


BINS4Blokes Media Release TEMPLATE

A media release can provide a powerful tool to support communication about the BINS4Blokes campaign, raise awareness and promote the need for incontinence product disposal bins in male public toilets.

Here is a structure to assist Supporters to craft a clear, accurate, and engaging media release:

<p>Logo</p>	<p>Include the BINS4Blokes and Continenence Foundation of Australia approved cobranded logo. The logo can be accessed by emailing info@bins4blokes.com</p> 
<p>Headline</p>	<p>Lead with a bold statement that reflects a value/ cause the audience will care about</p> <p><i>BINS4Blokes calls for more bins in male public toilets to boost the confidence of men and boys living with incontinence to get out and about</i></p>
<p>Introduction</p>	<p>Tell the audience about BINS4Blokes</p> <p><i>BINS4Blokes is a Continenence Foundation of Australia national awareness and advocacy campaign promoting the installation of incontinence product disposal bins in male toilets</i></p>
<p>Key statement</p>	<p>Include a lead paragraph that is clear, succinct, interesting and explains the BINS4Blokes purpose and action undertaken by the organization to support BINS4Blokes outcomes</p> <p><i>To improve quality of life of life for men living with incontinence and encourage men to seek help for their condition, BINS4Blokes is urging businesses, local councils and health services to take immediate action by supporting the BINS4Blokes campaign.</i></p> <p><i>At least 2.4 million Australian men and boys live with some degree of incontinence. It's an issue that can affect their emotional and physical health causing a reluctance to leave their home and preventing them from doing things they want to do.</i></p> <p><i>More bins installed in male public toilets can improve the quality of life for men impacted by incontinence by increasing social connections and helping them to get out and about</i></p>
<p>Quotes</p>	<p>Include a quote from a key spokesperson describing why the campaign is important</p> <p><i>“By supporting the BINS4Blokes advocacy campaign, we (NAME OF ORGANISATION) have taken the first step to improve the well-being of residents including males who have incontinence, by offering dignified and convenient disposal of continence products.</i></p> <p><i>With the proper facilities to dispose of continence products, the hope is that men living with incontinence can continue getting out and about and do the things they enjoy”</i></p>

	<p>“XXX said that the BINS4Blokes initiative is a welcome step forward towards ensuring public facilities are inclusive and accessible for all members of the community, irrespective of age and gender.”</p>
Activity details	<p>Include details about how BINS4Blokes was initiated and what steps were undertaken. For example:</p> <p><i>In response to [community feedback regarding updates to Councils Public Toilet Strategy], we have recently amended public toilet facilities and council buildings, by providing XXX (number) incontinence product disposal bins that allow for the disposal of all sanitary and incontinence products in male, female and all gendered toilets</i></p>
Key messages	<p>Include one or two BINS4Blokes key messages</p> <p><i>Providing the right facilities and support for males with incontinence will help them to participate fully in their chosen activities with greater confidence and dignity.</i></p> <p><i>Incontinence is a common condition that, with the right help, can be managed, treated and sometimes cured. Encourage males living with incontinence to seek free and confidential information, advice and support through the National Continence Helpline on 1800 33 00 66.</i></p>
Bin locations	<p>Include a statement about the location of the bins and details about how men living with incontinence can access the facilities. Consider providing a link to the National Public Toilet Map https://toiletmap.gov.au/</p> <p><i>To help men and boys find the location of their nearest incontinence product disposal bin, all [XXX NAME OF ORGANISATION/COUNCIL] BINS4Blokes can be located on the National Public Toilet Map</i></p>
Call to Action	<p>Include a brief, catchy statement, which provides direction for others to join the BINS4Blokes campaign and/or seek help for incontinence</p> <p><i>Find out how to get involved and become a BINS4Blokes Supporter</i></p> <p><i>Men need incontinence bins too. You can make a difference to men and boys living with incontinence by advocating for more bins in male public toilets and spreading the word about BINS4Blokes</i></p> <p><i>Encourage males living with incontinence to seek free and confidential information, advice and support through the National Continence Helpline on 1800 33 00 66 or go to the Continenace Foundation of Australia’s website</i></p>
Contact details	<p>To find out more about BINS4Blokes, visit the website or email info@bins4blokes.org.au</p>
Image	<p>Use of high-quality images can strengthen the BINS4Blokes cause and increase the impact of the media release.</p> <p>Please refer to the images included in the BINS4Blokes Brand and Content Style Guide and/ or email info@bins4blokes.org.au for approved high resolution images/ artwork.</p>