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NEWS RELEASE

VON CANADA AND THE ONTARIO MINISTRY OF HEALTH PARTNER TO RAISE AWARENESS ABOUT INCONTINENCE

FOR IMMEDIATE RELEASE

November 5, 2007 (Ottawa, ON) — November is *Incontinence Awareness Month* and, in partnership with the Ontario Ministry of Health and Long Term Care, VON Canada, is in its second year of a public awareness campaign throughout the province.

“There is a serious lack of awareness around incontinence. Most people do not know that it can be treated, managed and cured,” says Dr. Judith Shamian, President and CEO, VON Canada. “This campaign will ensure that the more than 3.3 million Ontarians experiencing incontinence have proper education and resources and do not feel so isolated or alone.”

Although more than half of those with incontinence do not talk to a doctor, Canadians spend more than \$2.6 billion on incontinence each year (i.e., buying pads and liners, doing more laundry, missing or quitting work).

Incontinence is losing urine when you don't want to, and having to change your lifestyle in order to manage your bladder and urine control. One in four women and one in ten men experience incontinence. There are four main types of incontinence and the treatment depends on which type of incontinence each person has.

The three-year campaign is being communicated through doctors' offices and community agencies across the province using brochures and pamphlets.

Information will also be available at www.von.ca or www.continence-fdn.ca.

VON is dedicated to being a leader in the delivery of innovative comprehensive health and social services and to influencing the development of health and social policy in Canada. We are a national health organization and registered charity offering a wide range of community health care solutions that meet the needs of Canadians from coast to coast. VON is committed to continuous quality improvement and is accredited by the Canadian Council of Health Services Accreditation.

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