

## **Press Release**

### **World Continenence Week 2016**

### **Pelvic Floor Focus**

As the popularity of extreme exercise grows, so does the prevalence of pelvic floor damage - but public awareness and knowledge among the fitness profession remain seriously insufficient. As a response to the issue and in an effort to empower and inform women about pelvic floor health, Continenence New Zealand have launched an educational awareness campaign.

The campaign launches on June 20 to coincide with World Continenence Week but will continue throughout the year, with workshops beginning in September which will see participating fitness trainers certified as 'Pelvic Floor Safe'.

Experts have warned that high impact exercise such as boot camps, running downhill and using heavy weights can cause dysfunction such as prolapse or continence issues.

The campaign encourages all women to explore available information through the website [www.pelvicfloor.nz](http://www.pelvicfloor.nz) or by calling the information line on **0800 650 659**. Fitness professionals will be encouraged to increase their own knowledge through the site and with resources such as Continenence NZ's booklet entitled 'Promoting Pelvic Floor Safe Exercise'.

There is also a separate pamphlet for consumers and it is titled "Protect your pelvic floor and stay in control".

What: Pelvic Floor Safety awareness campaign

Who: Continenence New Zealand

When: Ongoing, launching June 20

Website: [www.pelvicfloor.nz](http://www.pelvicfloor.nz)

Information line: 0800 650 659

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