



Social Media Toolkit

Thank you for joining AUGS in honor of National Bladder Health Month. We are excited to have you join in our campaign to help break the stigma surrounding bladder control issues in order to help #starttheconversation between patients and physicians! Please utilize the following resources throughout the month to show your support.

Quick Details

Who: AUGS members, patients, any person or group with ties to National Bladder Health Awareness Month and/or interest in bladder health

What: Posting on social media during Bladder Health Month to thank those in the urogynecology field and individuals who care for those with bladder health conditions and to promote bladder health awareness

Where: Facebook, Twitter, Instagram and all other social media platforms

When: The month of November

How: Post on social media using #BladderHealthMonth and tag @VoicesforPFD

Tweets

- See the answers to FAQs on #UrinaryIncontinence & take a bladder control quiz <http://bit.ly/2ehhJA8> #BladderHealthMonth
- Think you might have symptoms? Download a free fact sheet: <http://bit.ly/2da2TJh> #OveractiveBladder #UrinaryIncontinence #BladderHealthMonth
- Have questions about #BladderControl? Visit <http://bit.ly/2dQ1dbh> to learn more information, FAQs & find a provider #BladderHealthMonth
- Wondering where you can find a urogynecologist near you? Use our "Find a Provider" tool <https://bit.ly/2qbxoYj>
- Test your knowledge of #PelvicFloorDisorders with this true or false quiz! #BladderHealthMonth <http://ow.ly/WQ3C30gIV2l>

- Bladder control issues affect 30 to 50 percent of women. Talk to your urogynecologist about treatment options today. [#BladderHealthMonth](#)
- Use [#BladderHealthMonth](#) as an incentive to take control of your bladder health! View our Bladder Control Infographic for fast facts and key information about bladder health, including tips of prevention and common FAQs: [Bladder Health Month\Bladder Health Month Infographic.pdf](#)
- Thank you to the urogynecologists who help women who suffer from bladder control issues everyday! [#BladderHealthMonth](#)

Twitter Graphics

Click the link to download the PFD file

[Bladder Health Month\Bladder Health Month Twitter 1.pdf](#)



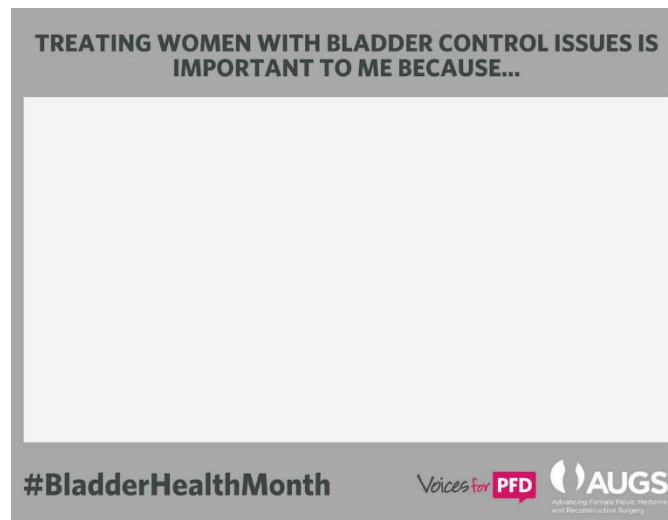
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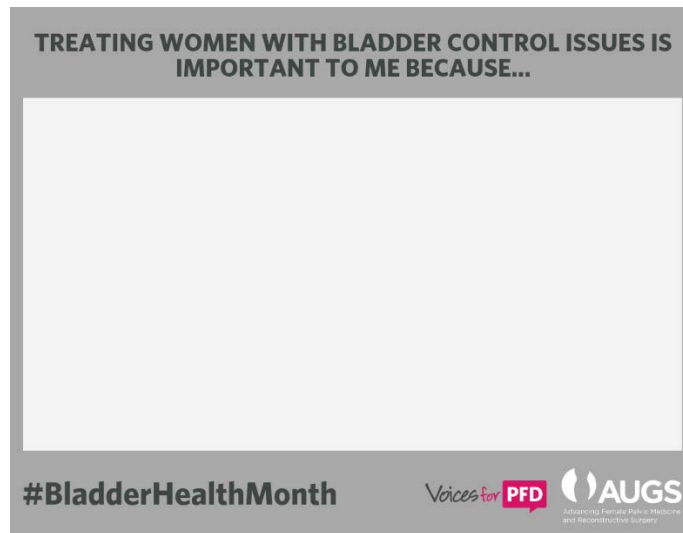
Facebook Posts

