

# MALE INCONTINENCE DISPOSE WITH DIGNITY

Research into male urinary  
incontinence (UI) in the UK

Commissioned by



**PROSTATE  
CANCER UK**



Group

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**HELPING MEN LIVE WELL**

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# AN EXPERT VIEW, CHIARA DE BIASE

Director of Support and Influencing at Prostate Cancer UK



**Men can leak too.** Four simple words, but when spoken have the power to tackle a taboo that impacts the lives of hundreds of thousands of men across the UK every year.

**One in three men over 65** are estimated to have an incontinence problem<sup>1</sup>, and **one in 25 men over the age of 40** experience incontinence issues each year.<sup>2</sup>

For such large numbers, this is an issue which receives precious little airtime. Whilst conversations for women on the issue have become more open, aided by national advertising campaigns for hygiene products and popular female role models speaking up about the issue, for men the issue often remains shrouded in shame and secrecy.

Not only does this have a detrimental impact on their mental health, but this also leads to a culture in which men are not provided with the public facilities they need to deal with incontinence, such as hygiene bins to dispose of their incontinence products.

At Prostate Cancer UK, we are experts in speaking to men about issues which some call “embarrassing”, from treatment side-effects such as incontinence to erectile dysfunction. We know that taboos and shame have no place in conversations about men’s health, and that speaking honestly and taking action on issues that affect men’s lives can lead to positive changes at the highest level.

**Prostate cancer is the most common cancer in men.**

**One in eight men will be diagnosed, rising to one in four for black men,** and as many as one in two of those treated with surgery may experience UI as a result.<sup>3</sup>

Surgical options, such as the removal of the prostate, and other anti-cancer treatments such as external beam radiotherapy or brachytherapy, can cause these side-effects; and whilst earlier diagnosis can lead to less invasive procedures, there is always a risk of incontinence for men who receive certain prostate cancer treatments.

We as a charity are dedicated to saving and improving the lives of men affected by prostate cancer. This includes working with scientists, researchers, policymakers and businesses to help men live well after treatment and to improve the facilities on offer for men dealing with incontinence.

We support men to share their prostate cancer story to help raise awareness and get more men diagnosed early enough to be cured. The sensitivity surrounding male incontinence can sometimes be a barrier to seeking advice and support, and only through addressing this issue loudly can we begin to make a much-needed change.

But this is just the beginning. Prostate Cancer UK and **phs** Group are also working to lobby the Government for changes in legislation to ensure men have the same access to facilities to dispose of incontinence products easily, hygienically and discreetly.

We are also engaging businesses across the country to install male incontinence bins to ensure they provide better and fairer facilities to both their customers and their staff.

**We are proud to partner with phs Group for the “Dispose with Dignity” Campaign, to launch their first male incontinence bin, and to work to build a future where men’s lives are not limited by incontinence.**



**HELPING MEN LIVE WELL**

<sup>1</sup> <https://pubmed.ncbi.nlm.nih.gov/20541241/>

<sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/20541241/>

<sup>3</sup> <https://doi.org/10.1016/j.j.urology.2009.11.078> & <https://doi.org/10.1016/j.eururo.2022.05.012>





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# EXECUTIVE SUMMARY

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This report examines the issue of male UI, its association with prostate cancer treatment, the impact it has on those who experience it, and the lack of awareness among the general population about a condition that affects hundreds of thousands of men's lives daily.

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We highlight the lack of current legislative provision for the disposal of male incontinence products in public washrooms across the UK. We go on to demonstrate how this translates into anxiety, depression, embarrassment and, ultimately, how this can become an isolating experience for men, with some men deciding not to leave their home or tell their loved ones what they are experiencing.

The deafening silence around the issue of incontinence and how difficult it can be to start a conversation about the challenges faced by men up and down the country is explored.

We recommend what needs to happen to ensure the taboo around male incontinence is shattered. We call for a national conversation to inspire more men to speak up and seek support. We also recommend that men have proper access to essential facilities and products that will enable them to live a better quality of life, similar to what they had before they became incontinent.



# WORKING TOGETHER



Prostate Cancer UK is the largest men's health charity in the UK. The charity has a simple ambition – to save and improve the lives of men affected by prostate cancer through funding research and supporting men and their families.

It invests millions into research to find better ways to diagnose and treat the most common cancer in men and works tirelessly to spread the word about men at risk. It also offers help and specialist support to men and their families affected by prostate cancer.



As the leading hygiene services provider in the UK, **phs** Group is proud to commit to shining a light on issues that matter but are not always talked about. We aim to be innovative by developing the best services and products that make lives easier. We are also passionate about removing stigma, raising awareness, and breaking down barriers on subject matters that are often shied away from.

Consequently, we are proud to partner with Prostate Cancer UK to highlight the challenges faced by men experiencing male incontinence, to provide a platform for their voices to be heard, and together, to be a catalyst for change.

# METHODOLOGY

The research was conducted by Censuswide between 22 December 2022 and 03 January 2023.

Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.



The research included four different research groups, including:

**2,024**

**NATIONALLY  
REPRESENTATIVE  
CONSUMERS**

**2,036**

**MALE  
RESPONDENTS  
IN THE UK**

**504**

**MEN WHO  
EXPERIENCE UI**

**251**

**PARTNERS OF MEN  
WHO EXPERIENCE UI**



# MALE UI: THE FACTS

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For a problem that's seldom talked about, the statistics are all the more startling.





**GLOBALLY, IT IS ESTIMATED THAT**

**1 IN 4 MEN  
AGED OVER 40<sup>1</sup>**

**WILL EXPERIENCE SOME FORM  
OF URINARY LEAKAGE IN THEIR  
LIFETIME,**

**WHILE ONE IN 25 MEN OVER 40  
IN THE UK EXPERIENCES UI EACH  
YEAR.<sup>2</sup>**



# THE NHS ESTIMATE THAT BETWEEN 3-6 MILLION

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## PEOPLE IN THE UK SUFFER WITH SOME DEGREE OF UI WITH A THIRD OF MEN OVER 65 AFFECTED<sup>1</sup>

Furthermore, our research, targeting 2,000 men of all ages, found a prevalence rate much higher than the above figures, with **more than half (51%)** stating that they had **experienced symptoms associated with UI**.

Significantly, the belief that “it’s an older man’s experience” was shattered, with **one in five (20%)** men stating that they had experienced these symptoms as early as between the ages of 18-25 years.

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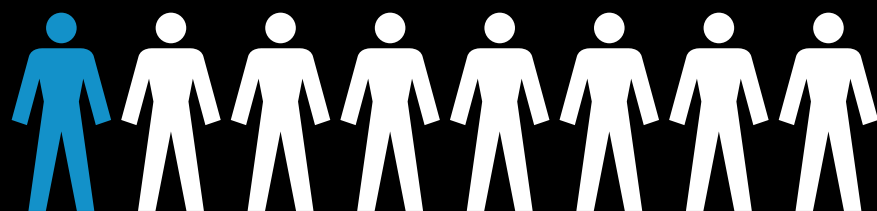
<sup>1</sup> <https://pubmed.ncbi.nlm.nih.gov/20541241/>





The statistics surrounding prostate cancer are equally alarming.

