

NEWS RELEASE

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Poster campaign urges women to seek help for urinary incontinence

Vancouver, B.C. – Physiotherapists Penny Wilson and Pat Lieblich are on a mission.

Their objective...? To reduce the number of women in the Lower Mainland who suffer in silence with urinary incontinence.

“This is a problem that affects 30 percent of all women, including young women,” says Wilson, who works at the Continence Clinic at BC Women’s Hospital & Health Centre. “And unfortunately, a lot of those women have come to accept it as a normal part of life and aging, but it’s not.”

Research suggests that a fear of leaking urine during exercise is a significant barrier to participation in physical activity, especially for middle-aged women. “Given the importance of exercise to good health, that’s a barrier that must be overcome,” says Lieblich, also a physiotherapist at the clinic.

Incontinence is also common for women in the last trimester of pregnancy, during postpartum and after menopause, and can affect virtually every aspect of life.

Since 1995, Lieblich and Wilson have provided treatment and advice for thousands of women with urinary incontinence. In conjunction with the tenth anniversary of the clinic, they have launched an outreach program with posters designed to inform women about physiotherapy as an effective treatment for incontinence. The posters have been sent to doctors’ offices throughout the Lower Mainland.

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“Ten years ago nobody dared to talk publicly about incontinence,” says Wilson. “Now, when we give presentations, the room is packed. It’s great to see people becoming more aware of the treatment options and taking steps to address the problem.”

The Continence Clinic at BC Women’s Hospital & Health Centre (604-875-3137) offers its services free of charge to all patients. A doctor’s referral is not necessary.

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.

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