Selection of incontinence products: What’s new?

Margaret Macaulay
Research Nurse
Continence & Skin Technology Group, University College London

PromoCon Continence Symposium
March 12th, 2013
What men want…?
Getting the word out!

Continence Product Advisor

Independent Advice on Continence Products

Millions of people worldwide experience incontinence (bladder or bowel leakage) at some time during their lives. Whether this is short or long term, people find that good product selection can give them confidence to live their lives to the full.

The continence product advisor is designed to offer independent, evidence-based advice to people with incontinence and to health care professionals worldwide. Click on the pictures below to find out more.
Men – living longer

- Prostate cancer very common, more men surviving BUT treatments can lead to UI
- Age is the biggest risk factor for prostate cancer
- Population is ageing → therefore male incontinence an increasing problem
- Treatments limited e.g. Artificial urinary sphincter – not suitable for all
Questions to address...

• What products and devices are available for men?

• What is the evidence regarding efficacy, patient preference and quality of life?

• What more needs to be done?
What products and devices are available for men?

- **Pads**
  - Fader 2008

- **Indwelling catheters**
  - Moore 2004
  - Chartier-Kastler 2011

- **Body-worn urinals**
  - No published research

- **Sheaths & bags**
  - Chartier-Kastler 2011

- **Mechanical devices**
  - Substantial research base
Men, light UI, Pad categories

- Disposable pouch
- Disposable leaf
- Washable pants
- Disposable insert
### Men, light UI: pads

**Overall design performance (%)**

<table>
<thead>
<tr>
<th></th>
<th>Good/ very good %</th>
<th>Okay %</th>
<th>Poor / very poor %</th>
<th>Leakage performance % (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10g</td>
</tr>
<tr>
<td>Leafs</td>
<td>58</td>
<td>25</td>
<td>17</td>
<td>96 (90-98)</td>
</tr>
<tr>
<td>Pouches</td>
<td>27</td>
<td>21</td>
<td>52 (p=0.0001)</td>
<td>88 (78-94)</td>
</tr>
<tr>
<td>Washable pants</td>
<td>49</td>
<td>9</td>
<td>42 (p=0.01)</td>
<td>57 (43-70)</td>
</tr>
<tr>
<td>Small pad / insert</td>
<td>48</td>
<td>29</td>
<td>23</td>
<td>93 (84-97)</td>
</tr>
</tbody>
</table>
Men & women, heavy UI, Pad categories

- Disposable insert
- Disposable pull-ups
- Disposable diaper/AIO
- Disposable T-shaped diaper
- Washable products
Absorbent products for urinary / faecal incontinence
M Fader et al

<table>
<thead>
<tr>
<th></th>
<th>Insert</th>
<th>Diaper / AIO</th>
<th>Pull-up</th>
<th>T-shape</th>
<th>Wash-able</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>234</td>
<td>294</td>
<td>257</td>
<td>298</td>
<td>414</td>
</tr>
<tr>
<td>Men</td>
<td>284</td>
<td>347</td>
<td>303</td>
<td>355</td>
<td>431</td>
</tr>
<tr>
<td>Women</td>
<td>147</td>
<td>203</td>
<td>176</td>
<td>186</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td>1943</td>
<td>2196</td>
<td>2066</td>
<td>1426</td>
<td>N (pads)</td>
</tr>
</tbody>
</table>
Probability no leak: men, day
Probability of no leak at all (night) - men

Urine mass (g)

Probability

Probability no leak: men, night
Men & women, heavy UI: pads

Preferences for different designs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>AIO</th>
<th>T</th>
<th>Wash</th>
<th>PU</th>
<th>Insert</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>% (N)</td>
<td>% (N)</td>
<td>% (N)</td>
<td>% (N)</td>
<td>% (N)</td>
</tr>
<tr>
<td><strong>M=49</strong></td>
<td><strong>W=36</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day</strong></td>
<td>Men</td>
<td>43 (21)</td>
<td>24 (12)</td>
<td>6 (3)</td>
<td>20 (10)</td>
<td>6 (3)</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>11 (4)</td>
<td>11 (4)</td>
<td>0 (0)</td>
<td>61 (22)</td>
<td>16 (6)</td>
</tr>
<tr>
<td><strong>Night</strong></td>
<td>Men</td>
<td>24 (12)</td>
<td>10 (5)</td>
<td>53 (26)</td>
<td>8 (4)</td>
<td>4 (2)</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>8 (3)</td>
<td>8 (3)</td>
<td>11 (4)</td>
<td>53 (19)</td>
<td>22 (8)</td>
</tr>
</tbody>
</table>

