowering Americans to get proactive in the name of better bladder health.

The idea to empower advocates to host educational events was based upon a survey NAFC recently sponsored aimed at uncovering common myths associated with bladder health. More than 50% of survey respondents failed to recognize the following basic bladder health facts:

- Bladder control problems affect large numbers of adults. In fact, nearly 35 million Americans experience bladder health issues.
- Incontinence occurs in people of all ages. While the average age of symptom onset is 50, bladder control loss can happen to anyone at any time. Incontinence does not only impact the elderly.
- People wait a long time before seeking help. Many people often fail to recognize bladder health symptoms as a “real problem” and, as a result, wait nearly 7 years before seeking treatment.

“When tens of millions of women and men are suffering from this condition, it’s time to start a conversation so the symptoms can be managed or treated,” says Steven Gregg, PhD, Executive Director of the National Association For Continence. “We hope our online toolkit makes it easier for patients to find possible solutions and start a conversation with their healthcare provider.”

The online toolkit offers a patient friendly PowerPoint presentation, about the symptoms, diagnosis, treatment, and management of bladder and bowel control problems. NAFC encourages patients and caregivers to visit the updated website for educational guidance to enhance their knowledge regarding their need to best manage their bladder and bowel health.

The Bladder Health Awareness campaign is aimed at socially engaging others to talk about their bladder and bowel concerns. Many fear talking about this aspect of personal health because of the embarrassment associated with bladder control loss. Often people lack sufficient knowledge to understand the causes and remain in the dark about treatment options and symptom management. NAFC encourages the public to get involved by talking to their friends and family about the importance of bladder health. Additional information and promotional materials about NAFC’s Bladder Health Awareness Campaign can be found on all of NAFC’s social media channels as well as on www.nafc.org/bladder-awareness.

About NAFC
For over 30 years, The National Association For Continence has been the largest and most prolific consumer advocacy organization devoted exclusively to incontinence. NAFC is focused on promotion quality continence care through education, collaboration, and advocacy, as well as increasing awareness of the various conditions associated with bladder and bowel health, NAFC is a national non-profit organization. For more information, please visit www.nafc.org.

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