Prostate Cancer UK states that:



**1 IN 8 MEN**

**WILL GET PROSTATE CANCER,  
RISING TO ONE IN FOUR FOR  
BLACK MEN.**

And what many are unaware of is that prostate cancer treatment and male UI can, for some men, go hand in hand. Loss of bladder control and unintentional passing of urine are possible symptoms following life-saving surgery or other treatments for prostate cancer.

For those men who have their prostate removed, as many as one in two may experience UI.<sup>3</sup> Our new research shows that following treatment for prostate cancer, **two thirds of men (66%) are worried about becoming incontinent.** Indeed, after successful treatment for prostate cancer, a significant number of men go on to experience life-changing symptoms that impact their daily lives.

Consequently, we would expect and want a positive experience for incontinent men when they leave their homes whilst wearing an incontinence pad. Unfortunately, our research has shown that men's experience is far from positive, mainly being compounded by the poor provision of incontinence bins in public washrooms. In fact, **almost eight in 10 (78%) men feel anxious about a lack of suitable facilities when leaving home.**

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<sup>3</sup> European Association of Urology Guidelines on Male UI - ScienceDirect  
<https://doi.org/10.1016/j.eururo.2022.05.012> \*\*\*\* <https://pubmed.ncbi.nlm.nih.gov/20541241/>

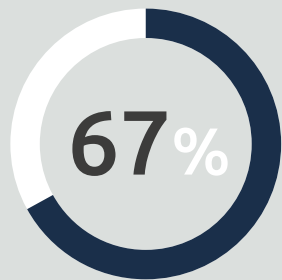


# **GENDER GAP DIFFERENCES: MEN SUFFERING IN SILENCE**

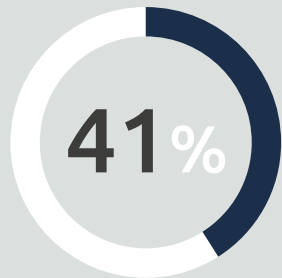
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In wanting to change the narrative and experience for incontinent men, it doesn't help that UI is currently perceived to be a woman's problem, particularly after childbirth or the menopause.

Our research, conducted by Censuswide in December 2022, comprised of 2,000 nationally representative general consumers of all genders across the UK, found:



**A high majority (67%)** were aware that women experienced UI.



**In stark contrast, only 41% were aware** that men experienced UI, explicitly demonstrating the gap in knowledge.

We also found that knowledge levels were high for the experience of women, with over half **(54%)** knowing women after childbirth commonly experience UI as well as it being a menopausal symptom **(44%)**.

Conversely, **56%** of those surveyed, were not aware that men aged 55 and over experienced UI.







While the problem can be equally challenging for both sexes, we wanted to understand the levels of awareness of male UI, what the experience is for men and women in talking about it, and gain some insights on the impact of being incontinent and how men manage the daily practicalities that come with wearing a pad.

It is clear that there is a gap in knowledge, and how UI affects men, including younger men, is therefore underestimated. We need to understand the reasons why this is not being broached nationally.

It is time to change the stereotype that men don't want to speak about their health problems or personal matters. In helping to myth bust, our research shows that in spite of male UI being a difficult subject to tackle, a significant majority of men do want to talk and would feel comfortable discussing it with **their GP (75%) or partner (66%)**. Furthermore, men are calling for more **public awareness (33%) and openness (35%) in discussing the issue**.

Men want their voices to be heard and proactive action to be taken when considering their needs.

**40% OF MEN**

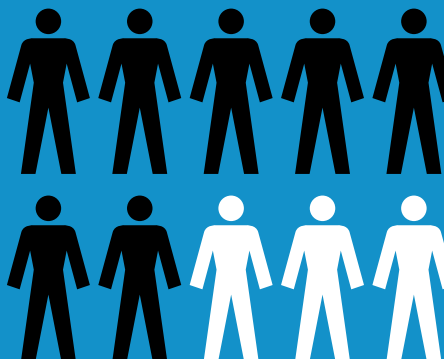
**WANT MORE GOVERNMENT  
LEGISLATION TO ENSURE  
ADEQUATE FACILITIES ARE  
PROVIDED FOR MALE TOILETS.**

This includes the statutory provision of incontinence bins so that men are able to easily and discreetly dispose of their products with dignity when outside of their homes.

**15**

Cost is also a practical consideration for as many as:

**7 IN 10  
MEN  
AGED 60**

An infographic consisting of ten stylized male human figures arranged in two rows of five. The top row contains five black figures, and the bottom row contains three black figures followed by two white figures. This visual represents the statistic that 7 in 10 men aged 60 and over want free incontinence products.

These men are wanting incontinence products to be provided free of charge in men's public toilets. The call mirrors recent campaigns for period equality, and for products to be freely available across the rest of the UK, to be on a par with Scotland.

It is clear that as a society we need to break the silence surrounding the experience of male incontinence.

Men recognise that their quality of life will only improve if there is increased awareness and knowledge about incontinence, and if better access to facilities and products is provided.

**Now is the time to tackle this taboo.**



## CASE STUDY

**“THE OPERATION IS ONE THING  
BUT THIS PARTICULAR SUBJECT,  
IT’S REALLY, REALLY PERSONAL.”**

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Errol Mckellar, is 65 and based in Dunmow, Essex, originally from Brent in North London. He was diagnosed with prostate cancer in 2010, and continues to experience UI as a result



Errol has set up his own charity to support men living with and after prostate cancer, called the Errol McKellar Foundation, and also is a passionate advocate and ambassador for Prostate Cancer UK. He said:

"I got the all-clear for prostate cancer in 2017, but I still have to live with the side effects and issues, although things are not as bad now as they were.

The incontinence is an interesting one, and it can really affect you and your confidence and how you behave, how it affects your family and your partner. It's trying to always know where your nearest toilet is. It's always making sure that you have enough coverage, in incontinence pads or shields, to help you hold what you are trying to get to the toilet for in the first place. And then when you get to the toilet, there's problems there too.

I wasn't prepared for what was to come and in my charity work I find that many guys aren't prepared. We think we are, because we've done all the reading, but we're not. When you have your prostate removed it's a real adjustment to learn how to hold the water.

Adjusting is hard work, but you do get there. Initially it was very difficult. You can't wear brightly coloured clothes. You're conscious of the kind of clothes that you wear, you're conscious of the surroundings you're in because the tiniest little thing can trigger a leak of some description."

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**"THERE ISN'T ENOUGH SUPPORT FOR MEN AROUND INCONTINENCE, DESPITE IT BEING PROBABLY THE MOST DISCUSSED CONVERSATION THAT WE HAVE WITHIN MY CHARITY GROUP."**

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"I've accepted that incontinence is going to be a journey for me forever. There is no fix or quick cure for it. What would make it easier is more help when you get to the toilets and more help when you're inside the toilets. So somewhere to leave your pads that is safe for everyone, and ideally some pads so we don't have to carry packs around with us everywhere.

We need to look at how we can educate men and raise awareness of incontinence. If we can help men overcome that embarrassment, I think it would make a huge difference to how men seek treatment but how they can live better lives too.

I'm so thankful for this campaign from Prostate Cancer UK and **phs** Group. I feel at last someone is taking this situation seriously."



