



Continenace
Foundation
of Australia

2021

ANNUAL REPORT



The Great Dunny Hunt – National Public Toilet Map Awareness Campaign 2020-21

Our vision

An Australian community
free **of the stigma**
and restrictions of
incontinence

Photography featured on the front cover ran in newspapers nationally as part of Contenance Foundation of Australia's Great Dunny Hunt (April 1-20 June).



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Introduction

The Continence Foundation of Australia, established in 1989, is a not-for-profit organisation and the national peak body for incontinence prevention, management, education, awareness, information and advocacy.

The Continence Foundation has representation in each Australian state and territory. The Foundation is supported by the Australian Government Department of Health under the National Continence Program and Health Peak and Advisory Bodies Program. We also rely on the generous support of our Members and partners to carry out our work.

Mission

To represent and advocate for Australians affected by, or at risk of, bladder and bowel control problems and pelvic floor dysfunction. To serve all Australians by promoting bladder and bowel health. This will be achieved by:

- working with consumers, professionals, industry and government
- facilitating access to continence support services through advocacy
- providing evidence-based information and advice
- building the capacity and capability of the workforce, and
- supporting research to achieve the Foundation's objectives.

Principles

- Enable through information
- Leadership
- Partnership and collaboration
- Capacity building
- Integrity and accountability
- Best practice

Objectives

- Increase community awareness
- Further develop policy and leadership
- Strengthen partnerships
- Educate the workforce
- Support and grow research
- Build a sustainable future

Report from the National Board Chair

Welcome to the Continence Foundation of Australia's 2021 Annual Report – a glimpse of yet another challenging but interesting year. Whilst COVID-19 has impacted everyone in some form or another, I am pleased to report the hard work of the Foundation has continued, and much has been achieved.

Following last year's unification and the continued growth of the Foundation, the Board has endeavoured to work to the vision and mission of the unified organisation. State Education and Activity Committees have focussed on the individual state educational needs and contributed to the organisation's educational calendar.

The Foundation is proud to highlight the following:

- The National Continence Helpline continues its excellent work, with a record 97% satisfaction rate – a testament to our highly experienced Nurse Continence Specialists dedicated to make life easier for those who need our help.
- World Continence Week was launched at the National General Assembly of Local Government in Canberra, and the WACA in Perth became the first stadium to install incontinence product disposal bins in their male public toilets.
- The Resource Centres in NSW and Victoria have continued to deliver quality education, health promotion and clinical services to consumers in their state. The staff within these services have joined with the organisation as a whole and with the National Continence Helpline to deliver the clinical services of the organisation.
- The BINS4Blokes campaign continues to garner support, with many community members lobbying local councils to have bins installed and the Melbourne Exhibition and Convention Centre became one of the first major venues to install permanent bins for disposal of incontinence products in eight of their male toilets.
- The Great Dunny Hunt inspired many communities across Australia to help register the location of regional public toilets on The National Public Toilet Map website and App.
- The Foundation's webinars continue to engage health professionals and consumers, increasing awareness of bladder and bowel control health and Foundation support services. Our members support these webinars through attendance and as presenters and panelists in the webinars in their areas of expertise.
- This year marked the first time the National Conference on Incontinence was held online

with world class international keynote speakers, Carolyn Vandyken and Dr Lesley Hayward, joining over 30 Australian speakers on the program.

- We are continuing to work towards a single, unified Continence Foundation, consolidating our resources to influence policy, funding, deliver education, and member benefits.

Our Policy Advisory Committee with consumer, health professional and board representation, are now working to help guide policy and research. It was also pleasing to see that continence-specific care has been included across the newly released Third- and Fourth-Degree Perineal Tears Clinical Care Standard, outlining best practice for the prevention, recognition, and management of third- and fourth- degree perineal tears in Australia, following a successful submission by the Foundation.

Our policy team has been very busy developing our advocacy profile, with 17 submissions completed in the last year to address and underline our existing positions in aged care and disability, and we have now made inroads into mental health, prevention, employment and Aboriginal and Torres Strait Islander health.

We are especially committed to supporting the Aged Care Royal Commission's findings having worked with NARI to develop an evidence-based best practice model of continence care for residential aged care. This will ensure residents receive clinically informed continence care that is responsive to their individual needs, safe, dignified, and optimises their functional abilities. This will help to transform the implementation of safe, high-quality continence care within the aged care sector.

I would like to thank our members, and particularly the staff, volunteers, and Board Members (State and National). Your involvement is critical in raising awareness, reducing stigma, contributing to publications, providing us with feedback and representing the public voice of the Foundation. Your commitment, dedication and support help sustain the work and reach of the Foundation.

We trust you will enjoy reading about the work of the Foundation contained in this Annual Report.



Associate Professor Michael Murray AM
National Board Chair

Board of directors



Associate Professor Michael Murray AM
MB BS MPH FRACP AFRACMA FAAG FANZSGM Chair

As the Divisional Medical Director of Continued Care and Director of Geriatric Medicine at Austin Health, Associate Professor Michael Murray AM brings extensive experience in health, education and the aged care industry.

Michael's career highlights include extensive work in continence, public health and public policy, as well as education and service development.

Michael was appointed as the interim Chief Clinical Advisor to the first Aged Care Quality and Safety Commissioner (ACQSC) in 2019 and holds several board and committee positions. Michael is the president of the National Ageing Research Institute (NARI), and in July 2020, Michael was appointed as the Geriatrician Lead to the newly constituted Victorian Aged Care Response Centre (VACRC), a joint initiative with the Federal Government and ACQSC to support coordinated management of Covid-19.

Michael is a member of the Aged Care Advisory Group to the Australian Health Protection Principal Committee (AHPPC), and a member of the Victorian Specialist Immunisation Service (VicSIS), as well as a current director of Benetas and Lynden Aged Care Association.



Dr Ian Tucker Director

Dr Ian Tucker has been an active member of the Continence Foundation since its inception. Ian has been a pioneer in the field of sacral nerve neuromodulation for disturbances of bladder and bowel function, and has chaired sessions and lectured nationally and internationally at major conferences.



Professor Rosemary Calder AM Director

A founding member of the Continence Foundation, Professor Rosemary Calder has worked in health and aged care policy and services in the non-government sector and held senior executive roles in both Victorian and Commonwealth health departments. She is Professor of Health Policy and the Director of the Australian Health Policy Collaboration at the Mitchell Institute, an education and health policy think tank established by Victoria University.