AIO = All-in-one; T = T-shape diaper; PU = Pull up
**Men & women, heavy UI: pads**

Preferences for different designs

<table>
<thead>
<tr>
<th>M=49</th>
<th>W=36</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Men</th>
<th>AIO % (N)</th>
<th>T % (N)</th>
<th>Wash % (N)</th>
<th>PU % (N)</th>
<th>Insert % (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>43 (21)</td>
<td>24 (12)</td>
<td>6 (3)</td>
<td>20 (10)</td>
<td>6 (3)</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>11 (4)</td>
<td>11 (4)</td>
<td>0 (0)</td>
<td>61 (22)</td>
<td>16 (6)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Night</th>
<th>Men</th>
<th>AIO % (N)</th>
<th>T % (N)</th>
<th>Wash % (N)</th>
<th>PU % (N)</th>
<th>Insert % (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>24 (12)</td>
<td>10 (5)</td>
<td>53 (26)</td>
<td>8 (4)</td>
<td>4 (2)</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>8 (3)</td>
<td>8 (3)</td>
<td>11 (4)</td>
<td>53 (19)</td>
<td>22 (8)</td>
</tr>
</tbody>
</table>

AIO = All-in-one; T = T-shape diaper; PU = Pull up
PADPROM Project: measuring the quality of life of pad users.

Aim: To develop a scientifically sound, short, valid and reliable Patient Reported Outcome Measure (PROM) with SCA.

**Phase 1 (9-11 months)**
Identification of Key QoL themes
- Up to 20 semi-structured interviews with pad users
- Mini modified Delphi Technique with experts

**Phase 2 (12-16 months)**
Questionnaire Reduction and Refinement
- Up to 60 pad users complete the PROM and provide feedback evaluation.

**Phase 3a (Test of PROM) & Phase 3b (Retest reliability) (16-24 months)**
- In phase the PROM will be initially completed 350 people who use pads
- Three weeks later they will be required to repeat this.

**Phase 4 (Sensitivity to change) 24-36 months)**
- 40 pad users from will be invited test pads of different design and conduct pad weighing test.

Aim: To develop a scientifically sound, short, valid and reliable Patient Reported Outcome Measure (PROM)
Findings from semi-structured interviews with male pad users

Problems specific to men....

• **Design**
  Unsuitable shape, size and position of padding

• **Perception of self**
  Diminished masculinity

• **Social interactions**
  Embarrassment e.g. airport security checks

• **Convenience – transporting used products**
  lack of facilities and bins
  carrying used/unused pads

(12 interviews)
Unsuitable shape, size and position of padding

“They are about that long (he gestures with his hands), and I am not very big. So I cut them, otherwise if I used them, I notice that only half is really effectively used. So … I use that one and turn it round and use the other half the next day”

“If it was designed for men then all the absorption would be at the front and that’s where its needed”
Perceptions of self

Diminished manhood

“When I first wore them, it did really make me feel ….oh God, you know it’s a bit like a woman with a period I suppose. You know it’s not a manly thing to do, is it? You know. So, yes it did affect me but I suppose I got use to it. But yes you sort of think about yourself in masculinity terms”
“Airport check-ins are a big problem, because I have to take my bag on the plane with me, and, you know, I just take it in as hand luggage…

But it’s when they root through the bag and they see these pads in there …you hope that they are sensible enough not to start pulling things out”.

“I always have to carry umpteen pads in my suitcase on board the plane. That affects the heaviness of the suitcase, doesn’t it?”
Social interactions

Lack of facilities/ carrying used pads

“We stay with friends or I stay with my son in Wales. I just take a supply with me and I tend to, if we are staying overnight, I always bring the used ones back with me; I never leave them at the house”

"So quite often I have to come away with the pad in the bag and then dispose of it later on, particularly nowadays where the hand-drying facilities are air as oppose towels, if they are the air-drying ones. There’s never any waste bin"
What products and devices are available for men?