- This month I am raising awareness of female bladder control problems and celebrating the urogynecologists who improve women's quality of life by treating their conditions!
#BladderHealthMonth
- Bladder control issues can negatively impact a self-esteem and stop individuals from participating in activities they enjoy. Together, let's start the conversation about how to improve bladder health. **#BladderHealthMonth**
- Treating women with bladder control issues is important to me because _____
#BladderHealthMonth

[Bladder Health Month\Bladder Health Month Is Important 1.pdf](#)



[Bladder Health Month\Bladder Health Month is Important 2.pdf](#)

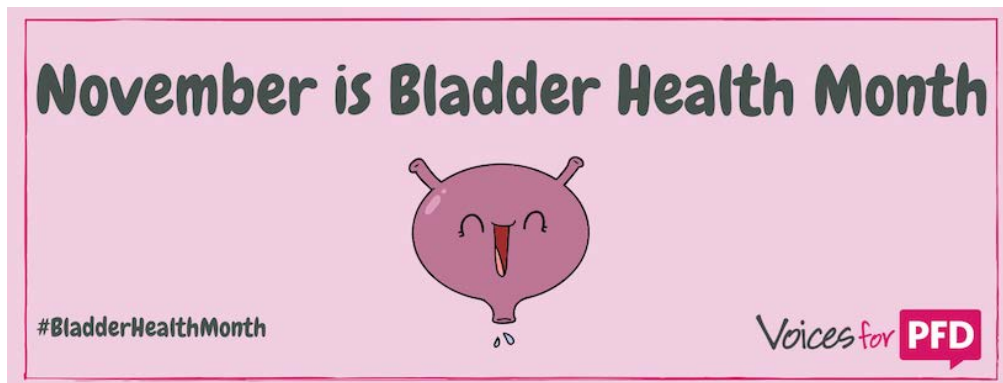


- Today I am participating in the @AmerUrological #BladdersMatter campaign! Thank you to doctors, researchers and all others else who help to advance bladder health to improve the lives of patients! [#BladdersMatter](#)
- Remember- incontinence is not a normal part of aging! Speak up and share your symptoms with a urogynecologist who can help create a customized treatment plan. Together, patients and doctors can [#endthestigma](#) surrounding bladder control issues. [#BladderHealthMonth](#)