Dr Janet Chase Director

Dr Janet Chase is a founding member of the Continence Foundation and a physiotherapist whose chosen area of practice is the treatment of incontinence and pelvic floor dysfunction in women, men and children. She has a strong interest in continence education and her published papers include research on adults and children. Janet was the past chair of the Foundation's Paediatric Advisory Committee and a former board member of the International Children's Continence Society.



Karen Allingham Director

Karen Allingham developed an interest in the specialty of continence in 1992 and undertook her first continence advisor role in 2000, working in the community with residential care facilities. In 2002, Karen returned to the acute hospital environment, beginning work the following year in the continence service at Royal Perth Hospital. She gained her current position of clinical nurse consultant in 2007 and successfully achieved her Masters of Nursing in 2012.



Jacinta Crickmore Director

Jacinta Crickmore first gained valuable insights on incontinence issues faced by consumers from her work in healthcare sales with SCA Hygiene. She became the company's QLD representative and an active member of the Continence Foundation's QLD Branch, of which she was secretary for five years and is the current treasurer. In 2014, Jacinta became a member of the Foundation's Consumer Advisory Committee, which she currently chairs. In 2015, she was appointed as a consumer representative on the Board and the Bladder Bowel Collaborative Steering Committee.



Lesley Barton Director

Lesley Barton has always had a passion for effective and preventative continence management and has been actively involved over the years in state-based Continence Foundation committees in a variety of roles. Lesley has worked as workplace assessor, gained qualifications in quality management, auditing and risk assessment, education, program design and governance within aged care. Lesley remains committed to the future growth and further development of the Continence Foundation of Australia.



Claire Richards Director

Claire Richards is a Partner at KPMG with a broad range of risk, governance, compliance, assurance and audit experience. Finding her passion to be in healthcare and government, Claire provides advice to organisations operating in the health, ageing, disability, human services, justice and higher education sectors, focusing on safeguarding integrity and the community's trust in the outcomes that these organisations deliver.



Peta Titter Director

Peta has been nursing for 29 years in a variety of fields including adult and paediatric intensive care, hyperbaric nursing and flight retrieval nursing, performing intensive care flight retrievals throughout Europe and Asia. On returning to Australia she trained as a continence nurse and founded Women's Health Education Network (WHEN), went back to University to complete her honours in pregnancy and exercise. She currently runs WHEN and is commencing her PhD in 2021.

Board of directors continued



Dr Kathryn Sloots Director

Kathryn Sloots is a Registered Nurse with a science degree and PhD who has worked for 18 years in the areas of bowel and bladder continence (including anorectal biofeedback, urodynamics, research and education). She has published several papers on bowel continence and presented at continence conferences. Kathryn is passionate about promoting bowel and bladder continence, increasing awareness and information for health professionals and the public, and improving access to continence care.



Dr Jenny King Director

Dr Jenny King has over 20 years experience as a subspecialist urogynaecologist and is extensively involved both nationally and internationally in the education and promotion of continence and pelvic floor function. She is the Director of the Pelvic Floor Unit at Westmead Hospital, chair of the International Urogynaecology Association Education Committee, previous chair of the Urogynaecological Society of Australasia and a long term board member of the New South Wales Continence Foundation.



Dr Ashani Couchman Director

Dr Ashani Couchman is a urological surgeon who is a sub-specialist in Transitional (adolescent) urology and Neuro-urology.

She graduated from Auckland Medical School in 2003 and completed her surgical training in New Zealand. This was followed by high profile fellowships at the Institute of Urology (London), Great Ormond Street Hospital for Children (London), National Hospital for Neurology and Neurosurgery (London) and Western General Hospital (Edinburgh). She worked with world leaders of sub-specialties of Transitional urology, Neuro-urology and Paediatric urology during this time.

She is the Chair of the Children's and Young Persons Committee of the International Continence Society and is appointed at Royal Adelaide Hospital, Hampstead Rehabilitation Centre and the Women's and Children's Hospital.



Michael Croker Director

Michael Croker is a highly skilled executive director with extensive experience in the professional services sector and in managing sales and operational teams and functions. He has a depth of experience in process re-engineering, strategic planning, and organisation transformation as well as due diligence reviews in health, government, financial services, telecommunications, utilities, oil and gas, aviation and defence sectors.

Michael's professional experience encompasses all aspects of financial, audit and systems management and he has successfully led large complex programs with a strong focus on delivery, stakeholder engagement, risk management and outcomes.

Sub committees Our current active committees are:

Consumer Advisory Committee

Jacinta Crickmore (Chair)
Anja Christoffersen
Rowan Cockerell (Continence Foundation)
Keith Davies
Ann Hudson (Continence Foundation)
Sally-Ann Nadj (Continence Foundation)
Greg Ryan
Alan White
Bethia Wilson AM

Quality and Clinical Governance Committee

Lesley Barton (Chair)
Karen Allingham
Keren Day
Claire Richards
Sonia Scharfbillig
Philip Street
Janie Thompson (Continence Foundation)
Peta Titter

Finance Audit and Risk Management Committee

Claire Richards (Chair)
Jacinta Crickmore
Michael Croker
Paula Hay (Continence Foundation)

Australian & New Zealand Continence Journal Committee

Jenny Kruger (Chair and Editor until November 2019)
Jacinta Miller (Managing Editor)
Wendy Bower
Russ Chess-Williams
Rowan Cockerell (Continence Foundation)
Louise Judd (NZCA)
Anna Lawrence
Kate Moore
Christian Moro
Sally-Ann Nadj (Continence Foundation)
Joan Ostaszkiwicz
Margaret Sherburn
Vincent Tse
Elizabeth Watt
Vivien Wong

National Continence Program - Continence Project Advisory Committee

Steve Webster (Chair, Continence Foundation until Sept 2020)
Sally-Ann Nadj (Chair, Continence Foundation, appointed September 2020)
Murray Chalker (Department of Health)
Rowan Cockerell (Continence Foundation)
Jacinta Crickmore
Liza Lau
Margaret Sherburn