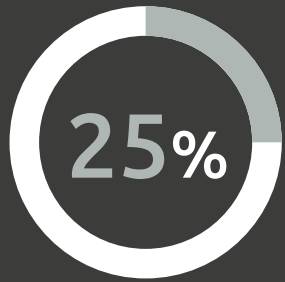
## A LACK OF KNOWLEDGE AND AWARENESS OF THE PREVALENCE OF UI

Our research, furthermore, found that there is a low level of awareness of the prevalence of male UI. Indeed, **nearly three in five people (56%)** did not know that men over 55 commonly experience UI. The reality is that as many as:

**1 IN 25 MEN AGED OVER 40**

**EXPERIENCE IT EACH YEAR AND THIS FIGURE INCREASES DRAMATICALLY TO ONE IN THREE MEN AGED OVER 65 IN THE UK.**

**Only 25%** of the nationally representative sample were unsurprised to learn the extend to which men's lives in the UK are impacted by male UI.



**Only a quarter (25%)** think that their understanding of the issue is good, with **over a third (34%)** describing it as poor or very poor.

The common misconception that UI is only an “older man’s experience” was borne out by the research, with **almost half (48%)** thinking old age is the main reason for male UI.

**Only 32%** stating that they believe men 45 and under experience UI, which is clearly disproven by this research. This demonstrates the lack of awareness of the experience of younger men and that incontinence **can be experienced by men as young as 18.**



Furthermore, **less than a third (32%)** associate it with prostate cancer treatment – highlighting the public knowledge gap surrounding the most common cancer in men.

When presented with the NHS’s estimate that 3-6 million people in the UK – many of them men – are in someway affected by UI, **70% agree** that there is not enough awareness about its impact on the male population.

A similar number concur that there should be more education provided and **almost half (46%)** feel guilty about having little knowledge of the problem.

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**We can safely state that there is an appetite, desire and need for more information to be shared on a national scale, due to the lack of awareness of prevalence of male UI.**

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# SUMMARY OF FINDINGS

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**It is clear to state that there is a significant lack of awareness and understanding about male UI among the general public, both in terms of its causes and the daily hardship it creates for those who experience it.**

**Furthermore, there is a misconception that it is mainly a women's problem or that it only affects older men.**

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This lack of knowledge of the male experience of UI is exacerbated not only by the silence around this issue, but is also compounded by the feelings of self-consciousness and shame, clear building blocks for the taboo that has enveloped the subject for both men and women.

With men often stereotyped for being even less likely than women to open up and discuss their health, especially ones perceived as potentially “embarrassing”, it’s no surprise that so many people are oblivious about an issue that causes so much anxiety for so many men.

But the research shows that people do want to understand better. They do want to know more about this often secret and hidden condition. And for many dealing with the issue on a daily basis, raising awareness could not come soon enough.

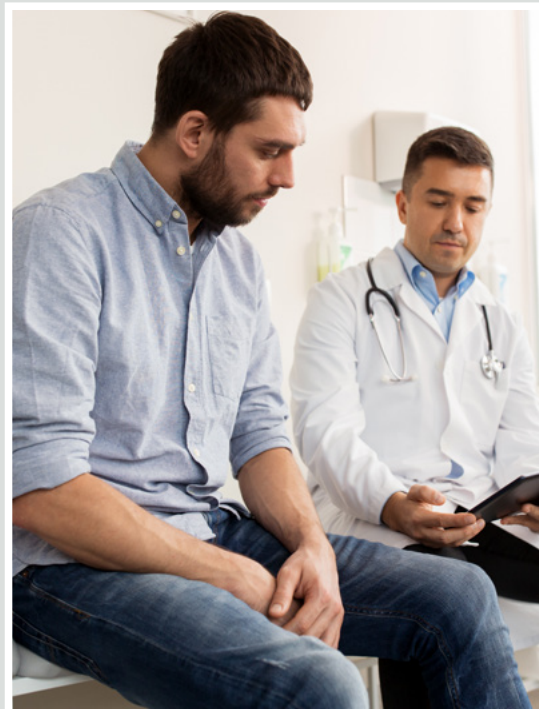
# OUR RECOMMENDATIONS

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**As a starting point, we recommend initiating a national conversation about incontinence and for the general public to recognise the prevalence and true extent of the issue for men.**

This conversation can take the form of celebrities talking about their own experience, to help normalise incontinence, to TV adverts, posters, information, and social media campaigns supported by the Government.

This conversation starts now, with the launch of this campaign and the publication of this research and we will continue to raise awareness of the issues men face in the years to come.



**We would also recommend primary care intervention**

so that healthcare professionals speak to their male patients aged 40+ and to target those who they know have been treated for prostate cancer, to understand if they experience incontinence and to ensure that they are getting the right support.



## CASE STUDY

**“THE ANXIETY RELATED TO  
INCONTINENCE WAS TEARING ME  
APART, SO I STOPPED GOING OUT”**

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Father of three Steve Baughan calls for  
businesses to step up and provide male  
incontinence bins for prostate cancer survivors



Steve Baughan, 52, is a lead Quality Assurance Engineer working in software development. He lives in Gillingham in Kent with his wife and three sons. He was diagnosed with prostate cancer in December 2021, having just turned 51. Steve had a radical prostatectomy, meaning the entire prostate was removed. Steve said:

"I am glad that I chose a prostatectomy, but I wasn't prepared for what was going to happen after. The operation and the immediate after-effects didn't really bother me, but the incontinence I experienced afterwards really upset me.

When I first arrived home after having the catheter removed, I sat on the sofa and out of nowhere, I wet myself. I was so embarrassed. It happened in front of my wife, and I had only been home for five minutes and in all honestly it really shook me."

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**"THE INCONTINENCE CARRIED ON FOR WHAT FELT LIKE SO LONG. IF I WANTED TO GO FOR A WALK WITH MY DOG OR MY SONS, I WOULD GET FIVE MINUTES DOWN THE ROAD AND I WOULD NEED TO GO FIND A TOILET AND FAST."**

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"All of a sudden I had become a person that had to carry a bag containing my pads and spare clothes at all times. When it came to disposing of them, I thought to myself. 'What am I supposed to do with them?'

The pads come with a plastic bag to put them in, but then you have to find somewhere to dispose of them or carry them around with you until you can dispose of them. I was so conscious of the smell and really worried I would smell of urine. It scared the life out of me.

The anxiety turned me into a kind of hermit. I wanted to go and visit my parents who live about forty-five minutes to an hour away, but I couldn't travel in the car because the motion of the car would cause me to leak.

I didn't really want to go and see friends and family, just in case I leaked on their sofa. Even though I would wear an incontinence pad, I didn't feel 100% safe. The isolation and the experienced affected me mentally."

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**"I WOULD OFTEN BURST INTO TEARS IN THE EVENING. THE ANXIETY RELATED TO THE INCONTINENCE WAS TEARING ME APART."**

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"The lack of facilities available for me to change my incontinence pads in public added to the pressure I was already under. I took it upon myself to bring everything home, but it shouldn't be the way.

Thankfully, I am fine now. I'm completely dry with no problems at all. I was lucky. I was given really good support by organisations including Prostate Cancer UK.

I really believe it's up to businesses and organisations to step up. If I had known that a particular place had facilities for me to dispose of my incontinence pads, I would have gone there, and the incontinence wouldn't have stopped me. Perhaps I wouldn't have isolated myself as much or stopped going out. Knowing you were being looked after by a business would make a massive difference.

It would be great for local businesses to listen to someone who has had prostate cancer and is currently dealing with incontinence. It's no different to having a baby changing facility or bins for period products."