- **Pads**
- **Indwelling catheters**
- **Body-worn urinals**
- **Sheaths & bags**
- **Mechanical devices**

**Research References:**
- Fader 2008
- Chartier-Kastler 2011
- No published research
- Moore 2004

**Notes:** Substantial research base
A trial of male urinary devices for intractable incontinence following treatment for prostate cancer (University of Southampton & Prostate Cancer Charity)

- Randomized crossover trial, 80 men (56 completed)
- Try out each design for three weeks
- Inclusion criteria: Hx prostate cancer followed by urinary incontinence ≥12 months
- Exclusion criteria: latex sensitivity, faecal incontinence requiring pads

Sheaths  Body-worn urinal  Clamp
Urinary drainage sheath (sheaths)
Body-worn urinals (BWU)
Penile compression device (clamp)

Cunningham clamp
Men’s overall opinion of pads vs. devices

Overall opinion rating for DAY use (%)

- pads (N=56)
  - poor %: 7%
  - acceptable %: 41%
  - good %: 52%

- sheath (N=53)
  - poor %: 26%
  - acceptable %: 49%
  - good %: 25%

- BWU (N=56)
  - poor %: 27%
  - acceptable %: 21%
  - good %: 52%

- clamp (N=54)
  - poor %: 28%
  - acceptable %: 31%
  - good %: 41%
Men’s product selection

N men choosing to use each of the products before and after testing

<table>
<thead>
<tr>
<th>Men's product selection</th>
<th>at start</th>
<th>end of testing</th>
<th>3 months later</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clamp</td>
<td>0</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>Sheath - Day</td>
<td>8</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>BWD - Day</td>
<td>53</td>
<td>46</td>
<td>50</td>
</tr>
<tr>
<td>Pad - Day</td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Men’s preferences for combinations vs single product use

Mixes of devices AND pads
N(%)  
• N= 37 (after testing)  
• N=30 (3months later)

Other product use:
• 15 men used a single product after testing and 23, 3 months later  
• Only 3 men chose a mix without a pad after testing and 2, 3 months later

Pad + Sheath
9 (16%)  
9 (16%)

Pad + BWU
5 (9%)  
2 (4%)  
1 (2%)

Pad + Clamp
9 (16%)  
5 (9%)  
6 (11%)

1 (2%)  
6 (11%)

1 (2%)  
6 (11%)

28
Men’s overall opinion of pads vs. devices

Overall opinion rating for NIGHT use (%)

<table>
<thead>
<tr>
<th>Product type</th>
<th>poor %</th>
<th>acceptable %</th>
<th>good %</th>
</tr>
</thead>
<tbody>
<tr>
<td>pads</td>
<td>9</td>
<td>14</td>
<td>77</td>
</tr>
<tr>
<td>sheath</td>
<td>48</td>
<td>23</td>
<td>29</td>
</tr>
<tr>
<td>BWU</td>
<td>85</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>
Men want ....

- Absorbent products that are designed to be effective for men and to look ‘masculine’

- Different products and devices for different circumstances – particularly for daytime when ‘going out’

- Better disposal facilities in public toilets

- Better information about how to manage incontinence and cope with products in the home and when travelling/socialising
Does containment = quality of life?
Help!  Getting the word out...
Continence Products in the International Consultations

ICI1 & ICI2: Included in the “Frail Elderly” chapter.
ICI3: Separate chapter – all relevant literature reviewed.
ICI4: Product selector guidelines introduced.
ICI5: Adjunct website under development.
Web based sources…

• Consumer organisations (Bladder & Bowel Foundation, Promocon)
• Manufacturers’ websites

Possible problems…

• Insufficient product detail (treatment orientated)
• Not evidence based
• Out of date
• Brand specific
• Can contain misleading information
• Country specific (language, access)
International Consultation on Incontinence Research Society Workshop, Bristol, 27 Nov 2012

Continence Product Advisor Website

Mandy Fader (Soton), Alan Cottenden, Sinead Clarke-O’Neill & Margaret Macaulay (UCL)
Dominic Turner, Roger Blackmore & Ashley Brookes (ICS)

http://www.continenceproductadvisor.org/
Who and what is the website for?

