

---

Dear POGP member

## **This February POGP is launching a “pucker up your pelvic floor” campaign**

This Valentine’s we hope that POGP members will help POGP with a “first”, a small campaign to proactively promote the importance and efficacy of pelvic floor muscle training for sexual function and pleasure.

**Press release:** POGP is working with the CSP press office to raise media awareness around this topic. As well as PFMT, we are also emphasising the importance of individual assessment, examination and treatment by a post-graduate trained physiotherapy specialist, such as our POGP members. We are signposting our free POGP resources, specifically the Pelvic Floor Exercises booklets.

**Social Media:** POGP will be promoting different aspects of the campaign through our Facebook page and Twitter account.

**Posters for members (YOU!) to display:** POGP has created two eye-catching gender-specific A4 posters to highlight the positive aspects of healthy pelvic floor and the role of the specialist physiotherapist. There is also signposting to the POGP website and specifically the booklets Pelvic Floor Exercises (for Men) and Pelvic Floor Exercises (for women).

**Download your pdf copies here** and use to help promote the campaign and/or your physiotherapy services. You might choose to laminate them to use as a poster, or print off to use as flyers.

- display in client waiting areas
- fix to the back of toilet doors
- handout with the next appointment card
  
- display in workplaces of friends and family
- mother and baby groups
- gyms, sports centres, exercise classes
- village notice boards
- your local GP practice

### **Can you speak to your local media, promote with your own social media networks?**

Do look for an opportunity to speak to your local media about your role and please do help by sharing the POGP Facebook and twitter feeds on your own social media networks using the hashtag #puckerup

### **Don’t forget the other POGP booklets available:**

POGP has, for many years, produced a suite of Patient Information Booklets for members to take the headache out of one aspect of marketing and producing professional resources for their patients. They are peer-reviewed, evidence based, regularly updated and reviewed as well as clearly illustrated smart and professional looking. An individual can also download any booklet for free from the POGP website ([pogp.csp.org.uk/publications](http://pogp.csp.org.uk/publications)).

If you would like further information please contact the POGP public relations officer, Amanda Savage ([amandasavagephysiotherapy@gmail.com](mailto:amandasavagephysiotherapy@gmail.com)) or social media officer Rebecca Bennett ([Rebecca.physio@yahoo.co.uk](mailto:Rebecca.physio@yahoo.co.uk))