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**"BUSINESSES SHOULD GET  
ON BOARD BECAUSE THEY'RE  
ALIENATING PEOPLE WHO WOULD  
BECOME LOYAL CUSTOMERS."**

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# THE PROBLEM AND THE IMPACT

We found that the onset of UI does not always start as men get older and head into their 40s.







The 2,000 men who completed the survey were candid in their response and so surprisingly we found that:

# 1 IN 5 MEN

**FIRST STARTED EXPERIENCING  
THESE UI SYMPTOMS BETWEEN  
THE AGES OF 18 AND 25 YEARS.**

This is not an age where UI is expected and so finding that this an experience for so many younger men is shocking and needs further research and understanding.

We separately polled group of 500 men, half of whom had been diagnosed with prostate cancer.

They were asked about the challenges they face when using public washroom facilities and the availability of dedicated bins for disposal of incontinence products.

**Over a third (34%)** had found it hard locating a bin in a public toilet to throw away used incontinence pants and pads, while almost **one in five (19%)** reported having a bad day-to-day experience when out because they were rarely able to find bins of any kind in public toilets to dispose of their incontinence products.

We found that anxiety and isolation are prevalent for men with UI. Of those who had experienced poor facilities:

Two in five men **(44%)**

said they now feel anxious about using public toilets

Over a third **(38%)**

leave the house less often

Almost eight in ten **(78%)**

stated they feel anxious about a lack of suitable facilities when leaving home

IT SHOULD ALSO COME  
AS NO SURPRISE THAT  
**MORE THAN**  
**1 IN 4 MEN**

**(28%)** feel depressed about the impact involuntary urinary leakages have on their life, with that figure soaring to 100% for men aged 16-25.



Men employ a number of strategies to overcome the near certainty that they will not be able to find a facility to dispose of their pads when it comes to going out in public. These include:

**38%**

Taking a bag out with them to dispose of used hygiene products until they get back home

**34%**

Asking their female partner to keep used hygiene products in their handbag

**32%**

Wearing them longer than advised which can cause further health risks

**25%**

Acknowledged that they have resorted to flushing them in the toilet

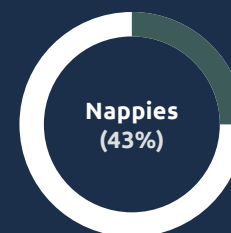
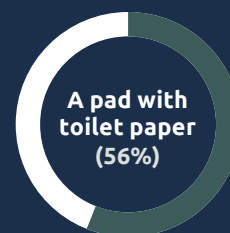
There is a lack of clear provision for men and asking women to carry used products around with them is not an acceptable practice.

When asked if they knew how to find out if a public toilet has appropriate facilities for men with incontinence, as many as **40% said they did not or they did not know how to find out.**

As a result, **18% of men** who have used public toilets in the past will only visit places they have been to before to ensure they have access to the facilities they need.

Possibly due to this lack of provision, the majority of men (**89%**) have used disabled toilet facilities to dispose of their incontinence products. They acknowledged that they did not class themselves as being disabled, which, ultimately, made them **feel embarrassed (41%) and self-conscious (38%).**

An additional problem was running out of incontinence products away from home, with some men having to do with:



This cannot continue and men should be able to access products easily and affordably.

For those men yet to experience incontinence, visiting public places where facilities may not be available was the top concern (33%) for respondents if they were ever to experience UI in the future.



# SUMMARY OF FINDINGS

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**Our research reveals that the experience for men who have UI is complex, multi-layered, and needs to be addressed as a matter of urgency.**

**It is interesting to note that more than half of the men surveyed have experienced some form of symptom associated with UI.**

**We also found that a significant number of men from 18-25 have experienced UI, dispelling the myth that this is a condition only affecting older men.**

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The experience of being incontinent becomes further compounded by the numerous challenges that men face every single time they leave home and they need to use a public toilet.

Many male washrooms do not offer incontinence bins, leaving men unable to find a suitable place to dispose of their incontinence products in a hygienic and safe way. Some are forced to carry their used products around with them or ask partners to put used products in their handbags, adding to their embarrassment, shame and anxiety.

Some use disabled toilets – even if they are not disabled – or flush them down toilets because they feel they have no other choice, which is not only detrimental to the environment but could also block the toilets.

As a result, too many men are feeling anxious and depressed, not only about their condition but about going out in public, having to use poor public facilities and running out of products while on the go.

In a modern society, this is frankly unacceptable. Men deserve to be treated with dignity. A solution needs to be provided.

# OUR RECOMMENDATIONS

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We provide a number of recommendations that you can take to your employer, councillor or MP to raise awareness about, or to take further action on.

1. It is clear that legislation needs to be passed to legalise the minimum provision of incontinence bins in male toilets.
2. We need to accept that providing bins in disabled toilets is not a solution – separate provision needs to be made for men in male toilets.
3. The environmental impact of flushing products down toilets coupled with the cost of unblocking toilets/sewers needs to be considered.
4. It is important to recognise that younger men also experience UI and so offering support, guidance and provision for them when they go out is crucial.
5. The impact on mental health and that men are feeling anxious, depressed and isolated needs to be considered and as a consequence mental health support for men should be offered to recognise and address this.

# THE PARTNERS PERSPECTIVE



Our research of 251 partners (212 of whom are female), demonstrated the true extent of the impact of male UI and that it is not limited to men with incontinence. There's an impact on their partners – both practically and emotionally.

Partners are tasked with having to dispose of used products when their partner cannot find a bin – with almost a **third (30%)** having thrown them away in the ladies' toilets.

Partners also state that they feel embarrassed about the lack of facilities **(45%)** and worried for their partner's welfare.

**51%**

Felt the majority of partners felt upset about the lack of awareness about the condition

**1 IN 3**

**(30%)** are concerned about the embarrassment their partner feels and the effect on their partner's mental health

**62%**

Of partners felt confident about speaking to their other half about the issue

**85%**

A significant number stated that they would value support and advice



# OUR RECOMMENDATIONS

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It is clear that women play a role in supporting the men in their lives.

We would recommend that information about incontinence is shared to women, particularly in places where women frequent, eg: hairdressers, salons, GP surgeries, gyms, etc.

- To ease the pressure on partners supporting men with incontinence, and to ensure they are not forced to handle sanitary waste, we must ensure an adequate provision of male incontinence bins in public facilities.
- We also note that **85%** of partners would value support and advice on how to speak to their partner about his incontinence, and so we must ensure that factual and supportive information on the condition is developed and made readily available.

A photograph of a group of people sitting in a room, possibly a meeting or a workshop. In the foreground, a man with a grey beard and short grey hair, wearing a light brown button-down shirt, is seated and looking off to the side with a thoughtful expression. His arms are crossed. Behind him, another man with a beard is also looking in the same direction. Further back, a woman is visible, and on the right side of the frame, the back of a person's head and shoulders are visible. The background is slightly blurred, showing a window with a grid pattern. The overall lighting is soft and natural.

# TIME TO TALK

It's a stereotype that men don't like to talk about their problems and are reluctant to open up about their feelings, especially over their health or matters that are deeply personal or embarrassing.



## We asked – does this stereotype still hold true, or does it hold men back from speaking up? Or are men starting to talk more?

Around a third (**34%**) find the stereotype 'worrying' and 'unhelpful' (24%), saying more awareness and openness is needed. The men we spoke to on a one to one basis alongside this research agreed.