Policy Advisory Committee

Rosemary Calder AM (Chair)
Dr Janet Chase
Anja Christoffersen
Rowan Cockerell (Continence Foundation)
Michael Croker
Dr Ashani Fernando
Anita Francis
Hari Konchada (Continence Foundation)
Anne Muldowney (Continence Foundation until September 2020)
Sophie Petrov
Alan White

29th National Conference on Incontinence 2020

Scientific Committee

Sue Croft (Co Chair)
Peta Higgs (Co Chair)
Russ Chess-Williams
Eric Chung
Annie Fonda
Hannah Krause
Debbie Rigby
Melissa Wright

Local Organising Committee

Rowan Cockerell
Bronwyn Robinson
Rosa Siderelis

Patron

Bethia Wilson AM

Chief Executive Officer

Rowan Cockerell

Finance Manager

Paula Hay

Operations Manager

Steve Webster

Programs Manager

Sally-Ann Nadj

Clinical Services Manager

Janie Thompson

Senior Policy and Research Officer

Anne Muldowney

Company Secretary

Michael Corry

Solicitors

JRT Partnership Pty Ltd

Auditor

Walker Wayland Advantage

Our work

AWARENESS Increase community awareness	Clinical Services - NCHL	Networks & partnerships	Events and activities
	Media & social media	Publications	Health promotion
	Websites	Resources	Campaigns
POLICY & LEADERSHIP Further develop policy and leadership	Advocacy	Committee representation	Memberships
	Consultation	Submissions	Government relations
PARTNERSHIPS & COLLABORATION Strengthen partnerships	Corporate	Consumer advocacy partnerships	
	Community	Health professional associations	
WORKFORCE Building capacity and capability	Online learning	Open access learning	Scholarships
	Skills based workshops	Conferences	
RESEARCH Support and grow research	Australia and New Zealand Continence Journal Commissioned partnerships Australian Bladder Foundation		
POLICY & LEADERSHIP Further develop policy and leadership	Financial responsibility	Strategic planning	Governance



Elicia's story

Elicia O'Reilly reached out to the Foundation early in 2021 in the hope she could help other women with similar experiences to her own. She supported the Foundation during World Continence Week by telling her story on Radio National to Hilary Harper on "Life Matters." Here is Elicia's story.

Of all the changes a woman can face after giving birth, for Elicia O'Reilly, unexpected incontinence was the worst. After giving birth to a large overdue baby, Elicia was shocked when this happened to her and felt completely unprepared.

It wasn't until a physiotherapist gave her a brochure titled "One in three women who have ever had a baby wet themselves," that she realised just how common it was but wondered why it wasn't something women or health professionals openly discussed.

Elicia says working with pelvic floor physiotherapists brought everything together for her. They helped to

fill in the gaps in her knowledge and understanding and showed her the longer-term management of post-partum recovery.

Elicia felt there were too many barriers to finding and accessing the right information, a process she likens to learning a new language. "You need to understand the language you need to use before you even know the questions you should be asking!" she says.

Elicia would like to see the same level of awareness around childbirth injuries related to birth trauma as there is now about post-natal depression, so that women have prior knowledge of the risk factors and know where to seek help and support.

While she didn't grow up wanting to be the poster child for post-partum incontinence, Elicia is using her voice as a writer and mother to share her experience in the hope there is a shift in women's health towards better education and informed decision making.

Members giving their all

Greg's story

Greg Ryan is a dedicated member of the Continence Foundation of Australia, whose work and courage has been inspiring, particularly in his support of the BINS4Blokes campaign. Greg was born without an anal opening, a congenital condition known as Imperforate Anus (IA) or Anorectal Malformation (ARM). His legacy has been living with secrecy, social stigma, and intense mental health difficulties.

Greg's lived experience has seen him become an enthusiastic campaigner for BINS4Blokes. Launched during World Continence Week, 21 to 27 June 2021, the Foundation put out the call to councils, businesses, and sports organisations to join the BINS4Blokes campaign and install incontinence product disposal bins in male toilets.

Greg attended the National General Assembly for Australian Local Government Association (ALGA) in



Canberra, as the consumer representative for the launch of BINS4Blokes, and made a huge impact speaking with councillors and mayors from across the country about the need to install incontinence product disposal bins in their local public toilet facilities.

Through Greg's extensive contacts in the football industry, he was also able to secure an interview on the popular radio podcast 'The Rush Hour,' on Triple MMM radio with JB and Billy, during World Continence Week, to talk about both his lived experience and the BINS4Blokes campaign.

Greg has worked hard in support of BINS4Blokes, and was also instrumental in getting incontinence disposal bins permanently installed at The Melbourne Convention and Exhibition Centre, the first major venue to join BINS4Blokes, with bins now in eight of the Centre's male toilets.

Jo's story

Dr Jo Milios is a Men's Health Physiotherapist, member and spokesperson for the Continence Foundation of Australia, and a member of the 2021 World Continence Week Committee. She was instrumental in connecting with the WACA Ground in Perth to become the first sports stadium in Australia to install BINS4Blokes in their male public toilets. Jo became a specialised men's health physiotherapist when she teamed up with her brother, a Urologist, and realised how much information was lacking in this area. "Incontinence can really take a mental toll on men," says Jo. "I see a lot of men who are suffering from self-esteem issues after prostate surgery, and not being able to access continence disposal bins isn't helping."

Jo has successfully treated many male patients suffering incontinence after prostate surgery with exercise therapy, giving them a significant psychological boost. One example was 66-year-old Gino,

who was shocked and ashamed. Gino had been avoiding going out in public as the men's toilets in his local shopping centre had no bins for disposal of continence pads.

Gino's wife, Lina, was determined that other men shouldn't suffer the embarrassment and social isolation her husband had experienced. Her crusade to get disposal bins in male toilets took off when she contacted Jo Milios, and the origins of the BINS4Blokes campaign began. Lina's goal was to have one toilet in every male cubicle with a continence disposal bin, successfully starting with her local Westfield shopping centre.

Jo gives all her patients a BINS4Blokes sticker, encouraging them to take it to places they frequently visit and ask for a disposal bin to be installed. The Foundation would like to acknowledge Jo's tireless work and dedication to men's health and her ongoing support of BINS4Blokes amongst the many things she has done.



Unification - planning the future for our Foundation

The Foundation held its 2020 Annual General Meeting on 22 October, and members voted to accept the resolution to unify with the states to create one National entity. This exciting development means that the Foundation will have a stronger voice to influence policy, funding, deliver education, and member benefits.

