

MEDIA RELEASE



27 November 2018

***Continenence Support Now* to help 250,000 workers**



An online continence pocket guide for the growing disability and aged care workforce is now available to help improve the care that thousands of Australians receive in their homes.

Continenence Support Now is a concise, mobile device-friendly website that personal care workers can easily access on their smart phones, tablets, laptop or desktop computers. It covers basic information on skin care, products, equipment, catheters, bladder, bowel, diet, exercise, nutrition, mobility, toileting and care plans.

Following the roll-out of the National Disability Insurance Scheme and My Aged Care home packages, the in-home personal care workforce is now one of the fastest growing sectors in Australia. Today, there are around 250,000 personal care workers with estimates that those figures will dramatically increase over the next few years.

CEO of the Continenence Foundation of Australia, Rowan Cockerell, said *Continenence Support Now* provides free, accessible continence information for those workers.

“Continenence care can become quite complex and in-home support workers were frequently telling us that they wanted a readily-available guide on how to best help their clients,” Mrs Cockerell said.

The inability to manage continence issues is among the top three reasons why people feel the need to leave their homes and enter a residential care facility.

“We know that poorly managed incontinence greatly reduces a person’s quality of life and prevents them from living independently in their own homes. This isn’t how it has to be. There are often ways to better manage or treat bladder and bowel issues. *Continenence Support Now* is that handy tool that can make a difference.”

Continenence Support Now content was written and reviewed by experienced continence nurses from the aged care and disability sectors. Users are able to ‘suggest a topic’, ensuring further relevant and up to date information will be added.

Try continencesupportnow.com and complete a short survey for your chance to win an Apple iPad.

For media enquiries, interviews or to request high res images, please contact:
Jodie Harrison - 0425 754 370 j.harrison@continence.org.au or Kasia Kosidlo - 0479 100 718 k.kosidlo@continence.org.au

Available for interview:

- Mrs Rowan Cockerell - CEO of the Continence Foundation of Australia
- Sue Blinman – Continence Nurse and Manager of the National Continence Helpline
- People living with incontinence receiving in-home personal care.

Continence fast facts

- Over 5 million Australians – 1 in 4 people aged 15 years or over – are incontinent.¹
- Continence is not a 'normal' part of the ageing process or inevitable for some people with disability.
- Incontinence is among the top three reasons why people enter residential aged care.²
- The majority of incontinence cases can be better treated, better managed or even cured.
- In 2010, the total economic cost of incontinence was estimated to be \$66.7 billion and rising.¹

References:

1. Deloitte Access Economics (2011). The economic impact of incontinence in Australia. The Continence Foundation of Australia.
2. Pearson J (J Pearson & Associates) 2003. Incidence of incontinence as a factor in admission to aged care homes. Report prepared for DoHA. Canberra: Australian Government Department of Health and Ageing

About the Continence Foundation of Australia

The Continence Foundation of Australia is a not-for-profit health organisation and the national peak body for incontinence awareness, management, education and advocacy. The Foundation is supported by funding by the Australian Government under the National Continence Program and operates the free National Continence Helpline 1800 33 00 66.

continence.org.au