



SCA
Global Forum on Incontinence News Release

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6th Global Forum on Incontinence
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Better Support is the Key Driver to Helping People with Incontinence Live Independent Lives with Dignity

The findings of a major European study, recently presented at the 6th Global Forum on Incontinence, provide a better understanding of how to improve care for people with incontinence in their daily lives, at home and in their communities.

Toronto, Ontario: The 6th Global Forum on Incontinence (GFI), organized by SCA in partnership with Eurocarers and AGE Platform Europe, a network representing over 40 million older Europeans, was endorsed by over 20 major international healthcare organizations, including the Canadian Nurse Continence Advisors Association. The focus of the Forum, which is a high-level stakeholder forum that brings together policy makers, patient organizations, health and social care professionals and payers from all over the world, was to address major issues surrounding continence care and to try and develop a more person-centered, functional needs and outcome-based approach to providing care.

With the challenge of a rapidly ageing population and the need to de-institutionalize care as more elderly are living at home, there is an urgent and increasing need to improve the care for people with incontinence who wish to live independently. This was also the key focus of a new Study presented at the GFI entitled "Management for Containment". The Study was conducted by SCA and AGE Platform Europe

The Study targeted people with incontinence and their informal care-givers in six regions of Germany, Poland, England and Spain. The target population for the Study was identified as "somewhat dependent end-users (SDEU) living at home, age 65-80 plus. It assessed the level of understanding that patients and their care-givers currently have about containment products and to what extent they are involved in deciding which products to use.

The main findings of the Study concluded that current support for managing incontinence does not fully meet individual's needs and preferences:

- 25% said the product type did not always support their daily life activities
- 43% felt that the product type did not always support their work activities
- 41% experienced disturbed sleep due to product type
- 40% felt they had no choice in product type selection
- 75% have to pay for additional products themselves

Compounding the demographic challenges of a rapidly aging population who wish to live independently, the Study further found that there is a significant trend towards informal care. It is also expected that informal care-givers will not have the product knowledge to be able to provide the level of care people with incontinence really need. "In today's context of demographic ageing, it is increasingly important to take action to ensure that the support for managing incontinence fully meets the individual's needs and preferences." Anne-Sophie Parent, Secretary General of AGE Platform Europe, said. "There is a lot of room for improving the care of people with incontinence by involving them much more in the decision-making when selecting containment products."

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The Study highlighted three key factors that could lead to greater user independence and satisfaction in daily management:

- Information and knowledge about the different product types
- Involvement in selecting the type of product
- Tailored funding provisions based on patient profiles and needs

The Study's findings, presented at the Forum, also align with the conclusions from a 2015 Expert Roundtable, where eight leading European patient organizations joined forces to identify key recommendations to improve patient care.

- 1) Recognize continence care as a human right to live independent and dignified lives
- 2) Increase awareness and understanding about incontinence
- 3) Improve information about incontinence and continence care provisions
- 4) Enable choice, involvement and empowerment of people affected by incontinence
- 5) Develop continence-friendly urban/community and home environments
- 6) Support and prioritize a research agenda on incontinence

Based on the 6th GFI's designated objectives, implementing all these recommendations will greatly help to achieve the improvements purported in the "Management for Containment" Study. This in turn, will build better opportunities for people with incontinence to live independently and with greater dignity at home and in their communities.

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