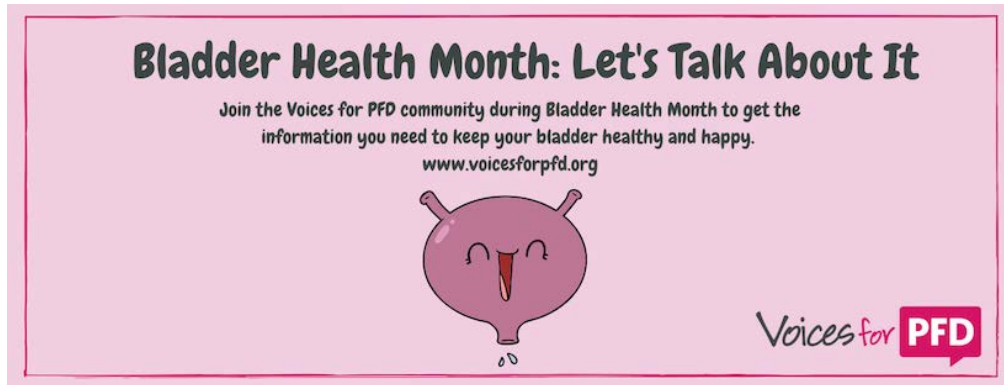
Facebook Graphics

Click the link to download the PFD file

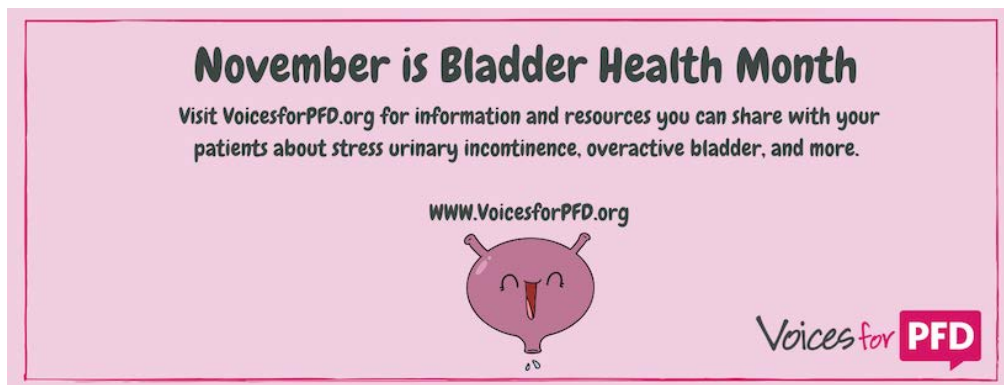
[Bladder Health Month\FB Cover General.pdf](#)



[Bladder Health Month\Bladder Health Month Patient Facebook Cover Photo.pdf](#)



[Bladder Health Month\FB Cover Physicians.pdf](#)



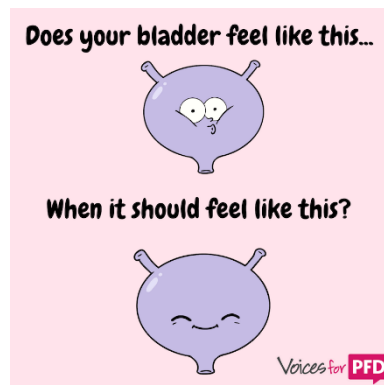
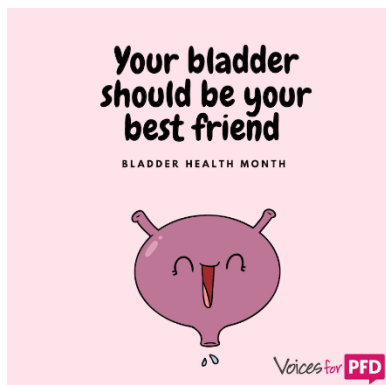
Instagram Graphics

[Bladder Health Month\Instagram Post 1.pdf](#)

[Bladder Health Month\Instagram Post 2.pdf](#)

[Bladder Health Month\Instagram Post 3.pdf](#)

[Bladder Health Month\Instagram Post 4.pdf](#)



Bladder Health Month Infographic

[Bladder Health Month\Bladder Health Month Infographic.pdf](#)

Bladder Health Month Fact Sheet

Bladder Control Fast Facts
There are two main bladder control issues that affect women: stress urinary incontinence and overactive bladder.

Overactive bladder (OAB) is a complex condition affecting about 15% of women across all ages. Also called urge incontinence, overactive bladder is leakage of urine accompanied by a sensation of the need to urinate, or the impending sense that a large leak is going to happen.

Bladder control problems affect 30% to 50% of women.

Stress urinary incontinence (SUI) is loss of urine that occurs at the same time as physical activities that increase abdominal pressure (such as sneezing, coughing, laughing, and exercising).

Urinary incontinence affects men and women, although it is nearly twice as common in women.

Bladder control issues are NOT a normal part of aging. Many women find that these symptoms begin to limit their physical or social activities.

FAQs

Common Bladder Control Questions

- Are there different types of urinary incontinence? Yes! The most common types of women's incontinence are stress urinary incontinence (SUI) and urge incontinence, also called overactive bladder (OAB). Many women often have symptoms found in more than one category (i.e., mixed incontinence).
- Is there a link between pregnancy and incontinence? Pregnancy incontinence is not an official type of incontinence, and incontinence related to pregnancy often resolves in the first few months after delivery. However, urinary incontinence associated with pregnancy may signal the development of more troublesome incontinence in the future.
- What are my treatment options? Depending upon the extent of your symptoms and treatment goals, there may be one or more options for your bladder control problem. Treatment options include lifestyle and behavior changes, pelvic floor muscle exercises, physical therapy, vaginal devices like pessaries, UI medicines, or procedures such as nerve stimulation, Botox and bulking agents, or surgery.

Prevention Methods

- Manage Fluids**
Manage your daily fluid intake and avoid bladder irritants like coffee, tea and carbonated drinks.
- Get Moving**
Regular exercise is important for maintaining healthy bowel and bladder function. Do kegel exercises to keep your pelvic floor muscles in shape, too.
- Maintain a Healthy Weight**
Overweight women have a greater risk for developing incontinence.
- Don't Smoke**
Smoking increases your risk of UI.

For more information, visit VoicesforPFD.org

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