- Users of products, informal caregivers and healthcare professionals seeking authoritative advice on selection and effective use of products
- Industry people seeking information on user needs
- Students and academics wanting to access the complete products literature
- Information NOT brand-based or ‘local’

Information is:
Generic, evidence-based, independent, internationally relevant and (relatively) easy to maintain.
Continence Product Advisor: Generic guidance

National websites: Local advice on healthcare and product provision
Independent Advice on Continence Products

Millions of people worldwide experience incontinence (bladder or bowel leakage) at some time during their lives. Whether this is short or long term, people find that good product selection can give them confidence to live their lives to the full.

The continence product advisor is designed to offer independent, evidence-based advice to people with incontinence and to health care professionals worldwide. Click on the pictures below to find out more.
People

This section will help you select one or more products based on:

- the type of bladder or bowel problem you have
- your physical characteristics, lifestyle and personal preferences

How to get help

Click on ★ Product Advisor to go directly to products suitable for your type of problem.

Click on the pictures below for additional help for your type of problem.
Successful product selection (Ref 6, 7, 8, Club, Prodtech). Each section contains a summary of product suggestions followed by detailed information.

Click on the boxes below for help based on the type of problem.

Click on the About me tab for help based on your personal characteristics.

**Tips for getting the best help**

Finding one or more products that effectively contain your leakage will depend on:

- your participation in the selection of products (ref 11 Phillips)
- provision of adequate instructions for use (ref 12 McMillen & Sodberg)
- reliable and easy to use products (refs 9, 12, 13 Hocking; McMillen; Koch)

Make sure you have had a thorough assessment of your leakage by an appropriate health care professional and consider all treatment options carefully; your bladder / bowel leakage may be cured or substantially reduced. Think through your needs carefully to get the best management
Is leakage light or moderate / heavy?

People’s views about how much they leak vary widely. Some people who leak very little would consider it heavy leakage and others who leak rather more would consider it to be mild. People are often surprised by how much or how little they leak! (refs to be inserted 48, Cottenden 98; ref 49, Clarke-O’Neill 2002; ref 54 Fader et al 2008)

It is quite usual for the amount you leak to vary considerably from day to day or even leak to leak. Although leakage can be any amount, dividing it into ‘light’ leakage or ‘moderate/heavy’ leakage is useful as some products such as pads are designed specifically for one or other category. You may find that you need a mix of products – some that cope with lighter leakage and others that cope with heavier leakage for use in different circumstances.

Working out how much you leak can help you to select the most appropriate products (ref to be inserted 51, Hellstrom 93). Click on the boxes below for help estimating the amount you leak.
Hand Control

Hand control (manual dexterity) is an important factor in product selection. If you have good hand control you will have greater flexibility in the product groups available to you. For example if you can grip a mug handle you are also likely to be able to hold a hand held urinal. Your hand control will also affect your ability to manage the various pad and pant systems available. For example, larger pads are designed to be worn with stretch support pants which can be difficult to apply with poor hand control. Whereas, pull-up pant style pads may be easier to manage.

Important points to consider

- Hand control difficulties vary between people, or from day to day for an individual.
- The type of hand control difficulty you have will affect which products you can use; for example, you may have difficulties with only one hand and look for products that can be managed single-handedly. This may present less of a problem than if both hands are affected.
- Different products require different hand control skills; for example, a sheath is light but thin and small. Good finger control is necessary to open packaging and put on the sheath.
- A hand held urinal may have quite a chunky handle for easy grip but require strength to lift when full.
Womens Light

There are five main types of pad available for women with light urinary incontinence in an assortment of disposable and washable designs.

Please click on the relevant photographs below to find out more about each type of pad.

Top Tips

Be the first to submit your Top Tip
Sanitary Towels

Sanitary towels are disposable pads that are designed for menstrual loss and are not specifically designed to cope with urine. Many women choose to use these products for urine loss as they find them to be a cheap and acceptable alternative to the more expensive products that are designed specifically for incontinence but their leakage performance is not as good.

What are sanitary towels?

- Sanitary towels are also known as sanitary napkins or menstrual pads, although they are not designed for urine, many women do choose to use the most absorbent nighttime variety to contain urine leakage.¹

- *Nighttime* pads are usually longer, thicker and more absorbent than *daytime* sanitary towels

- They are usually shaped and have sticky strips on the back or sometimes have wings to hold them securely in place, and are usually worn with your own close-fitting underwear.

