




# WORLD CONTINENCE WEEK 2025

World Continence Week (WCW) is an annual initiative run by the World Federation of Incontinence and Pelvic Problems (WFIPP) and an opportunity to break the stigma attached to bladder and bowel health issues.

For WCW 2025 we want to highlight the facts and fiction about continence and share healthy lifestyle tips for improving continence.



Did  
You  
Know

## WORLD CONTINENCE WEEK FACTS

A range of products are **available**, and appropriate selection and continence care routines can preserve users' dignity and make it easier for them to join in social activities.<sup>3</sup>

In the UK bowel incontinence affects around **6.5 million adults** but because of stigma and underreporting, the actual number may be much higher.<sup>2</sup>

Bladder problems affect more than **14 million** people in the UK <sup>1</sup>

Incontinence can be treated, sometimes cured, and **always** managed.<sup>4</sup>

1. NHS England. Excellence in Continence Care. Available at: <https://www.england.nhs.uk/publication/excellence-in-continence-care/> [Accessed April 2025].
2. Bladder & Bowel UK. Continence Problems in the UK. Available at: <https://www.bbuk.org.uk/continence-problems-in-the-uk/> [Accessed April 2025].
3. SCA. Data on file (STA Questionnaires). Statistics based on results from 86–105 TENA Solutions case studies (2012–2014) across Europe, USA, and Canada. Results vary across countries and care homes.
4. International Continence Society. World Continence Week Factsheet, 2015. Available at: <https://www.ics.org/public/wcw> [Accessed April 2025].

# CONTINENCE TIPS



## FLUIDS

It's important to drink regularly as concentrated urine can irritate the bladder! Drink at least 6-8 mugs daily, reducing or cutting out caffeine, fizzy drinks, sweeteners and acidic fruit juices can help improve an overactive bladder (NHS).



## EXERCISE

30 minutes of movement, 5 times a week. Everyone can move at a different level, so do what you can.



## DIET

Focus on getting 5 portions of fruit/veg and high fibre cereals every day. Reduce spicy and acidic foods where possible (like curries and citrus fruits) as these can irritate your bladder and make leaks worse.



## POSITION

When you have a bowel movement, keep your knees higher than your hips when possible, lean forward and put your elbows on your knees!



## TREAT CONSTIPATION PROMPTLY

Straining to poo can weaken your pelvic floor and worsen urinary incontinence – so never ignore the urge to poo and eat more fibre to help with bowel movements.



## JUST CAN'T WAIT?

Bladder and Bowel UK have the 'Just Can't Wait' card which is recognised and supported by retail and service organisations, giving you access to toilets not normally available to the public.



## DON'T SUFFER IN SILENCE

Seek early help, speak to your GP or healthcare professional who will be able to guide you on bladder and bowel services and pelvic health.

Contact your Essity representative or email [hcmarketing@essity.com](mailto:hcmarketing@essity.com) for more information