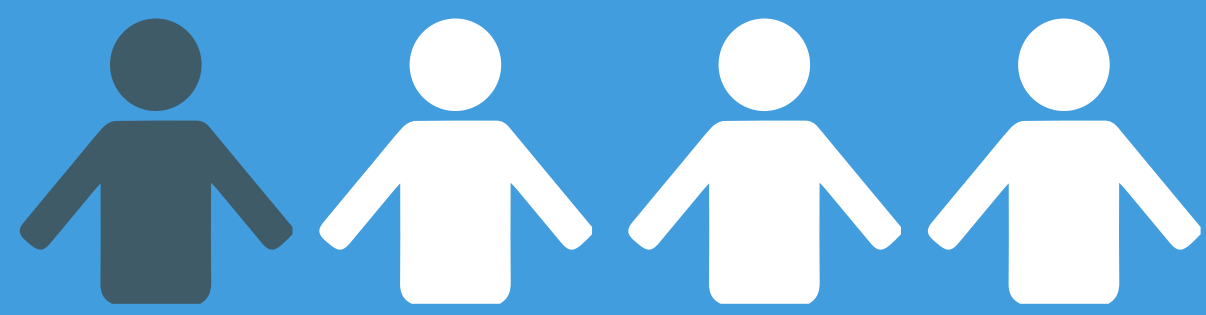


AUSTRALIA NEEDS ACTION ON INCONTINENCE

Time for a new National approach.



Annual costs exceed \$67 billion.



1 in 4 Australians experience incontinence and many more are impacted by caring for someone with incontinence.



Labour force participation by people with severe incontinence is less than half that of people without severe incontinence

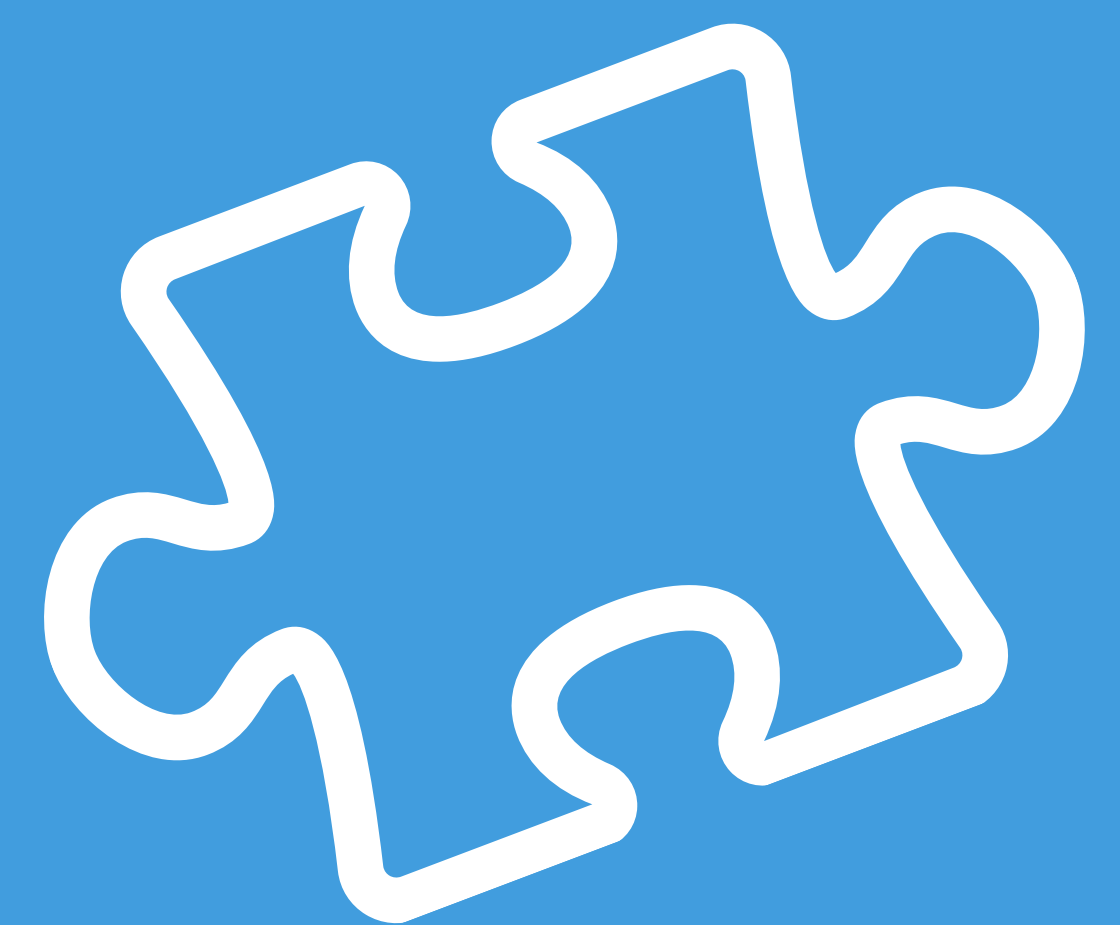


By 2030 over 6.2 million Australians will be affected by incontinence.

A NEW STRATEGY ON INCONTINENCE

A comprehensive approach to incontinence must include:

- Prevention and early detection
- Support for economic participation by people living with incontinence
- Standards for safe, quality continence care
- Workforce capacity building, and
- Improved data collection.



\$7 MILLION OVER 5 YEARS WILL DELIVER THE STRATEGY



National Awareness campaign to reduce stigma and get Australians talking about incontinence



National Economic Participation plan - for people affected by incontinence so they can return to the workforce



National Workforce Capacity Building plan - getting specialist care to those who need it



National Research Agenda - finding the answers to prevention, care and diverse needs

