

Bladder Health Awareness Month

Dear Colleagues,

As you know, LUGPA provides monthly toolkits as a resource to member practices, focusing on important awareness events and key issues, to help build the leadership of all independent member practices within their communities.

In November, LUGPA is focusing on Bladder Health Awareness Month.

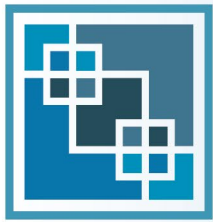
What Is Included in the Toolkit:

- **Press Release Template:** This press release is a news item to increase awareness of a certain topic. The template includes spaces for your practice to add a quote from your leadership and additional information about your practice or community in relation to the monthly topic. The press release can then be published within any organizational materials, such as a newsletter, and/or shared with local press in your community.
- **Social Posts:** To further expand the reach of your practice and spread awareness on these issues, you can adapt these posts about the monthly topic for use on your practice's social channels.
- **Local Media Interview How-To:** This resource includes an explanation of different kinds of local media, tips for working with reporters and preparation for media interviews.

Be sure to tag LUGPA in your posts, so we can engage on our social channels!

- Twitter: @UrologyUS
- Facebook: @LUGPA
- LinkedIn: @LUGPA

We appreciate your practice taking part in this initiative to help increase the thought leadership of our member practices around these critical topics.



[YOUR ORGANIZATION] Highlights the Importance of Bladder Health

[LOCATION], **[DATE]** - During Bladder Health Awareness Month in November, **[YOUR ORGANIZATION]** is raising awareness of the importance of bladder health. Many bladder conditions can impact a person's quality of life and wellbeing. Urologists play a critical role in improving bladder health, including treating and preventing bladder health conditions, such as urinary incontinence and overactive bladder (OAB). Patients should not hesitate to speak with a urologist about such issues that are causing them concern or affecting their quality of life.

Incontinence and OAB: What Is the Difference?

[There are several types of urinary incontinence](#), including stress incontinence, caused by exerting pressure on the bladder, and urge incontinence, which is characterized by a sudden, intense urge and involuntary loss of urine. Urinary incontinence is particularly common among older women, affecting [more than 4 in 10 women ages 65 and older](#). [Urologists can address incontinence](#) through a variety of treatments, such as fluid and diet management, pelvic floor muscle exercises, medications, interventional therapies or surgery.

[OAB is a combination of symptoms](#) that cause a frequent and sudden urge to urinate, which may be difficult to control and can lead to urgent urinary incontinence. OAB is more common among women. Other risk factors include aging, an enlarged prostate and diabetes. OAB is often mistaken for a normal part of aging; however, [it can be treated by a urologist](#) with behavioral therapies, medications, bladder injections, surgery and other methods.

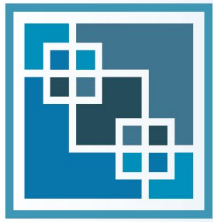
Speaking With a Urologist Can Help

Many people feel reluctant to talk about these issues and do not realize that these conditions are treatable. It is important to speak with a urologist about bladder health issues, as they can be distressing and disruptive to a person's daily life, and they may indicate more serious underlying conditions.

[IF APPLICABLE, DESCRIPTION OF YOUR ORGANIZATION'S ACTIONS TO ADDRESS THIS TOPIC AND IMPACT ON YOUR ORGANIZATION/COMMUNITY]

[INSERT QUOTE FROM YOUR LEADERSHIP]

Urologists can provide patients with information about how to improve their bladder health and prevent and identify bladder health conditions, such as OAB and incontinence. **[YOUR ORGANIZATION]** offers a variety of services to improve bladder health, including **[INSERT 2-3 EXAMPLES OF SERVICES]**.



