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Laugh Without Leaking: can comedy cure incontinence?

A new campaign launched today by the Continence Foundation of Australia reveals that the majority of bladder and bowel troubles can be helped or even cured.

The *Laugh Without Leaking* campaign uses comedy to take the stigma out of incontinence and urges the 1 in 4 Australians who live with bladder, bowel and pelvic health problems to ask for help.

“It is a massive problem affecting over 5 million adult Australians and costing the Australian economy more than \$67 billion a year,” says Continence Foundation of Australia CEO Rowan Cockerell.

“We know that many people laugh off their leaking as a normal part of getting older or after having a baby. But it is not normal and has a serious negative impact on daily life for millions of women, men and children. “

“Don’t put up with it! The good news is that you can quickly change your life for the better. Most bladder and bowel problems can be better managed, better treated and, in many cases, even cured without surgery. The first step is asking for help,” says Mrs Cockerell.

Laugh Without Leaking Ambassador, actress comedian Bev Killick, says she knows from personal experience that living with incontinence for many Aussies is no joke.

“I have been getting a lot of laughs at stand up shows in my new role as the *Comedy Queen of Continence*. As a mother and a comedian, I know what it is like to have a ‘wee accident’ when you laugh, sneeze, cough or jump. Sadly, my trampolining career is on hold,” says Bev.

The *Laugh Without Leaking* message is quickly spreading across Australia with the support of comedy shows, councils, libraries and schools.

“To help spread the good news that help is here for people living with incontinence, we are delighted to have partnered with the Melbourne International Comedy Festival, Australian Government Department of Health, The Shannon Company, Australian Local Government Association and Australian Libraries and Information Association,” says Mrs Cockerell.

Laugh Without Leaking features new community service ads on TV, radio, print and online as well as a social media campaign in search of the best toilet humour in the country, with prizes of double passes to the Melbourne International Comedy Festival (28 March – 22 April) and the Melbourne International Comedy Festival Roadshow as it journeys across Australia for three months from early April.

To get help for bladder, bowel and pelvic floor health:

- Call the free **National Continence Helpline 1800 33 00 66**
- Go to **continence.org.au**
- Or talk to your doctor

laughwithoutleaking.com.au

#LaughWithoutLeaking

With special thanks to:



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Available for media interviews:

Bev Killick, Rowan Cockerell, continence health experts and people living with incontinence.

Continence fast facts

- About 5 million Australians – 1 in 4 people aged 15 years or over – are incontinent.
- By 2030, the prevalence is estimated to increase to 6.5 million Australians.
- The majority of people affected by incontinence can be better treated, managed or cured.
- 70% of incontinent people do not seek help.
- 80% of people who report they are living with incontinence are women.
- Half of those women are aged under 50 years.
- 1 in 3 women who have ever had a baby wet themselves.
- 1 in 5 leak when they laugh.
- 25% of men say they are, or were, incontinent.
- Incontinence impacts self-esteem, motivation, dignity and independence.
- In 2010, the total economic cost of incontinence was estimated to be \$66.7 billion and rising.

About the Continence Foundation of Australia

The Continence Foundation of Australia is a not-for-profit health organisation and the national peak body for incontinence awareness, management, education and advocacy. The Foundation is funded by the Australian Government under the National Continence Program and operates the free National Continence Helpline 1800 33 00 66.

continence.org.au

About Bev Killick



Bev Killick is a Melbourne-based actress, comedian, writer, singer and mother-of-two, who has lived with incontinence since she “was naughty after giving birth and didn’t do my pelvic floor exercises”. She is an Ambassador for the *Continence Foundation of Australia* and the face of the *Laugh Without Leaking* awareness campaign.

Bev features in the new Australian comedy film *That’s Not My Dog!* alongside Shane Jacobson, Paul Hogan and a host of other Aussie stars. Her other acting credits include *Kath & Kim*, *Jack Irish*, *Fat Pizza*, *WAG Nation*, *MDA* and *Sunshine*. Bev also appeared in the recently released children’s adventure film *The Comet Kids*.

Bev currently combines her Ambassador duties with the Continence Foundation of Australia with stand up comedy on the high seas for *P&O Cruises* as well as performing her live show *Crummy Mummy* at the *2018 Melbourne International Comedy Festival and National Comedy Roadshow*.