Through collective strength, resources and shared experience, a single, unified Continence Foundation will offer:

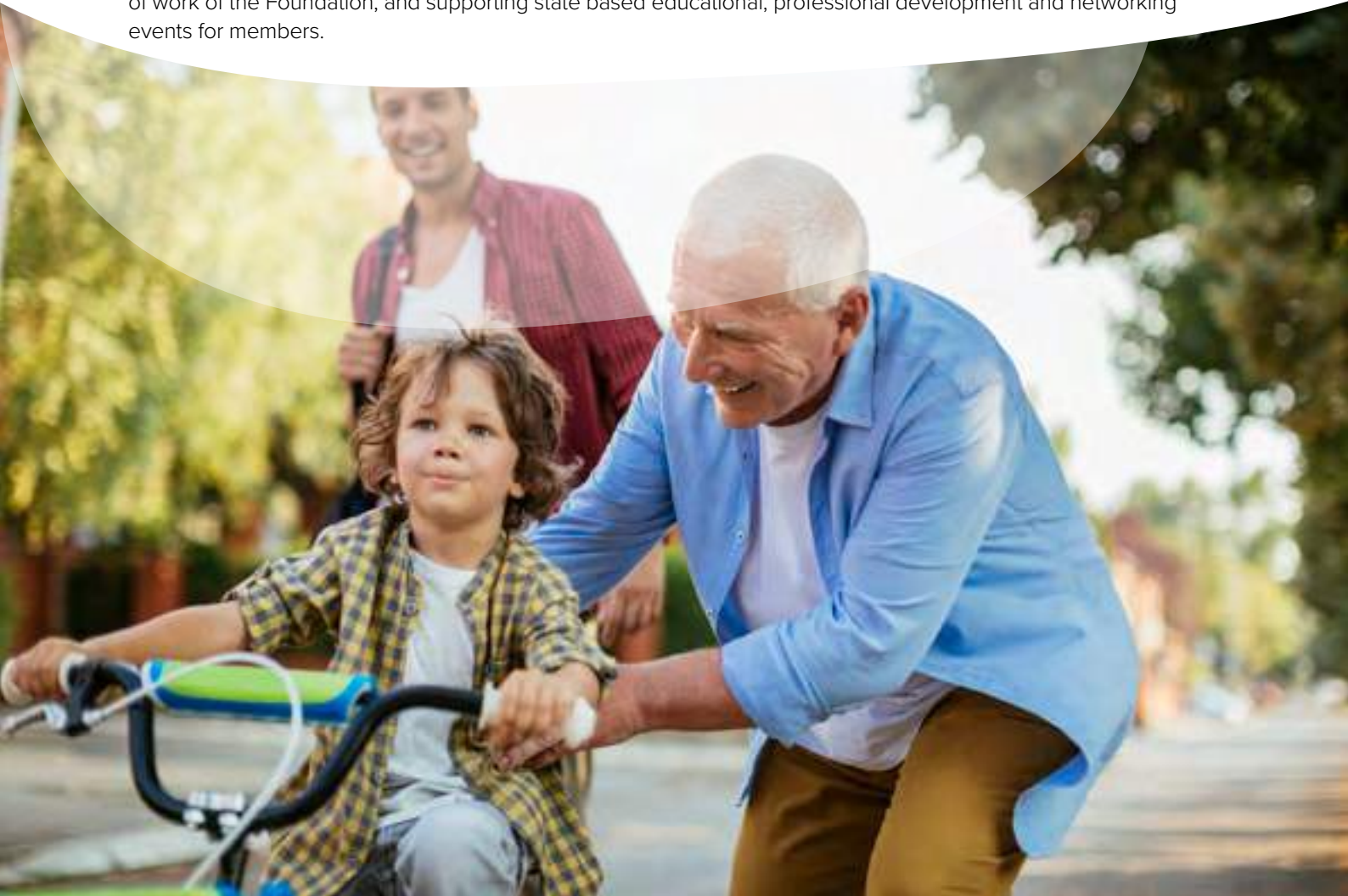
- increased access to funding opportunities across Federal, State and Local funders
- increased ability to influence key decision-makers and policy reform
- the provision of improved support for our members
- increased profile as the leading authority on bladder and bowel control health

In November 2020, a new Initial Board was formed consisting of our current National directors and representatives from all states. The Initial Board commenced strategic planning for the future of the newly unified Foundation and the continued growth of the Foundation, with the Board endeavouring to work to the vision and mission of the unified organisation.

The State Education and Activity Committees (SEACs) have focussed on the individual state educational needs and contributed to the organisation's educational calendar. New members have joined these committees and we acknowledge those members who have stepped down in the process for the contribution they have made.

The ongoing work of the SEACs play an important part in the unification process with their purpose being to maintain and improve the Foundation's engagement with members and to assist the Foundation in meeting the needs of relevant stakeholders in each state or territory.

The SEACs will achieve this through providing insight and advice, contributing to the strategic plan and programs of work of the Foundation, and supporting state based educational, professional development and networking events for members.



Royal commission update

Sadly, since the final report for the **Royal Commission into Aged Care Quality and Safety** was released, it still remains unclear if any investment will be made to address continence care and management in residential aged care.

Whilst everyone deserves to be cared for in a way that keeps them safe, healthy, and supported with dignity, unfortunately this is often not the case. Continence care is the subject of frequent complaints to the Aged Care Quality and Safety Commission and *'terrible examples of substandard incontinence care'* were brought to the attention of the Royal Commission into Aged Care Quality and Safety in 2021.

This is a critical public health issue as the number of Australians with incontinence in residential aged care is expected to almost double from 129,000 to over 250,000 by 2031. The interim report submitted by the Royal Commission notably highlighted that one of the **major quality and safety issues** raised during the Royal Commission hearings was: *"poor continence management —many aged care residences don't encourage toilet use or strictly ration continence pads, often leaving distressed residents sitting or lying in urine or faeces."*

Currently, **75 to 81 per cent of people in residential aged care live with incontinence**. Consequences of unsafe and ineffective continence care include urinary tract infections, pressure injuries, falls, avoidable emergency department admissions, depression, functional decline, reduced quality of life and death.

