
STRESS INCONTINENCE AND THE PELVIC FLOOR MUSCLES

Guidelines for fitness professionals



The facts

- Stress incontinence is common amongst active women. You may be losing clients for this reason every day, yet most will never tell you why
- 33% of Australian women over 45 years of age, and 13% of 18-23 year olds, report that they suffer from stress incontinence (Chiarelli, 1999)
- 72% of physically active survey respondents report that they leak during some activities (PFE, 2007)
- 40% report that they have given up at least one physical activity solely because of this problem (PFE, 2007)
- 33% of women with this problem avoid physical activity altogether (Brown, 2002)

What can a fitness professional do?

- Be aware that for the majority of women, strengthening of the pelvic floor muscles alone will overcome stress incontinence
- Talk openly about the problem with your clients
- Display information brochures on your premises
- Include correct instruction on how to build pelvic floor muscle strength in exercise programs, including slow and fast contractions
- Be cautious about the claims of currently fashionable exercise techniques regarding pelvic floor strengthening
- Be aware that research has shown that over 50% of women can't produce an effective pelvic floor contraction on brief verbal instruction, and 30% can't produce one after thorough individual instruction
- Introduce other options, such as exercise aids
- Refer clients to health practitioners when necessary

How can we help you?

- Australia's only specialist retailer of pelvic floor exercise and strengthening aids.
- A product range that helps to improve pelvic floor contraction technique, provide motivation, strengthen without effort and create real results, even where previous unassisted exercising has failed
- Glossy brochures available for display and distribution to clients
- Online shop or phone order service available
- Rewards scheme for fitness professionals
- Information on pelvic floor fitness issues, with links to published research and newsletter subscription

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1300 76 39 40

info@pelvicfloorexercise.com.au



-Australia's only pelvic floor shop, making it easy to build a stronger pelvic floor - Information & products for women and men - All products safe to use in privacy at home - Buy online, by mail, phone or fax - Discreet delivery by registered post -

PFLEX Pty Ltd t/a Pelvic Floor Exercise (ABN: 99 136 137 045)

PO Box 7094, Sippy Downs Qld 4556, Australia Ph 1300 76 39 40 Fax 1300 79 44 39

www.pelvicfloorexercise.com.au info@pelvicfloorexercise.com.au