However, our findings found that most of the 2,000 men polled (**73%**) agree with the stereotype that 'men don't like to talk about their health issues'. Interestingly, that figure plummets for boys aged under 18 (**13%**) suggesting that younger generations may be more inclined to share their fears and worries.

Despite this figure, there is still some way to go, with only one in three men (**34%**) saying that they would discuss UI with their family.

One of the only other subjects that they would be less willing to discuss were erectile dysfunction, which is also a side effect of prostate cancer treatment.

When it came to who men would talk to, they reported that they felt most at ease discussing the issue with:

**75%**

Their GP

**43%**

Their partner

**23%**

Not comfortable with either

**ALMOST**  
**8 IN 10**

(**79%**) would be likely to consult with their doctor for advice and support.





# OUR RECOMMENDATIONS

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It is clear that men want to talk about their experience of incontinence and have identified that the two main contacts would be with their GP and with their partners.

1. We would therefore recommend that GPs become more aware of the prevalence of incontinence and understand the needs of a many men who will be attending their surgery for their health needs.
2. Education within primary care and a recognition that this may be a difficult subject for men to bring up with their GP and so taking a proactive approach would be of benefit.
3. The importance of the role of partners should also be recognised and support tools provided so that they can sensitively and confidently talk about incontinence with their partners.
4. It is also important to start dispelling the myth that men don't want to talk about their health and that men are clearly keen to do this and need a safe space to do this.
5. Healthcare settings can help support these conversations, by creating safe spaces and recognise the needs of their male population.



# THE CALL FOR ACTION

The survey also asked men about access to incontinence products in male toilets. A resounding 69% of men experiencing UI would like to see free incontinence products provided in public toilets.





Men were also keen to see Government legislation put in place, ensuring that adequate facilities are provided in male toilets (40%), and more the provision of male incontinence bins (38%).

In terms of what else men were looking for alongside practical support, those polled said they would:

**37%**

Welcome increased public awareness of the condition

**35%**

More openness in discussing the issue

**34%**

Increased funding for scientific research into treatments and a cure

For the hospitality industry, recovering from the economic impact of the pandemic, the following insight will be massively insightful, as the business case for providing facilities is compelling. The survey found that nearly

**7 IN 10 MEN  
WITH THE CONDITION**

stated that they would be more likely to use a restaurant or business if they knew it was supporting a scheme for the provision of male incontinence bins or incontinence products in washrooms.

We can assume that some of these men will be accompanied by friends, family members, children – all of whom will spend money whilst at the establishment. Thus making it a sound business decision to invest in the provision of male incontinence bins due to the return on investment.



# OUR RECOMMENDATIONS

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**It is clear that investing in provision for men who experience incontinence would make business sense.**

For those in the hospitality industry we would recommend the provision of incontinence products in public washrooms and the provision of male hygiene bins, attracting and retaining a new customer base.

- For those outside of this industry, the argument is still compelling, by providing men with the support, provision of incontinence products and male incontinence bins, public washroom providers will be doing the right thing by accommodating the needs of incontinent men.
- Investment needs to be made into research and development (R&D) as it clear that there is limited research in this area. Men are keen for R&D to find a treatment and potential cure for incontinence, helping to significantly change the quality of lives for men and women.

# PROVIDING THE SOLUTION: PHS GROUP IS A LEADER IN WASHROOM HYGIENE.

We have been steadfast in our commitment to recognising women's issues causing adversity, tackling period inequality and raising awareness about the barriers to education for girls and women caused by a lack of access to period products. Now, we want to bring down the barriers for incontinent men.





**WE WANT TO**

# LEAD THE WAY

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Helping to normalise the problem so that nobody feels too embarrassed or ashamed to talk about it.

It's time for no more tiptoeing around this issue and for no man to suffer with their mental health, physical health and feeling isolated.





## HELPING MEN LIVE WELL

Our partnership with Prostate Cancer UK demonstrates our commitment to helping men experiencing incontinence associated with their prostate cancer treatment.

Furthermore, we have donated to our charity partner, to help fund the research and development of a much-needed prostate cancer screening programme.

Our research into male UI puts a subject not often talked about under the microscope, drawing attention to the issues, and starting a conversation that we would like to see leading to action.

It is clear that these discussions need to happen now, for this to gain momentum and for it to be followed by robust measures to help support the multi faceted and complex needs of incontinent men.

**It is time for men to be afforded the human right to dispose of their incontinence products safely, hygienically and with dignity in a male toilet and not be forced to:**

- Use a disabled toilet
- Ask a female partner to dispose of it in their toilets
- Or carry their pads around with them until they find a suitable bin in public or at home

**phs** Group has 60 years of experience in commercial sanitary waste management services and are clear leaders in this field.

This experience has resulted in designing **innovative waste bins to suit all washrooms and cubicle sizes**, providing trained technicians to undertake a discreet delivery and collection service, and delivering environmentally-friendly, sustainable solutions for the disposal of clinical waste away from landfill.

**phs** Group has been steadfast in its commitment to causes that make a difference and create positive change. This has been exemplified by its campaign to tackle period inequality and raise awareness about the barriers to education for girls and women caused by a lack of access to sanitary products.

As a result of this, **phs** Group is uniquely positioned to create impact and make a positive difference to the health and well-being of men with this condition as well as to the lives of their partners and loved ones.

**DISCREET.**

**DIGNIFIED.**

**DISPOSAL.**

**DESIGNED  
FOR MEN.**

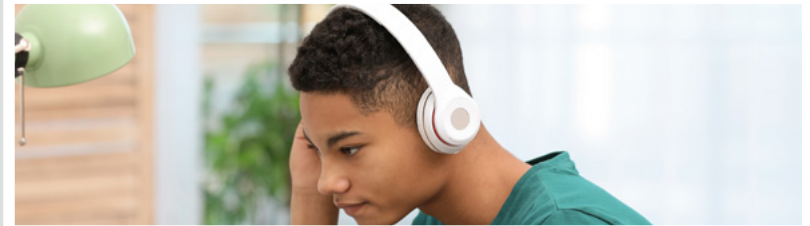


With a network of 120,000 customers in 300,000 locations across the UK, its network can make an immensely valuable contribution.

**phs Group wants to ensure that men have access to male incontinence bins throughout the UK.**

It is determined to ensure that no man feels anxious about leaving his home, no man has to worry about how he is going to dispose of his incontinence pad while he is out, either at work or enjoying a social activity, and no man has to experience the indignity of having to carry a used pad in their bag or to ask their partner to carry it.

It really is time to bin this taboo, systematically remove the barriers that incontinent men experience on a daily basis and provide new solutions in doing so.





**MEN**

**SUPPORTING  
THE CAMPAIGN**

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## CASE STUDY

**“EVERY EVENTUALITY IS A  
DIFFICULT ONE, BUT I WANT TO  
SPEAK UP ABOUT THIS TO TRY AND  
HELP SOMEONE ELSE’S JOURNEY.”**

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Dundonald’s Mervyn Bryans believes  
businesses can make a difference

**Mervyn Bryans, 68, is a former civil servant and lives in Dundonald. He was diagnosed with prostate cancer at the age of 57.**

"I had grown up knowing that cancer was in the family. I remember visiting my grandfather in hospital when I was 17 and him telling me that he had a waterworks problem. That was his way of dealing with it and the way that it was dealt with then, almost 50 years ago. Shortly after that he passed away.

