

THE INTERNATIONAL CONTINENCE SOCIETY
IS PLEASED TO ANNOUNCE THE FIRST:

WORLD CONTINENCE WEEK

Monday 22 June - Sunday 28 June 2009

PROJECT OF THE CONTINENCE PROMOTION COMMITTEE

VISION:

World Continence Day is a global initiative to address the increasing needs of 200 million people across the world who suffer from the often silent problem of incontinence.

The campaign's main purpose is to globally facilitate Continence Awareness and promotion to improve health, wellness and quality of life.

MISSION:

1. To allow innovative country or organisation specific programmes to help plan strategies and create awareness.
2. To allow active participation of the public sector, governmental/non-governmental, charitable and other organisations; to share common resources and facilitate a common path approach in creating awareness and support for incontinent sufferers.

3. To create a network of events and organisations that will be recognised as leading authorities of Continence and Bladder Health information.

4. To further establish Continence Awareness and promote a multidisciplinary approach to treatment and management.

The local Continence organisations will be linked through the ICS Continence Promotion Committee, which will provide guidance, support and promotional materials to help you run activities in your country. We will also provide a comprehensive database of continence products and manufacturers.



THE WORLD CONTINENCE WEEK LOGO WAS KINDLY DESIGNED BY MAARTEN THIEL

Continence
 *worldwide*



For further information contact the
ICS Office at:

info@icsoffice.org

Phone: +44 117 9444881 Fax: +44 117 9444882
19 Portland Square, Bristol, BS2 8SJ, UK