The key issues in residential aged care are:

- Inadequate funding for staff education and training on high quality continence care
- Inadequate time and resources allocated for staff to assist residents to go the toilet in a well-timed manner
- Routine use of incontinence pads to manage workload, and rationing
- Incontinence often dramatically worsens once a person enters residential aged care
- Continence care does not often provide choice, dignity, and respect for older people

The Foundation's education unit continues to support the aged care sector and has developed and released two basic education courses, **Essentials of Continence and Aspects of Continence Care**, which are available for all personal support workers in the aged care sector (and disability sector) as well as for more qualified staff working in the continence area for the first time.



The Foundation also commenced work reviewing a **best practice model of continence care**, to ensure residents in aged care receive **evidence-based, person-centred, clinically informed continence care** that is responsive to their individual needs, safe, protective of their dignity and that optimises their functional abilities. This will help transform the implementation of safe, high-quality care within the aged care sector.

Covid-19 impacts access to continence products

As COVID-19 crept across our shores and lockdowns followed, a typical scenario was the panic buying seen in Australian supermarkets. Whilst toilet paper was in high demand, spare a thought for those who also had trouble accessing essential continence products. Living with incontinence is already challenging without the fear of not being able to access the right products, such as continence pads and pants.



During this time, the National Continence Helpline (NCHL) received numerous calls from concerned individuals who were struggling to access their preferred continence products. In response to these concerns, the Foundation wanted to investigate the situation further and provide alternatives and support. From 25 May to 30 November 2020, the Foundation conducted a survey of all callers to the NCHL who described challenges with getting their continence products due to COVID-19 restrictions.

The results from this survey, enabled the NCHL to provide support and direction to callers experiencing increased concern and anxiety over access to their continence products. The Foundation and the NCHL were also able to provide information on other sources, options and alternative suppliers of continence products.

The National Continence Helpline (NCHL) is a free telephone service that offers confidential information, advice, and support to people affected by incontinence. It is staffed by Nurse Continence Specialists and operates from Monday to Friday 8am-8pm AEST. Please call the NCHL on 1800 33 00 66.

Callers were asked the following questions:

- ◆ Who was their usual supplier of continence products?
- ◆ Did they have to change their usual supplier because of COVID-19?
- ◆ Had the restrictions or limits placed on incontinence products caused them extra problems?

During the survey period, **764** responses were collected. In total, **75%** of callers relied on supermarkets and/or pharmacies as their usual supplier for continence products, as follows:



Nationally, **15%** of callers had to find a different supermarket to the one they usually relied upon for their regular continence supplies, **6%** had to find another pharmacy and **2%** had to use a different online service.

The personal impact of restricted access to continence products cannot be underestimated. It was found that:



Awareness

National Continence Helpline

The National Continence Helpline (NCHL) **1800 33 00 66**, provides free, confidential information and advice from Nurse Continence Specialists. It operates 8am – 8pm (AEST) Monday to Friday.

The range of topics the Helpline can advise on includes:

- Prevention of bladder and/or bowel problems
- Pregnancy, prolapse, menopause
- Prostate, after-dribble
- Children – toilet training, bedwetting, day wetting, soiling
- Chronic conditions such as diabetes, MS and Parkinson’s disease
- State and federal funding schemes including the NDIS, CAPS
- Incontinence product advice

Just wanted to thank you for the valuable service and for the lady who advised me over the phone this evening RE: my 4 year old and toilet training. I had to dash due to a wee accident and didn't get to say thank you. Very lovely lady and great advice.

Mother of 4 year old

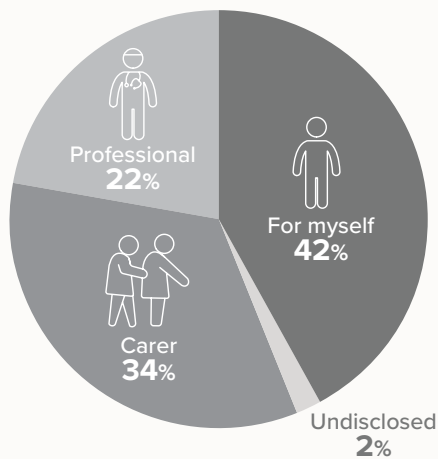
I was getting very anxious because the order I placed through my supplier was weeks and weeks away from delivery. The catheter the Nurse Continence Specialist suggested was superior to the one I had been using and I am very grateful for the advice.

Male caller

My mother has moved into my home for me to care for her and the Nurse Continence Specialist was very attentive and listened. She was also very proactive and knew what I would need as well as what I thought I needed. Please give my feedback to management that she was very helpful and caring.

Carer, caller

NCHL caller breakdown



NCHL caller feedback



97% callers were satisfied with their call

99% callers felt they were provided with specific advice to address their questions and challenges

Resource centres



Total number of contacts

457 NSW
614 VCRC



Total number of telehealth appointments

53 NSW
491 VCRC

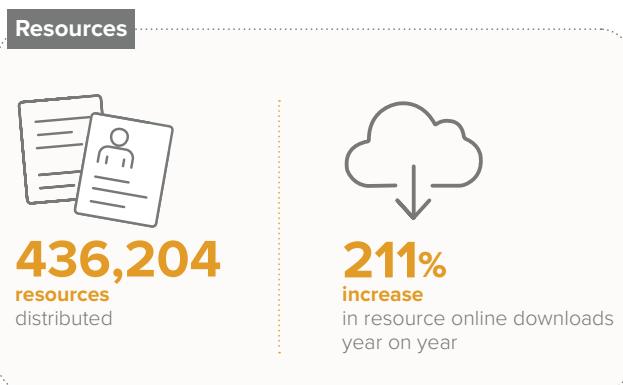
Health awareness

Despite the significant challenges in delivering the program in the face of unprecedented restrictions to prevent the spread of the COVID-19 virus, the Foundation has continued to extend the reach and impact of the National Continence Program through a range of strategies to continue to promote awareness of bladder and bowel control health.

This was achieved through the development of campaigns, webinars, videos and zoom presentations that allowed for online access to our information and support.

Resources

The Foundation manages a wide range of resources for consumers, carers and health professionals. These are available through the National Continence Helpline, Foundation websites and Australian Government Department of Health website. Resources support a diverse range of people affected by incontinence including antenatal and postnatal women, children, people with low literacy and people who speak languages other than English. Notably there has been a large increase in online downloads this year.



