

# Improving Continence Care:

## 10 Must-Know Facts about Incontinence

Incontinence, defined as the involuntary loss of urine or feces, is a condition that is rarely spoken about – despite the fact that it affects millions of people globally and has a major impact on users' and carers' well-being, dignity as well as on health care costs. Access to appropriate solutions not only improves the quality of life of those with incontinence, it also generates value for society.

**1.** **Incontinence can have a severe impact on health-related quality of life**<sup>1</sup>, and affects almost 400 million people worldwide<sup>2</sup>



**2.** **Incontinence is classified as a set of diseases** by the World Health Organization and consequently, absorbent incontinence aids have to be classified as medical devices in most countries around the world<sup>3</sup>



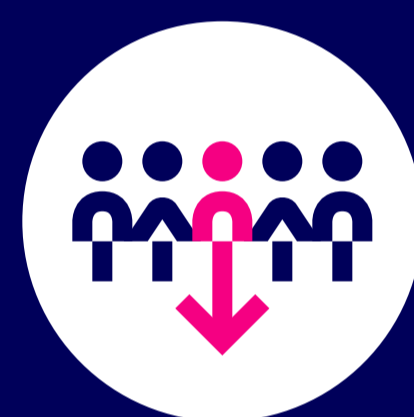
**3.** Roughly **1 in 3 women** over the age of 35<sup>4</sup> and as many as **1 in 4 men** over the age of 40 experience some form of urine leakage<sup>5</sup>



**4.** **30% of all informal carers** who care for someone 70+, care for a person with incontinence<sup>6</sup>



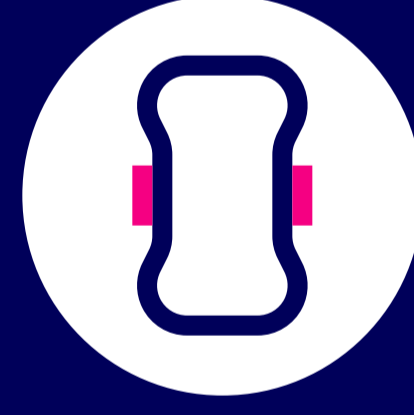
**5.** **1 in 5 people** caring for a person with incontinence report a significantly lower Quality of Life score than the average carer<sup>7</sup>



**6.** The International Organization for Standardization's ISO 15621 standard defines **20 criteria** to guide the selection of the most suitable absorbent product<sup>8</sup>



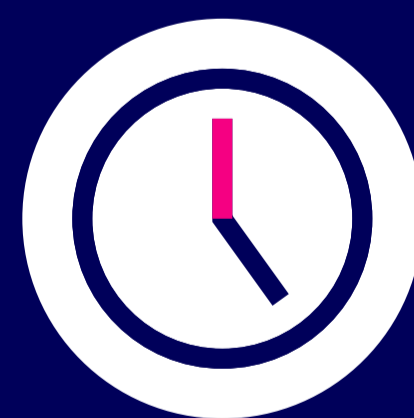
**7.** Incontinence can be **treated, sometimes cured, and always managed**.<sup>9</sup> Personalized care should aim to maintain or restore continence, or manage incontinence with purpose made products



**8.** **Proper product selection** and continence care routines\* preserve users' dignity, and make it easier for them to join in social activities<sup>10</sup>



**9.** Optimized continence care routines\* can **reduce unnecessary workload by 44%**<sup>11</sup>



**10.** Better match between needs and products, **reduce waste disposal by 31%** if clear guidance is in place\* and adhered to<sup>11</sup>



Learn more about incontinence by  
visiting [essentialsinitiative.com](http://essentialsinitiative.com)

#WCW18 #Essentials



### Sources

<sup>1</sup>Coyne, Kvasz, Ireland, Milsom, Kopp, Chapple. Urinary incontinence and its relationship to mental health and health-related quality of life in men and women in Sweden, the United Kingdom, and the United States, European Urology Volume 61, issue 1 (January 2012).

<sup>2</sup>Irwin DE, Kopp ZS, Agatep B, Milsom I, Abrams P. Worldwide prevalence estimates of lower urinary tract symptoms, overactive bladder, urinary incontinence and bladder outlet obstruction. BJU Int. 2011;108:1132-8.

<sup>3</sup><http://apps.who.int/classifications/icd10/browse/2016/en>; EU: MDR 2017/745, US: QSR CFR 21 part 820, Canada: MDR SOR/98-282, Australia: The Therapeutic Goods Act 1989.

<sup>4</sup>ICI, EPIC study, TNS study

<sup>5</sup>Based on a survey including men over 40, conducted by SCA in 2012 in US, UK, Germany, Italy, Russia and Mexico. File date that was not published.

<sup>6</sup>SCA Hygiene Products estimate

<sup>7</sup>Global care giving relatives segmentation study, Ipsos in cooperation with SCA Hygiene Products, 7 countries (Brazil, China, France, Germany, Russia, Spain, USA) Oct 2011 – Mar 2012.

<sup>8</sup>ISO/TC 173/SC 3/WG 2 Urinary absorbing aids

<sup>9</sup>SCA data on file (staff questionnaires): All statistics are based on results from between 86-105 TENA Solutions case studies (depending on question) around the world, mainly Europe but also USA and Canada. Results vary across countries and care homes. 2012-14.

<sup>10</sup>SCA Data on file: All statistics are based on average percentages from between 85-181 TENA Solutions case studies around the world, mainly Europe but also USA, Canada and China. Results vary across countries and care homes

<sup>11</sup>In the framework of TENA Solutions and the implementation of TENA good practices