



# WE COUNT

MEASURING THE HUMAN TOLL OF INCONTINENCE



**Bladder leaks are common, but help often starts with a conversation.**

Many women wait too long to talk to a doctor about urinary incontinence – but treatment can help.



# NEARLY 30%

**You're not alone.**

of NAFC survey respondents felt uncomfortable talking to their primary care provider about bladder leaks.



### Common does not mean untreatable.

Bladder leaks are common, but women do not have to simply live with them.



### The sooner you talk, the sooner you may improve.

Starting the conversation can be the first step toward symptom relief.



### Shared decision-making matters.

Treatment decisions should reflect your symptoms, goals, and preferences.



### Bring a bladder diary.

2 to 3 days of notes on fluids, bathroom trips, leaks, urgency, and activities can help guide the conversation.



### How to get started

- Track symptoms for 2–3 days.
- Note when leaks happen and what you were doing.
- Bring a medication list.
- Write down your biggest questions.



### Questions to ask

- What type of leakage do I have?
- What treatments might help me?
- Could pelvic floor physical therapy help?
- Are there lifestyle changes that could improve symptoms?



Talking to a clinician can be the first step toward relief. Learn more today:

[NAFC.org/we-count](https://NAFC.org/we-count)

Sources: NAFC patient survey; NIDDK bladder diary guidance; AUA/SUFU guideline on overactive bladder and shared decision-making.

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