In my case, like many others, I'm going to have difficulty for the remainder of my life with incontinence, simply because of the extent of what has been removed; my prostate and some of my bladder too.

The experience has been a learning curve. If you are going out or on the bus or traveling it can mean you're more likely to leak due to the motion of the journey. You can't do anything about it, so you have to use either a shield that fits in the front or you have a pad depending on the volume or degree of incontinence."

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**"THE DISPOSAL OF PADS ISN'T CONSIDERED."**

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"You may have to change pads, carry pads, keep your pads to dispose of them at home. So depending on the size of the pad and where you are on your incontinence journey, you can end up carrying quite a big bag if you're out for the night. As a man it seems strange to people that you carry a bag and I've had people say 'What's in your man bag and why are you taking it to the toilet with you?' because they have no awareness of this as an issue.

At the golf club I go to, there is a disabled toilet. I know if anybody sees me coming out of the disabled toilet they will go 'What's wrong with you? What are you doing in there?'. I don't like using it because somebody in a wheelchair might need to use it."

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**"IF THERE WERE INCONTINENCE BINS AVAILABLE IN AN ORDINARY TOILET YOU COULD DEAL WITH IT IN A PROPER MANNER."**

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"It can also make you feel self-conscious. Waste bins are in the communal area of a bathroom, so if you walk out with a pad in your hand, no matter what, everybody looks at you as if to say 'What have you got, what did you put in that bin?' If there were bins in cubicles you could dispose of the items discreetly."



"There also need to be better access to obtain pads too. If you run out, you can't just buy these new incontinence pads anywhere. I still work part time, and if for example I go somewhere, I always have to plan ahead. I have to know where a toilet will be. If it's an hour's drive, I have to make sure I don't drink too much tea beforehand. I have to plan ahead so that I know I have enough pads with me. All of those things, take an effect, they take their toll.

I was on a flight in London that was delayed until the next morning because of the weather. I knew I couldn't survive with the pads that I had numbers-wise, because I had only brought enough for the day, as I was scheduled to come back that evening on the 8pm flight."

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**"BY 9PM THE FLIGHTS HAD STOPPED AND I HAD TO GO TO THE SUPERMARKET TO BUY BABIES' NAPPIES AND CUT THEM TO HELP ME THROUGH THE NIGHT UNTIL I GOT HOME THE NEXT DAY."**

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"Every eventuality is a difficult one but the alternative isn't great. It's annoying, it's a discomfort, it's something that you have to plot and plan on a daily basis.

But, I would like to be here and have more time and I want to do things and in order to do them, I have to go through all of this. I just wish it could be made easier.

At the end of the day, it's my journey and we all have a journey to take. It would be lovely to have somewhere where I know that I can go and get pads and I can dispose of them properly, instead of carrying a doggy bag and different things with me to try and make it as hygienic as possible for me and anybody else cleaning up after me."

**Mervyn is now a volunteer with Prostate Cancer UK's Northern Ireland Hub. The Hub is active in raising awareness through talks with Health Trusts, construction companies and community groups, and members regularly assist with fundraising events in major cities like Belfast and across the country.**

"I want to speak up about this to try and help someone else's journey. I don't see any light at the end of the tunnel from the perspective of my experience, except the fact that there could be an easier way of disposing of incontinence pads. If there were easier ways of purchasing or obtaining pads too, that would be a bonus.

Businesses may think it's a very minor thing and not many people would use incontinence bins. In Northern Ireland there are more than 12,000 men who are living with and after prostate cancer to varying degrees and a proportion of those need to use pads, it's not a small amount of men and it could make a huge difference"



## CASE STUDY

# **“MEN WITH INCONTINENCE.. ARE EMBARRASSED, STRESSED AND ISOLATED”**

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Conwy's Raymond Starr calls for  
more awareness and incontinence  
bin facilities for men

Raymond Starr, 67, is a retired public servant from Conwy in north Wales. He was diagnosed with prostate cancer in 2017, and had his prostate removed, which has left him with incontinence issues.

"The problem with men and incontinence, well, you can put down to three initials, E, S and I, which is they are embarrassed, stressed and isolated.

Incontinence can build anxiety and can cause depression. People get embarrassed, so they become isolated and start thinking that they can't go out and deal with the wet pad and the struggle to dispose of it, so they stay in. It does actually restrict a lot of men and men won't talk about it."

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**"AS THE PADS CAN BE QUITE BULKY, YOU DON'T FEEL CONFIDENT ENOUGH TO GO OUT. WHEN I CAME OUT OF SURGERY, I WAS JUST LIKE A TAP LEAKING AND GOING THROUGH PADS WITHIN MINUTES."**

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"Every single man will have some sort of leakage after their treatment for prostate cancer, there's no ifs or butts about that.

"Even one drop of urine can be enough for somebody not to go out if they can't deal with the thought of changing the pad in public. It's alright taking it off, but it's the actual disposal that is the problem. Do you carry it out and throw it into a litter bin?

You can't flush it down the toilet. Some people try to flush it down the toilet in facilities, because they don't want to take it back out with them from the washroom."

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**"YOU CAN'T KEEP ON A WET PAD, BECAUSE IT'S UNCOMFORTABLE AND IT IRRITATES THE SKIN, OR THEY BEGIN TO SMELL."**

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"I had terrible problems at the beginning and it's difficult to look ahead. Every time I got up, or coughed, or stretched, there was some sort of flow or leakage. The pads are uncomfortable. You feel so low having the pad and you can't get rid of it. You can change it, but you can't get rid of it.

So it does put a lot of people off from actually doing things; from going shopping, going for food or even seeing friends and family. Not everybody wants to go into a disabled toilet to change because that's another stigma and an issue there. It's not a disability, we just need a proper bin."



"My experience now is extremely good. I don't wear pads anymore. I do get leakage every now and again. One drop of urine in my underpants when I am out is better than not being here. Pelvic floor exercises helped me greatly, but it didn't happen overnight.

For me it took around 12 months for me to see improvements. If someone can't do what they want to do because of wearing these pads and being scared to change them in public, it's quite a slice of your life. It becomes a bigger issue the more it goes on too – the more nervous you become, the more used to staying in."

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**"IT'S SO IMPORTANT THAT PROPER DISPOSAL BINS ARE IN PLACE SO WE DON'T BECOME SO ISOLATED."**

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"If there was a way we could all be more open about things and get over the initial embarrassment of wearing a pad, coupled with there being somewhere you can dispose of the pads and get rid of them, I'm sure that would alleviate a lot stresses and help men get back out there. That is why I am supporting the Dispose with Dignity campaign from Prostate Cancer UK and phs Group.

Men will not talk about it because they feel it's degrading but it's just a potential side effect of having a radical prostatectomy, it's a part of the treatment that saved your life.

I don't know what I can say to get thousands of institutions on board, but the advantage of a small cost to a business would be so advantageous to a group of people that are really in despair when that sort of thing happens."

