

we COUNT

MEASURING THE HUMAN TOLL OF INCONTINENCE

Pregnancy, Childbirth & Bladder Leaks

Bladder leaks during and after pregnancy are incredibly common, affecting millions of women at one of the most important stages of life. The good news is that effective treatments are available right now.

Don't fall into the trap of thinking that leaks are normal or let shame prevent you from seeking the help you deserve today. Early intervention can make a real difference in your quality of life.

Around **40-50% of women experience urinary incontinence during pregnancy**, with symptoms often beginning in the second trimester.

By the end of pregnancy, **about half experience stress incontinence** - leakage with coughing, laughing or movement.

Approximately **1 in 3 women experience bladder leaks after childbirth**.

Bladder leaks can last beyond the early postpartum period; **Up to 30% of women still experience symptoms** one year after delivery.

Women who deliver vaginally have **nearly double the rate of incontinence compared to cesarean delivery**.

Pelvic floor injury during childbirth is a key driver of symptoms. Tissue damage can contribute to long-term bladder control issues.

Pelvic floor muscle training during pregnancy **can reduce the risk of postpartum leakage** and is recommended as a preventive strategy.

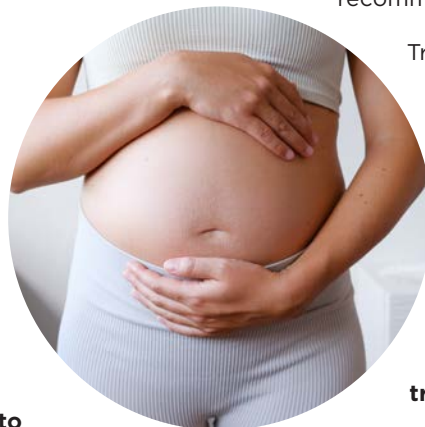
Treatment plans that combine pelvic floor muscle training with support techniques like biofeedback or stimulation have shown **over 70% improvement in symptoms**.

Around **70% of postpartum women do not access pelvic floor services**, even when experiencing symptoms.

More than **50% of women expect bladder leaks to improve without treatment**, delaying care.

Even among those diagnosed, **only about 2-3% receive pelvic floor physical therapy**.

If symptoms are left untreated, they may also get worse or show up later in life (like during menopause).



You Don't Have To Accept Leaks!

While bladder leaks for expectant and new mothers are common, they're not inevitable. There's a whole range of effective, non-invasive treatments just waiting for you, but you need to take the first step - reach out today to a healthcare professional for proven support and guidance.



NATIONAL ASSOCIATION

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FOR CONTINENCE

Ready to find help that can keep you drier and more comfortable during and after pregnancy?

Click here to learn more now.

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