

PUBLIC SERVICE ANNOUNCEMENT

For immediate release

March 6, 2006

Women's health information available at hospital bookstore

Vancouver, B.C. – Just in time for International Women's Day, the Children's and Women's (C&W) on-line bookstore offers women throughout BC new, high quality women's health information resources, produced by experts at BC Women's Hospital & Health Centre.

The Patient Guides "A Positive Approach: Premenstrual Syndrome and Premenstrual Dysphoric Disorder" and "Self-care Program for Women with Postpartum Depression and Anxiety" were produced by BC Women's Provincial Reproductive Mental Health program to provide guidance about factors such as nutrition, medication, and lifestyle, that help manage the symptoms of these disorders. The guides are written for women experiencing PMS or PPD, and for health care professionals who treat and support these women.

These guides are among many health resources available for sale to professionals and the public at the C&W bookstore at <http://bookstore.cw.bc.ca>. The bookstore can be reached at 604-875-2345 ext. 7644 or 1-800-331-1533 ext. 3.

Up to 75 per cent of women have a range of PMS symptoms and four to eight per cent of women are diagnosed with premenstrual dysphoric disorder. Approximately 10 to 16 per cent of women will experience postpartum depression and/or anxiety. These guides are helpful for anyone who wants to improve her sense of well-being and build resilience against the symptoms of depression and anxiety either in the postpartum or premenstrual period.

-more-

“When I hear someone say ‘oh she’s just PMS-ing’ or ‘she’s just got the baby blues’, it highlights a general lack of understanding in society about women’s reproductive cycle and the physical and emotional changes and challenges that can occur,” explains Jules Smith, who works as a clinical counselor at the Provincial Reproductive Mental Health program and contributed to both these publications.

“We believe that women deserve to have access to the current knowledge regarding the rate, risks and range of emotional difficulties related to our reproductive cycles and what works for treatment and recovery. These educational resources are a step towards that shift.”

“We use the guide frequently in the psycho-educational component of our support groups. The self-care manual has proved to be an informative and empowering tool for many women in our groups,” says Georgie Hutchinson of the Pacific Postpartum Support Group.

BC Women’s Hospital & Health Centre, an agency of the Provincial Health Services Authority, provides service for pregnant women, newborns and women with specialized health needs from across the province. For more information please visit www.bcwomens.ca.

The Provincial Health Services Authority (PHSA) plans, manages and evaluates selected specialty and province-wide health care services across BC, working with the five geographic health authorities to deliver province-wide solutions that improve the health of British Columbians. For more information please visit www.phsa.ca.

Editor’s note: Publication authors are available for interviews. Wednesday March 8th marks International Women’s Day, a day to honour and celebrate women.

Media contact:

BC Women’s Hospital & Health Centre
Public Affairs & Communications
604-875-2301
pafc@cw.bc.ca