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**"IT'S A VERY PERSONAL THING. IF YOU CUT YOUR FINGER, YOU'RE NOT WORRIED ABOUT PUTTING A PLASTER ON IT, BUT TO SPEAK ABOUT SOMETHING LIKE INCONTINENCE, IT'S A NO-GO AREA. BUT IF WE HAD BINS, AND MORE VISIBILITY, MAYBE THAT COULD CHANGE."**

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## CASE STUDY

**“I USED TO TRY  
AND MAKE EXCUSES  
NOT TO GO OUT”**

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Dungannon's Frank McNally says men would have the confidence to leave the house if there were male incontinence bins available

**Frank McNally is 65 years old, is a part time civil servant, and lives in Dungannon in County Tyrone with his wife Maura. He was diagnosed with prostate cancer at 50 years old in April 2008.**

"As you can imagine, having just turned 50, I was totally devastated. It all happened very quickly. The prostate was removed in June 2008 and I haven't required any further treatment since then, thankfully.

The three things that always stuck in my mind as being hardest to get over was first; being told you have cancer. The second was having to tell my children and thirdly was the side effects of the treatment, trying to deal with the side effects was tough, really tough."

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**"I WAS TOLD PRIOR TO THE SURGERY, WHAT THE SIDE EFFECTS WOULD BE, BUT I WASN'T EXPECTING THE INCONTINENCE TO BE AS BAD AS IT WAS."**

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"When the catheter was removed, I remember for about the first four or five weeks I was having to wear a large nappy type of incontinence pad and having to get changed three or four times a day. I just couldn't see any end to it.

Thankfully, with help from the incontinence nurse, and over time the symptoms did ease. However, I still wear a pad now, albeit a much smaller and more discrete pad, and I cannot go about my daily life without wearing a pad.

Once the catheter was removed I was reluctant to go anywhere, I was too anxious and self-conscious about wearing a pad. The first real outing for me was my step-daughter's wedding in August 2008. It was a great occasion, but it was a big deal for me, to go out. Then gradually I started going out, going to the doctor's, going for walks in the park, sitting in the garden. Just gently building up my confidence again, but all the while conscious that I didn't want to go too far in case there was a major issue.

In the early days, if I went anywhere, the first place I checked out were the toilets, because I knew I probably had to change the pad more often than I do now, so I wanted to know what I was working with."

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**"I WOULD GO INTO A CUBICLE AND I USED TO THINK TO MYSELF 'WHAT AM I GOING TO DO WITH THIS PAD?'"**

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"A number of times I folded it up, put toilet roll round it and put it in my pocket and left, because there were no bins there to safely dispose of it. I didn't want to use the general waste bins that are available as I didn't think it would be hygienic.

When I used to play golf, I remember coming off the golf course to get changed and there were no facilities in the toilets. What do you decide to do in those situations? Do I just put it in my pocket, as usual, but then if you were going into the clubhouse having a used pad in your pocket wouldn't be right, do you put it in a golf bag, do I go home?"

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**"THERE NEEDS TO BE A SPECIFIC BIN SO YOU CAN DISPOSE OF THESE PADS PROPERLY."**

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"I would definitely visit businesses or venues etc that provided incontinence bins more often. I'm also looking forward to the possibility of vending machines being available in male toilets for pads too, which would be tremendous. When I go out or go to a social occasion I always take an extra pad or two with me. There's been nothing for men like me for so long and it would be so beneficial and less stressful to be able to purchase these on site.

Now if I forget to bring a pad, I have to go to the nearest chemist to buy a packet, which is not always convenient, then go back to the toilet and change whereas if you knew there was vending facilities and bins, it would be so much more beneficial.

I would say my incontinence started to improve after about a year, and while I still have to wear a pad, it's not an issue for me anymore. I wear a pad daily, but I run, I have completed two Great North Run half marathons, take part in 10k runs, take part in my weekly 5km Parkrun and go to the gym twice a week. I'm signed up to do the London Landmarks Half Marathon, in April 2023 for Prostate Cancer UK."

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**"ONCE THE CONFIDENCE CAME BACK, I WAS DETERMINED, AND THOUGHT TO MYSELF 'FRANK, YOU'VE GOT A SECOND CHANCE HERE'. SO, I GOT MYSELF INTO SHAPE AND FORGOT ABOUT IT."**

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**Frank is now an active volunteer with Prostate Cancer UK, and has taken on the position of Coordinator for the charity's Northern Ireland Hub. He works with his team to raise awareness of the most common cancer in men, and to raise funds for lifesaving prostate cancer treatment.**

"Men don't want to talk about subjects like incontinence, but the more people start talking about it the less we will feel inhibited by the subject itself. We are doing a great job of raising awareness of prostate cancer, but there's still a job to be done in terms of being open about the side effects of the disease.

It just takes someone to stand up and start talking and men will generally want to join in. I always talk about my incontinence when volunteering for Prostate Cancer UK, especially when delivering awareness talks.

Hopefully, the younger generation coming through will be different to our generation, because in my day, my father and grandfather, would not have entertained speaking openly like this, it was total taboo."

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**"IT NEEDS TO CHANGE, BECAUSE  
HAVING THAT CONVERSATION  
ABOUT PROSTATE CANCER AND  
SIDE EFFECTS COULD HELP SAVE  
YOUR LIFE."**

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**PROSTATE  
CANCER UK**



Group

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**HELPING MEN LIVE WELL**

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## CASE STUDY

**“I WAS EMBARRASSED LEAVING  
MY INCONTINENCE PADS IN A HOTEL  
FOR **CLEANERS TO FIND THEM**”**

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Professor and orthopaedic surgeon Bill Ribbans  
calls for men to be able to dispose of incontinence  
products with dignity



**Professor Bill Ribbans, 68, from Great Houghton in Northamptonshire is a consultant orthopaedic surgeon and professor of sports medicine. He works at The County Clinic, Northampton. He was diagnosed with prostate cancer in May 2018, and suffered from UI while recovering from surgery to remove his prostate. He said:**

"By now, I'm managing well, though the first month or two is a real shock.

Being a doctor, I was more prepared than I am sure many patients are, as I did so much independent research into post-surgery incontinence, so had an idea what was coming".

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**"REGARDLESS, THOSE TIMES WERE TOUGH AND YOU DO THINK TO YOURSELF AM I EVER GOING TO GET OVER IT?"**

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"In my research I learned that some are continent from the word go, and then others will never regain continence. The first couple of months are generally quite tough for the majority of people. Afterwards it depends on how lucky you get. There's a huge range of experience when it comes to incontinence, and so much patience is needed.

Most men go through that first phase when the catheter comes out of having to wear a substantial pad and you go through these pads extremely quickly. For me, it gradually reduced over time."

**Four weeks after surgery he went to the Lake District to walk with his wife, who is a nurse. He said:**

"We couldn't find places to put my incontinence pads. I remember putting them in a black plastic bag and bringing them home. I felt too embarrassed about leaving them in the hotel. I didn't want the cleaners to find them in the open waste paper bin."

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**"I WAS REALLY EMBARRASSED ABOUT LEAVING THEM, THERE SHOULD BE FACILITIES AVAILABLE TO MEN LIKE US."**

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"Obviously, you are okay at home, you're able to dispose of things discreetly, but it's completely different when you're out and about. We need bins in the cubical itself. If I'm at the rugby club on a Saturday I wouldn't want to come out into the open area with my pad to dispose of it openly."

Bill is keen to start the conversation on male incontinence on a wider basis, to lend support to others and campaign for providing bins in men's cubicles as standard.

"Undoubtedly retaining control of incontinence is the biggest challenge post surgery. In those early weeks, there were quite depressing times, then things start to improve and you feel better. I am aware that for some men, they don't improve, and that is really difficult to manage. There needs to be better provision for men needing to change their pads."