Top Tips

- Be the first to submit your Top Tip

Resources

Evidence
Sheaths

Sheaths are a commonly used male devices that are similar to condoms and are used in combination with a urine drainage bag. Many men find them to be an acceptable and useful alternative to absorbent pads.

Sheaths FAQ's

What are sheaths?

- Sheaths are sometimes called 'condom catheters', 'uridomes' or 'external catheters'. They are similar to condoms and are rolled over the penis and most commonly attached to a urine drainage bag.
- Sheaths are a popular alternative to absorbent pads for men.
- They are available in many different lengths and widths and come with a measuring aid to help ensure the correct fit.
- There are two main designs: 'long nipped' where the adhesive is integral to the sheath and pull-out sheaths.
What are sheaths made of?

I have faecal incontinence, can I use a sheath?

Will I have difficulty putting them on or taking them off?

Will they take up much storage space in my home?

How should I dispose of a used sheath?

How much do sheaths cost and where can I buy them?

Are there any disadvantages to using a sheath?

Related Products:

- Compression
- Bodyworn Urinals
- Pouches
Product selector guidelines “test driven” and refined at ICS 2006 (Christchurch) and ICS 2007 (Rotterdam) annual conference workshops
Progress and plans

• Preliminary evaluation – focus groups, tips

• Further developments – international feedback, translation, video clips

• Relationship with complementary websites

• Phase #1 launch is targeted for summer 2013
Final message

- Incontinence is tough to live with (short or long term)

- People with incontinence need access to a broad range of products

- For men that should include washable products and male specific pads and devices

- HCPs should support the selection of mixes of products

- Get informed and keep updated!

Margaret Macaulay m.macaulay@ucl.ac.uk
End slide
**Product selector**

<table>
<thead>
<tr>
<th>Product category</th>
<th>User characteristics / priorities / contexts which:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FAVOUR use</td>
</tr>
<tr>
<td><strong>Pads</strong> (Section 6.7)</td>
<td>• In general – particularly if active (C)</td>
</tr>
<tr>
<td></td>
<td>• Less risk of bacteriuria, recurrent UTI’s or death than indwelling catheters (C)</td>
</tr>
<tr>
<td></td>
<td>• More comfortable than indwelling catheters (C)</td>
</tr>
<tr>
<td></td>
<td>• Acceptable / preferred to pads (C)</td>
</tr>
<tr>
<td></td>
<td>• Minimal physical intervention is a priority (C)</td>
</tr>
<tr>
<td></td>
<td>• Good dexterity (C)</td>
</tr>
<tr>
<td></td>
<td>• Sound cognition (C)</td>
</tr>
<tr>
<td><strong>Sheaths &amp; bags</strong> (Sections 7 &amp; 8)</td>
<td>• Skin is severely damaged (C)</td>
</tr>
<tr>
<td></td>
<td>• Carrying out CIC (C)</td>
</tr>
<tr>
<td></td>
<td>• Local skin breakdown (C)</td>
</tr>
<tr>
<td></td>
<td>• Bacteriuria, UTI (C)</td>
</tr>
<tr>
<td></td>
<td>• Carer / user unable / reluctant to apply (C)</td>
</tr>
<tr>
<td><strong>Body-worn urinals</strong> (Section 9.2)</td>
<td>• Latex / materials allergy (C)</td>
</tr>
<tr>
<td></td>
<td>• Desires to avoid pads (C)</td>
</tr>
<tr>
<td></td>
<td>• Concept acceptable/preferred (C)</td>
</tr>
<tr>
<td></td>
<td>• Mobile (not wheelchair user) (C)</td>
</tr>
<tr>
<td><strong>Mechanical devices</strong> (Section 11)</td>
<td>• Highly motivated (C)</td>
</tr>
<tr>
<td></td>
<td>• Periodic / intermittent use (C)</td>
</tr>
<tr>
<td></td>
<td>• Incontinence is predominantly stress (C)</td>
</tr>
<tr>
<td></td>
<td>• Device concept is acceptable / preferred (C)</td>
</tr>
<tr>
<td></td>
<td>• Preventing leakage rather than containing it is attractive (C)</td>
</tr>
<tr>
<td><strong>Indwelling catheters</strong> (Section 12.2)</td>
<td>• Incontinence has a significant urgency element (C)</td>
</tr>
<tr>
<td></td>
<td>• Doubtful level of cognition (C)</td>
</tr>
<tr>
<td></td>
<td>• Risk of skin / tissue damage (C)</td>
</tr>
<tr>
<td></td>
<td>• Bladder sensation poor (C)</td>
</tr>
<tr>
<td></td>
<td>• Poor dexterity (C)</td>
</tr>
<tr>
<td></td>
<td>In general (A), but particularly if:</td>
</tr>
<tr>
<td></td>
<td>• History of urethral trauma</td>
</tr>
<tr>
<td></td>
<td>• Cognitive impairment (danger of interfering with catheter)</td>
</tr>
<tr>
<td></td>
<td>• Avoidance of UTI is a priority</td>
</tr>
</tbody>
</table>