LUGPA
Integrated Practices
Comprehensive Care

NOVEMBER TOOLKIT
Press Release

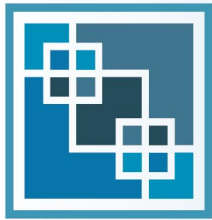
This Bladder Health Awareness Month, [YOUR ORGANIZATION] encourages patients to speak with a urologist about their bladder health. Expert urologists at [YOUR ORGANIZATION] provide services in [YOUR REGION/COMMUNITY/AREA OF PRACTICE] to help prevent and treat bladder health issues. To learn more, visit [YOUR ORGANIZATION'S WEBSITE]

[ABOUT YOUR ORGANIZATION]

About LUGPA

LUGPA is the only nonprofit urology trade association in the US. Since its founding in 2008, LUGPA has earned national recognition in the pursuit of its mission to preserve and advance the independent practice of urology while demonstrating quality and value to patients, vendors, third-party payors, legislators and regulatory agencies. The robust resources LUGPA provides help member groups to meet the challenges of independent practice in today's rapidly changing healthcare marketplace. For more information, visit www.lugpa.org

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SOCIAL POST 1

This #BladderHealthAwarenessMonth, [YOUR ORGANIZATION] is raising awareness of the importance of #BladderHealth and its effect on everyday life. Learn more about how #urologists can help: [link to press release] [tag LUGPA]

SOCIAL POST 2

Many people feel reluctant to talk about #BladderHealth conditions or accept them as a normal part of aging. However, #urologists can help prevent and treat these issues to improve your everyday life. Learn more: [link to press release] [tag LUGPA] #BladderHealthAwarenessMonth

SOCIAL POST 3

[insert sentence from your leadership's quote in press release]

This #BladderHealthAwarenessMonth, [YOUR ORGANIZATION] encourages patients to speak with a urologist about #BladderHealth issues, especially those causing them concern or affecting their quality of life. Learn more: [link to press release] [tag LUGPA]

SOCIAL POST 4

Prioritizing bladder health begins with patients feeling empowered to take action. [tag LUGPA]

This #BladderHealthAwarenessMonth, speak with a #urologist about your #BladderHealth. [link to press release]

Social Media Images

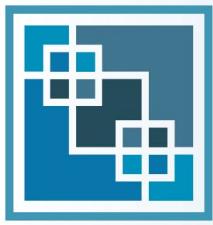
[Download here](#)

Accounts to Tag

Twitter: @UrologyUS

Facebook: @LUGPA

LinkedIn: @LUGPA



This document may be referenced as you are engaging with local media reporters on the subject of urology health on behalf of LUGPA.

Preparation help to build a foundation for a successful conversation with journalists. Whether you are new to speaking with the media or a seasoned spokesperson, complete the following preparation steps to ensure a successful outcome.

Local Media Interview Prep

Prior to participating in a media interview, conduct the following:

1. Confirm the format of the interview to determine if it will be live or taped and conducted via phone, Zoom or in-person.
2. Review past stories or segments from the reporter to prep for potential questions.
3. Audit the current news landscape to identify any current events that may be brought up during your conversation.
4. Identify your top three messages that you want to get across in your conversation.

Types of Media Interviews

PRINT/ONLINE	BROADCAST	PODCAST
<ul style="list-style-type: none">• Online news outlet/newspapers/ magazines• Usually via phone or Zoom; sometimes in-person• Reporters may ask for answers to questions in writing• 20-30 minutes• Conversational in style• Opportunity to get 2-3 key messages into story• Coverage likely to be 1,000 words or less	<ul style="list-style-type: none">• TV/Radio• TV in-studio or remote via Zoom• Segments typically under 2 minutes• Opportunity for ~two 00:08 second sound bites depending upon format• Can be one-on-one interview or edited into segment	<ul style="list-style-type: none">• Pre-taped interview; sometimes edited• Can last up-to-an hour• Scheduled in advance of airing

Rules of the Road

As you head into your interview with a reporter, here are three key points to keep in mind:

- Identify your three most important messages and plan to repeat them three times each.
- Be truthful; if you do not know the answer, say so and be prepared to follow up post-interview.
- Nothing is truly "off the record" so always assume anything you say can be published.