Bill has been lucky, and after completing his post surgery physio regularly, his social life is only marginally affected by "waterworks worries." He said:

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**"I HAVE LEARNT THAT I CAN'T DRINK SIX PINTS OF BEER AND DANCE ALL NIGHT LIKE I USED TO. BUT, I AM ALIVE AND I'VE SURVIVED PROSTATE CANCER AND 99.9% OF LIFE IS NORMAL. I AM EXTREMELY GRATEFUL FOR THAT."**

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## CASE STUDY

**“ONE OF THE BIGGEST  
BARRIERS IS MEN **NOT**  
**TALKING ABOUT IT.**”**

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Petersfield's Jonathon Hall believes  
talking openly is the key to men's healing



**In August 2020, aged 59, Jonathon Hall was diagnosed with prostate cancer and decided to share an honest and comical account of his journey across social media. This included details about his diagnosis, and also the side effects of the treatment, which for him, include UI.**

"I had a call saying my PSA levels were high and it turned out I had prostate cancer.

I did a lot of research and went in there knowing what the outcome was going to be in terms of the side effects of treatment and the incontinence that would follow.

Because of my research and resources like Prostate Cancer UK's health information web pages, I was very well equipped with knowledge, and I believe that's the reason that I felt like I could talk about what I was experiencing. I really believe a problem shared is a problem halved, so for me it was very important to get talking.

This struck a chord with people – I think it was my no holds barred description of my lot that people gravitated towards. Impotence. Infertility. Incontinence. No one had spoken about these things in relation to prostate cancer publicly quite like this before. These three things alone is probably why men don't talk about Prostate Cancer.

One of the biggest barriers is men not talking about what they're experiencing, especially in terms of incontinence.

Women are better at talking about more sensitive subjects, but men don't always have the tools to talk. The inability to share is almost like a hidden disability. Eventually when we do talk about things; the relief, it's incredible."

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**"THERE HAS TO BE A BIGGER AND MORE OPEN DISCUSSION ABOUT THE ISSUES WE ARE FACING."**

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"The day of my surgery, I had a bag stuck to me. I left hospital the next day and it was then that I really started to learn about all the practical implications of incontinence.

As far as the incontinence is concerned, I am battling with it. I keep forgetting to do my exercises. After my first surgery, I was on a mission and had a finite goal: To have the operation, get through it, get continent and then move on. That all worked very well but then I had the setback of a second round of treatment and that has been emotionally draining."

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**"IT FELT LIKE GOING BACK TO SQUARE ONE ON CERTAIN ELEMENTS INCLUDING THE INCONTINENCE."**

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"I now have to relearn what I learnt again and it's not as easy as before. I have to wear a pad and if I stress myself or laugh, I can feel it. I have got out of the routine of doing what I was doing to help me get to the stage of near continence. I am now battling with that part of the journey.

I have also made myself busy with everything else and getting back to real life, which leaves me less time to get busy with sorting out the incontinence and so it all feels quite hard. When you're going through all of this stress and trying to get on with your life, it's extra stressful when there are no facilities for you to change your pads.

In the first stages of experiencing incontinence, it was unbelievable to me that there were no facilities, but it was also something that I had never thought about before."

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**"I OFTEN HAVE TO USE A DISABLED TOILET AND INCONTINENCE IS NOT A DISABILITY AND I DO NOT REQUIRE A DISABLED TOILET."**

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"I went into a major coffee shop chain last weekend and there were no facilities in there at all. Not a single bin of any kind – it's unbelievable. I had to change my incontinence pad, and put it in the bin in the middle of the coffee shop where everyone is also placing their sandwich wrappers or napkins.

I felt dreadful but had no other option. It's not fair on the staff, the customers or me and it's not sanitary."

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**"THE GOVERNMENT HAS TO HEAR ABOUT OUR EXPERIENCES AND TAKE ACTION. PROVIDING MALE INCONTINENCE BINS SHOULD BE MANDATORY."**

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Jonathan is an outspoken campaigner on the issue of male incontinence, and works closely with the All-party Parliamentary Group for Bowel and Bladder Continence Care to push for legislative changes.

# **PARTNERS SUPPORTING THE CAMPAIGN**

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# **WHY IS MOTO SUPPORTING DISPOSE WITH DIGNITY?**

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## Moto is proud to be the first MSA to have phs Group's new male incontinence bins.

As the largest UK Motorway Services Operator, Moto are continuing their mission to transform the UK's rest stop experience and help customers feel as comfortable as possible, whatever their circumstances.

Motorway services restrooms can be very busy so helping users discreetly dispose of their incontinence waste products, whichever restroom they're in, should be a priority.

Providing a safe space for dignified disposal will help break the taboo surrounding male incontinence issues and raise awareness of a problem that affects so many people in the UK. Whilst customer requests for sanitary product disposal in male restrooms have been limited, Moto recognises that men can sometimes be afraid of speaking up or are more likely to just accept that's the way things are.



### Nick Tatum, Chief Customer Officer at Moto, said:

*"Moto strive to provide a service that is inclusive of all and our partnership with phs Group will help us to achieve this."*

*"We want the very best for all of our customers and want to provide them with the dignity they deserve."*

*"We're also incredibly proud of our colleagues and their commitment to providing an outstanding service, with zero tolerance for discrimination, to all of our customers."*



# **WHY ARE GARIC PARTNERING WITH PHS GROUP**

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## Neil Page - Sales Director at Garic, discusses why Garic are partnering with phs.

We are passionate about what we do and how we treat people. We value our colleagues, customers and suppliers, and we believe that every aspect of their experience with us is important.

At Garic we've been going on a similar journey to that of most of our customers - working hard to increase the diversity of our business. That said we still have a male dominant workforce and the stats tell us Incontinence is likely to be affecting many members of our team.

The well-being and care of our teams is of utmost importance to us. **phs'** research has given us the confidence to provide these facilities to our own teams and to our customers, and as such, know that we will help reduce the anxiety created by this often taboo subject.



*"At Garic, one of our company values is 'do the right thing' and this culminates in us working with and supporting lots of different charities and our communities that we work in.*

*We were blown away by the careful and considered approach **phs** has taken to this initiative and we're really excited to be working in an exclusive construction partnership to support both our own colleagues and our customers."*

When you're coming to work, you want to feel supported, looked after, and that your employer has your best interests at heart.

So that's why it's important for us to provide dignity to those who need it, in a discreet way, behind the cubicle door in private.

Where you work should feel like a safe place and whatever we can do as a business to reduce stress and anxiety to our colleagues and customers that makes their working day better, we're all in.

With Garic being a market leading sustainable welfare provider to many major infrastructure projects around the UK, it has been vital for us to agree a working partnership with **phs** Group to bring this great initiative to market in collaboration with our products.

**“WE’RE REALLY EXCITED  
THIS INITIATIVE WILL  
BE ROLLED OUT AS A  
SERVICE TO ALL OF OUR  
CUSTOMERS SO THEY  
TOO CAN SUPPORT THEIR  
OWN COLLEAGUES.”**



**PROSTATE  
CANCER UK**



**Group**

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**HELPING MEN LIVE WELL**

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[www.phs.co.uk/maleincontinence](http://www.phs.co.uk/maleincontinence)