eg for men with moderate / heavy UI
People

Men and women of all ages can be affected by bladder or bowel leakage. Successful containment of leakage is important to reduce the stigma associated with incontinence and the impact on physical, emotional and mental wellbeing.

More about assessment

A careful assessment of your needs is an important part of the process of product selection.

- The suitability of a product for containing leakage depends mainly on the type and characteristics of the leakage. However, product selection will also depend on several other factors which include: the availability of products and any necessary help, your preferences and those of others who help you, and your physical characteristics and lifestyle.
Key website features

• Authoritative, evidence-based, independent.
• Entered primarily via “People” or “Products”.
• Product selector facility (summarising key information relating to product choice).
• Extensive cross-linking between sections.
• Glossary and synonyms facility.
• Extensive links to evidence base, including ICI5 in due course.
• Links to full text of referenced papers, via PubMed etc (where possible).
• Extensive use of pictures and (increasingly) video clips.
• “Top tips” to mine website user experience and advice.
• Links with national continence organisations’ websites.
Continence Product Advisor Website

Mandy Fader (Soton), Alan Cottenden, Sinead Clarke-O’Neill & Margaret Macaulay (UCL)
Dominic Turner, Roger Blackmore & Ashley Brookes (ICS)

http://www.continenceproductadvisor.org/
Website screen dumps

http://www.continenceproductadvisor.org/
Sheaths

Sheaths are a commonly used male devices that are similar to condoms and are used in combination with a urine drainage bag. Many men find them to be an acceptable and useful alternative to absorbent pads.

Sheaths FAQ's

Please click on the frequently asked questions below to find out more about sheaths.

What are sheaths?

Would a sheath be suitable for me?

What are sheaths made of?
Progress and plans

- A development website is in place.
- Dominic Turner presented the work at various meetings at the ICS 2012 annual conference (Beijing) with encouraging feedback.
- We are drawing on advice from people with incontinence and experienced caregivers, the ICS nurses forum and CPC group.
- We are liaising with the various national continence organisations to form links (both directions) with their websites.
- Margaret Macaulay is conducting a formal evaluation for her MSc project.

- Phase #1 launch is targeted for April 2013.
- If all goes well, different regional / language website variants will follow.
Key factors

- Lots of branded products, but few generic designs.
- Product details change frequently, but generic designs change much more slowly.
- Broadly the same generic designs are available in most countries, although specific brands vary.
- Very few branded products have published clinical trials, but the data can provide generic guidelines.
- Few papers are published on products so generic guidelines have a long shelf-life.

=>

A website which carries generic, evidence-based advice on continence product selection and effective use should be internationally relevant and (relatively) easy to maintain.
Men’s preference for a mix of products vs a single product

<table>
<thead>
<tr>
<th></th>
<th>Pre-test (Baseline)</th>
<th>Stated preference post-test</th>
<th>Revealed preference 3 months later</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DAY N (%)</td>
<td>DAY N (%)</td>
<td>DAY N (%)**</td>
</tr>
<tr>
<td>N=56</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single product only</td>
<td>47 (83.8)</td>
<td>16 (29)</td>
<td>23 (42)</td>
</tr>
<tr>
<td>Mix of products</td>
<td>9 (16)</td>
<td>40 (71)</td>
<td>32 (58)</td>
</tr>
</tbody>
</table>

*N=43
**N=55 – one man had successful continence surgery post-testing