Excellent webinar, I advised my clients and their families to attend and feel happy I did. The language was simple, to the point but very informative. I would recommend to other colleagues and would be happy to recommend future webinars to older clients and their families as I feel they wouldn't have any problems navigating the log in. Wonderful service and presented very well and very relatable. Thank you.

I am caring for my husband.... listening to this seminar together it was very positive to hear we are not on our own.....I am just discovering the 'Carers World' This learning source is so important to hear about everything... thank you.

Publications, websites and social media

Bridge

4
issues

Spring 2020, Summer 2020, Autumn 2020, Winter 2021



125,596

copies
distributed by mail and digitally



Websites & social media



2,979,058 page views
continence.org.au



1,023,218 page views
pelvicfloorfirst.org.au



21,542 page views
bins4blokes.org.au



15,963 page views
continencesupportnow.com

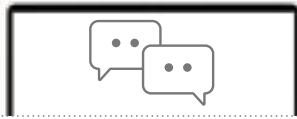


7,846 page views
inconfidence.org.au



27,024 page views
continence.org.au/NCOI

(Google analytics 2021)



77,293 engagements
across all platforms

f **66,327** engagements

t **3,316** engagements

i **5,921** engagements

in **1,729** engagements

VCRC digital channels



81,271 page views
continencevictoria.org.au



73,079 page views
goagainsttheflow.org.au

f **7,500** engagements

i **8,376** engagements

y **27,086** engagements



The Great Dunny Hunt – National Public Toilet Map Awareness Campaign 2020-21

The Great Dunny Hunt

Just in time for the Easter school holidays, the Foundation launched The Great Dunny Hunt, asking Australians who are out and about across the regions, whether on family holidays, road trips, weekends away or those who just want to help people out, to register the location of regional public toilets on The National Public Toilet Map through www.toiletmap.gov.au or on the App.

The National Public Toilet Map lists over 19,000 toilets, giving people the confidence to go out and about their lives, feeling supported.

Whilst The Great Dunny Hunt could have been seen as a somewhat cheeky campaign to build up The National Public Toilet Map, the underlying purpose was to support the millions of Australians living with continence related issues by providing them with a real time, reliable map of public toilets across the country.

The Great Dunny Hunt was supported with a public relations campaign and poster advertising in holiday locations across Australia, in convenience rooms, tourism offices and public libraries.

More importantly the campaign highlighted discussions on incontinence, raising awareness of the prevalence and stigma and where to seek help.

One such story, mailed anonymously to the Foundation, was a consumer who had experienced faecal incontinence for decades. They were listening to ABC Mildura/Swan Hill when they heard an on-air representative from the Continence Foundation of Australia. The topic they were discussing was The Great Dunny Hunt, an app that maps where to find toilets and the best ones for travellers in regional Australia. The consumer said, “my story certainly endorses the benefit and need for such an app, then I noticed the conversation focussed on the need for people to talk about incontinence.”

Another story involved the small heritage town of Mogo (population 322), in the south coast region of NSW. After finding out about The Great Dunny Hunt campaign, the community began lobbying to get a more accessible and centrally located toilet built for all their residents in the main street.

The Great Dunny Hunt



3,877 entries
submitted



1,155 new regional facilities
were accepted and published on the website



769,195
web visits



22,561
app downloads

700 mentions

across broadcast, social and news sites, including ABC News 24 television live interview, The Guardian, and the ABC radio state-wide



43,208,883
Estimated gross reach
Meltwater, 2021



BINS4Blokes – World Continence Week

The Continence Foundation of Australia launched BINS4Blokes in June 2021, an Australia-wide awareness and advocacy campaign promoting the installation of incontinence product disposal bins in male public toilet facilities.

BINS4Blokes was the key focus of World Continence Week from Monday 21 to Sunday 27 June 2021. The campaign sent out the call to government, corporations, community organisations and the general public to be part of the solution and put in a bin for blokes.

In Australia, 1.34 million boys and men are living with urinary or faecal incontinence, with over a third (36%) under the age of 50. Despite this high number, there are very few bins installed in male public toilets around the country.

A lack of facilities to dispose of incontinence products can lead to a constant fear of public embarrassment and a reduced capacity to participate in everyday activities like exercise, eating out with family and friends or enjoying an afternoon at the footy, consequently leading to social isolation and poor mental health.

“There is so much stigma associated with incontinence and for many people living with it, it can lead them to withdraw from public and social activities resulting in depression and a reduced quality of life,” said Rowan Cockerell, CEO of Continence Foundation of Australia.

“With 1 in 10 Australian males experiencing incontinence, our BINS4Blokes initiative aims to help them feel more supported in the community and be able to confidently participate in social situations outside of the home,” she said.

Greg Ryan at the Canberra launch of BINS4Blokes

In addition to improving the quality of life for boys and men with incontinence, the installation of disposal bins in male public toilets also reduces the number of incontinence products being flushed down the toilet or disposed of inappropriately.

BINS4Blokes was launched at the WACA Ground in Perth, WA on Monday 21 June and at the National General Assembly of Local Government in Canberra. BINS4Blokes was promoted by a national public relations strategy, paid radio, print and digital activity, industry/sector support, social media, email marketing and government advocacy campaign.

BINS4Blokes



400 pledges of support
on BINS4Blokes.org.au website



Over **50** local Government
areas pledged their support to put
in bins



WACA ground
first sports ground in
Australia to install bins



Estimated gross reach
23,875,796 people
Meltwater, 2021



39 mentions
in news, social & broadcast channels

Policy and leadership

Submissions

The Continenence Foundation of Australia aims to influence policymakers and impact policies to ensure they consider the needs of people affected by incontinence. The Foundation made 17 policy submissions addressing continence health across medical devices, maternal health, mental health, Indigenous health, aged care and disability support, workplace facilities and vocational education and training.

Submission title	Date submitted
Australian Government Department of Health Pregnancy Care Guidelines: Nutrition, Physical Activity and Weight	July 2020
Skills IQ The Reimagined Personal Care Worker	July 2020
Australian Government Department of Social Services National Disability Strategy beyond 2020 – stage 2	October 2020
Royal Commission into Aged Care Quality and Safety: Response to Counsel Assisting's final recommendations	November 2020
TGA Proposed enhancements to adverse event reporting for medical devices	December 2020
Department of Social Services Public consultations for the NDS and NDIS Outcomes Frameworks	December 2020
Pre-budget submission for 2021/22 financial year	January 2021
Productivity Commission inquiry into Mental Health	February 2021
Skills IQ consultation on Individual Support, Ageing and Disability Support Training Package products (Draft 1)	March 2021
Joint Standing Committee on the NDIS: Independent Assessments	March 2021
Australian Government Draft National Preventive Health Strategy	April 2021
Medical Research Future Fund: Mission for Dementia, Ageing and Aged care	April 2021
Medical Research Future Fund: Mission for Indigenous Health Research Fund	April 2021
Abstract submission on the National Consumer Survey 2017 and 2020 to the International Consultation on Incontinence Conference 2021	May 2021
Skills IQ Aboriginal and Torres Strait Islander Health Worker Training Package (Draft 2)	May 2021
Australian Government Department of Social Services National Disability Employment Strategy	May 2021
WorkSafe Victoria Workplace facilities, amenities and work environment compliance code	June 2021



Nationally Representative Consumer Survey 2021

The Nationally Representative Consumer Survey 2021 was commissioned by the Foundation and conducted online in June 2021. The purpose of the Survey was to gain insights into the current state of health for Australians with particular reference to the incidence, perception, impact, knowledge, behaviour and action taken with regards to incontinence within Australian society. It follows on from similar surveys conducted in 2017 and 2020.

Incidence of incontinence



51% (1 in 2) **Australians** report a current or previous experience of incontinence, including one-off experiences



13% **Australians** of Australians stated they are currently caring for someone who experiences incontinence

Experience of incontinence



85% of Australians who have experienced some level of incontinence (currently or previously) have experienced it for **6 months** or more meaning they all experienced incontinence as a chronic condition.



19% of respondents who have experienced some level of incontinence have experienced it for **more than 5 years**

Gender and incontinence

Of people currently experiencing incontinence



57%
female



43%
male



70%
females who have given birth

Age and incontinence

Most common demographic remains

30-49 yr olds

They make up

48% of the population currently experiencing incontinence

Impact of incontinence



59% of people who currently experience incontinence state it severely impacts their life

Awareness of incontinence

Of Australians who have had some experience of incontinence (currently or previously) and/or are carers of someone who has had some experience of incontinence (currently or previously)



23% were aware of booklets, fact sheets or pamphlets on incontinence



16% were aware of the National Continence Helpline



15% were aware of the National Public Toilet Map

Seeking professional help



24% (1 in 4) of respondents stated they had discussed incontinence with their GP or family doctor



11% only sought professional help



15% only sought information from the internet



46% sought professional help and information from the internet

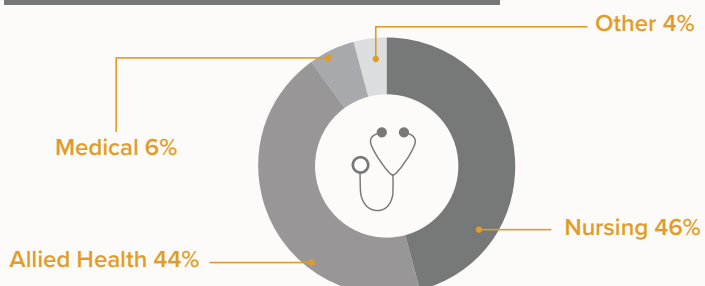
Membership

Our strong and active membership are vital to the Foundation's work in raising awareness and advocating on behalf of people with bladder and bowel control issues



1,291 members

Membership by profession (where recorded)



Partnerships and collaborations



Health Promotion Services for Older People (HPSOP) & Combined Pensioners and Superannuants Association (CPSA) – Peer Volunteer Education Train the Trainer

The Foundation trained 30 CPSA Volunteer peer educators to deliver key continence health promotion messages to seniors and culturally and linguistically diverse community members.

Through the capacity building training provided by the Foundation, the locally based volunteers can deliver Foundation messaging and increase awareness of bladder and bowel control health throughout multiple locations, particularly remote and regional NSW and the greater Sydney metropolitan areas.

The program conducted 132 sessions reaching 2,055 seniors.

Canberra Health Services – Professional Development Program for Health Professionals

Canberra Health Services identified a gap in knowledge and skills in relation to incontinence within their clinical staff. They indicated that staff required upskilling, increased interest in continence care and information about referral pathways and supports. The aim of the pilot was to build individual capacity of clinical staff to become “Continence Champions”.

The Foundation provided a one-day workshop to targeted multidisciplinary teams (MDT), specifically new graduate registered, enrolled nurses and assistants in nursing and a half day workshop for Junior Medical Officers, and MDTs with experience.

The workshops provided information on incontinence; people at risk of incontinence; assessment, treatment, management, and referral; roles of different professionals; resources and available supports. A total of 39 participants attended over the two days.

The partnership with ACT Health continues to expand with other initiatives including installing incontinence product disposal bins in male toilets across Canberra Health Services as part of the BINS4Blokes initiative

Champions in the Community – Instigo Pharmacy Group - Continence Smart Pharmacy

Pharmacists are one of the most highly regarded professions after doctors and nurses according to the 2017 Roy Morgan Poll Image of Professions Survey, so engaging with them to promote the Foundation’s messaging, as trustworthy agents is an important pathway for consumers to access appropriate continence care information.

The Foundation convened an advisory group made up of pharmacy and Foundation staff, together they codesigned a pilot program to assist pharmacy group members to become ‘centres of excellence’ in continence - ‘Continence Smart’ pharmacies. Standards were developed for the participating pharmacies to meet before they can become ‘Continence Smart’ Pharmacies. This includes online education, participation in professionally led workshops, pharmacy set up and referral pathways.

Workshops were held with participating pharmacies in Canberra and Northwest NSW, providing much needed capacity building in areas where there is limited access to continence services. The pilot is scheduled to be fully evaluated and completed by April 2022.

Go against the Flow (GATF)

GATF is a collaboration with Swinburne University providing content and insight for this young women’s initiative.

Workforce

Workforce development

The education unit has continued online learning courses as a priority during the reporting period, ensuring that education was still available for our targeted workforce areas during the COVID-19 lockdowns and border closures. Running parallel to this was our regular monthly national webinar series, which enabled the Foundation to provide up to the minute advice, on delivering best practice continence care in a COVID safe way. The webinars were based on condition-focused topics such as *Incontinence and Quality of Life: high level needs in residential aged care and palliative care* and *Functional Gut Disorders*.

Engagement with industry participants has led to the establishment of a scholarship program with a large service provider, to encourage residential aged care staff to participate in the Foundation's basic continence education courses. Further engagement with individual residential care providers and local health areas to fund employee participation in the Foundation's continence programs continues to reinforce both the need for the sector to access learning and the Foundation's role as the leader in continence education.

Development of the two basic education courses, *Essentials of Continence* and *Aspects of Continence Care*, has now been completed and these companion courses are now available for all those working in the aged care and disability sectors, as well as more qualified staff working in the continence area for the first time. With 163 enrolments and 108 completions the *Essentials of Continence* course is attracting a diverse cohort of learners.

Pelvic Floor Fitness is a course aimed at all fitness professionals, designed to give practical information about the pelvic floor to help them provide effective and safe fitness programs. It was developed over the reporting period and released in April 2021.

Very informative pertinent webinar with information relevant to own practice.

Very thorough & thought provoking. Thanks to CFA for arranging coverage of this topic. Very timely.

Thank you to each of the presenters for an excellent insight into their practice during Covid.

Awareness



10,652

individuals

accessed the Foundation's online courses, live webinars and free to access

The Foundation delivered

6 national webinars

which attracted

850 attendees

752 watched

or rewatched previous webinars, via the continencelearning.com site



VCRC Professional Development, Community Education & Webinars

54

Professional Development & Community Education sessions conducted

1,631 people

attended face to face education and webinars



NSW 2021 Conference



Held face to face

146 attendees



26 speakers



Research

NCOI 2020

The worldwide impact of COVID-19 resulted in the National Conference on Incontinence (NCOI) being delivered fully online. A new conference delivery structure was developed, new online streaming technology trialled and selected to enable the effective delivery of the scientific program.

NCOI 2020 was able to offer delegates access to industry partners via an online exhibition portal, a delegate contact portal to connect with other delegates outside of the formal program, industry delivered symposia and ePoster presentations.

The formal conference program was delivered in the evenings on the 20 – 22 October and 27 – 29 October with activities available for delegates from 2.00pm to 9.00pm each day.



The conference included two international keynote speakers Ms Carolyn Vandyken (Canada) (left) and Dr Lynsey Hayward (New Zealand) (right) and thirty-one invited Australian speakers.

NCOI 2020



1,229

attended sessions during the conference



420

delegate registrations



59

presentations

Australian and New Zealand Continence Journal (ANZCJ)

ANZCJ published quarterly and currently circulated to members in a hard copy format is the only scientific, peer-reviewed, multi-disciplinary journal dedicated to researching the diagnosis, treatment and management of incontinence.

Recently the Foundation undertook an extensive review of the Journal by an external consultant. It is hoped that moving to an online format next year and the potential for a pay for view option will increase access to the journal and encourage a greater number of original manuscripts for publication.

ANZCJ



4,045

journals were distributed



Sustainability

Sustainable future

The Continence Foundation of Australia Ltd has unified with the six Continence Foundation Australia state branches after a series of General Meetings held in and around October 2020. The Continence Foundation of Australia Ltd's Statement of Comprehensive Income for the year ended 30 June 2021 showed a surplus of \$1,074,863 (2019/2020: \$115,244). The total revenue for the 2020/2021 financial year was \$6,995,376 (2019/2020: \$5,156,589). The main increase in revenue for the year was due to the inclusion of state branch activities including clinic income, and an excellent return on investments of \$879,814. The statement of financial position at 30 June 2021 showed the organisation in a strong financial position with members' equity of \$12,684,044.

The following charts provide a snapshot of the Continence Foundation's income and expenditure for the year ended 30 June 2021.

Income breakdown 2020-21

Conference and seminars	\$284,483
Clinic Income	\$266,020
Interest	\$52,696
Investment income	\$879,814
Membership fees	\$101,123
Government funding (incl National Continence Program – Continence Project)	\$4,392,670
Government funding (Peak Body)	\$375,000
Other income	\$643,570

The analysis of income generated for the year showed government funding accounted for 68% of the total revenue, investment income 13%, conference and seminars for 4% and clinic income 4%. Interest 0.1%, membership fees 1%, and other income comprising education income, royalties, donations, short term projects accounted for the balance.

Expenditure breakdown 2020-21

Conference and seminars	\$86,109
Peak Body Programs	\$921,239
Project expenditure (National Continence Program – Continence Project)	\$4,107,200
Resource Centre expenditure	\$805,965

Analysis of expenditure for the year showed 69% was spent on National Continence Program – Continence Project activities to support the community (including the National Continence Helpline, health promotion, education, marketing and communication, partnerships). Of the remaining 1% was spent on conferences and seminars, 16% on Peak Body activities and 14% on Resource Centres.





The following charts summarise the financial position of the Continenence Foundation as at 30 June 2021.

Asset breakdown

Cash and cash equivalents	\$6,671,536
Investments	\$6,924,462
Trade and other receivables	\$147,075
Prepayments	\$60,118
Right of Use of Asset	\$151,482
Property, plant and equipment	\$78,241
Security deposit	\$47,901

Analysis of assets as at 30 June 2021 showed: cash and cash equivalents made up 47%; investments 49%; property, plant and equipment 0.5%; trade and other receivables 1%; other assets, prepayments and security deposit 1.5%.

Liability breakdown

Trade and other payables	\$831,308
Employee benefits - current	\$304,465
Lease liabilities - current	\$145,364
Income received in advance	\$65,288
Employee benefits - non-current	\$50,346

Analysis of liabilities showed trade and other payables comprised 60%, income received in advance 5%, employee benefits (current) 22%, lease liabilities 10% and employee benefits (non-current) 3%.

The Statement of Profit and Loss and Other Comprehensive Income and Statement of Financial Position for the year ended 30 June 2021 have been audited by Walker Wayland Advantage and authorised by the directors of the company. The complete Financial Statements for the Continenence Foundation of Australia Ltd along with the auditor's and directors' reports are available on our website at continenence.org.au and from the Continenence Foundation of Australia Ltd, Suite 1, 407 Canterbury Road, Surrey Hills, VIC 3127.



**Continenence
Foundation
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