



HELPING MEN LIVE WELL

Raising the
BOG STANDARD
for men with living
with incontinence to
dispose with dignity.

by Prostate Cancer UK & **phs** Group



A man with a beard and glasses, wearing a blue shirt, is shown in profile from the side, washing his hands in a public restroom sink. The background is a dimly lit public restroom with a urinal and a mirror. The text is overlaid on the image.

For men living
with incontinence,
**the washroom should
be a safe space.**

The **BOG STANDARD Charter** is an initiative led by Prostate Cancer UK and **phs** Group. It builds on the **Dispose with Dignity** campaign to give every man who experiences urinary incontinence (UI) - including lots of men who have had prostate cancer treatment - the support, facilities and access to products needed that will enable them to go about their daily lives with confidence.

We want men with incontinence to feel confident and supported wherever they are, whether that be at work, at the gym, pub with friends or out and about. **Because the 1 in 8 men being diagnosed with prostate cancer in their lifetime might be your father, son, friend, or one day, you.**



NEW RESEARCH:

Missed moments and 'utter exhaustion'

Each and every day, hundreds of thousands of men are missing moments. Moments in their day-to-day activities, moments with their family and friends, moments that are life-changing.

For one simple reason: men experiencing UI as a side-effect of prostate cancer treatment are, reluctantly, choosing to play it safe as a result of the exhaustion of having to constantly plan around access to washroom and male incontinence bins.

No football matches, celebratory events or enjoying a pint at the pub. Gym, sports and social club memberships cancelled. School runs, parents' evenings and job interviews abandoned.

Worried about a woeful lack of incontinence facilities away from home, **men are avoiding the risk of being caught short and the challenge of finding a bin to dispose of their used products** hygienically and discreetly.

As a result, many opt to stay at home feeling anxious, depressed and suffering in silence while moments shared by family, friends and colleagues without them continue to slip by.



29%
of men
surveyed

said they missed
out on going
to the gym
because of their
incontinence

New research uncovers scale of the problem

Our latest research reveals that men are limiting their lives as a result of their incontinence and their mental health is severely affected.

Two-thirds of men



(66%) have said that they find the constant planning and organisation around ensuring adequate toilet and bin access 'utterly exhausting'.

Four in five men

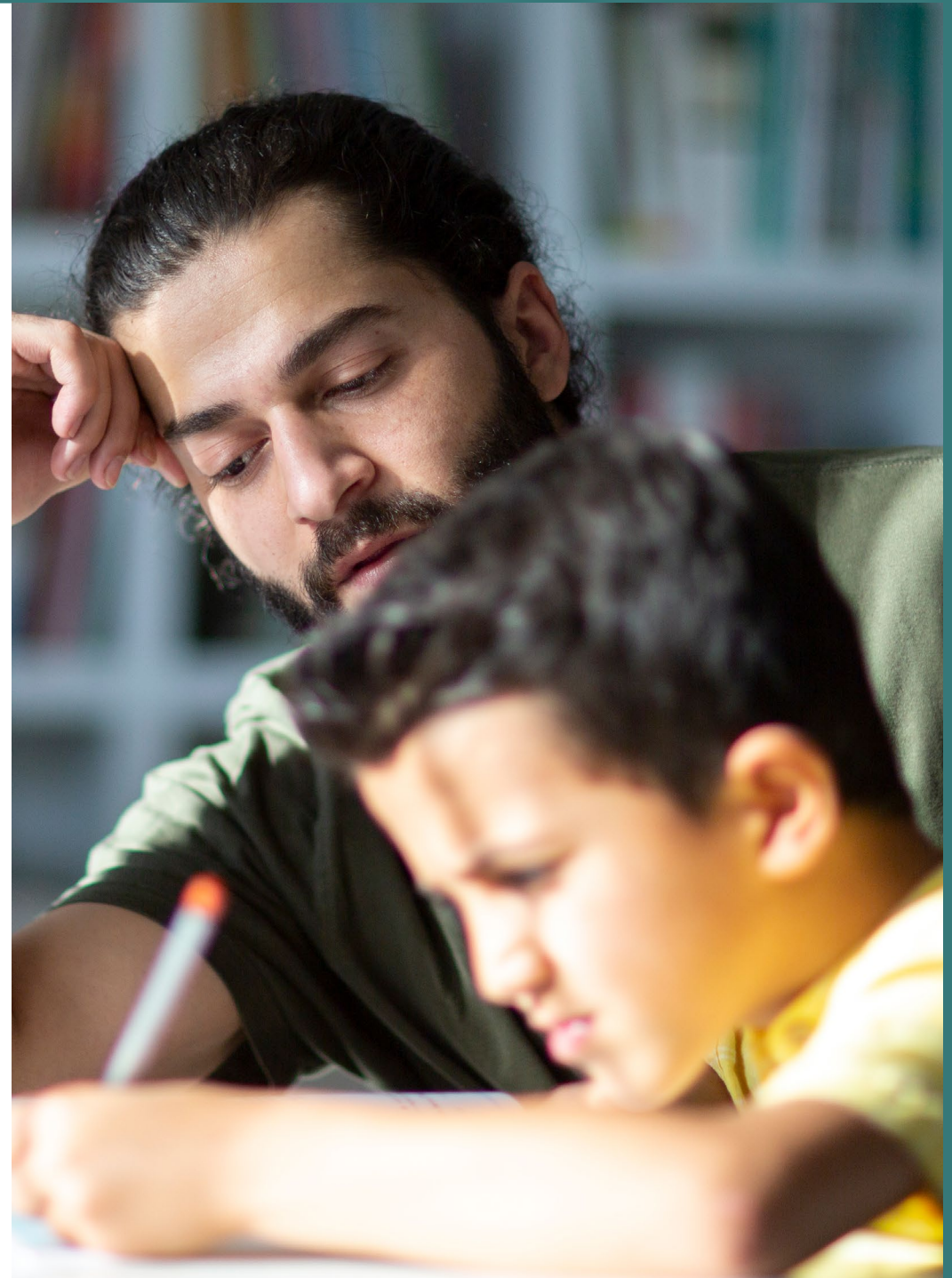


(79%) miss day-to-day activities due to their incontinence, and fears about leaking and not having access to bins and UI products, with social activities such as going out for food, meeting friends at the pub, watching live sports or the simple act of getting the weekly shop topping the list.





Heartbreakingly,
more than one in ten
have missed parents
evening (13%) and
almost two in five
have had to opt out
of taking their children
to school (17%).





Our study also showed that failing to support men with the right facilities is having an effect on the UK's workforce, with as high as **a quarter of men (25%)** saying that they have missed work as a direct result of incontinence.



Missed day-day activities due to incontinence

37%



Going out for food

36%



Going to the pub

34%



Going shopping

34%



Attending a live sports game

29%



Going to the gym

25%



Going to work

17%



Taking your children to school

13%



Attending parents evening

12%



Attending a worship service



Two-thirds of men have not been able to attend a major life event

with over a third (35%) missing birthday parties and just under a third (29%) dropping out of job interviews. Over a quarter (27%) have missed weddings and one in five (19%) have missed funerals. One in six (16%) have missed important exams as a result of their incontinence.





Events missed due to UI

27%



Weddings

35%



Birthday parties

19%



Funerals

29%



Job interviews

16%



Exams



Sadly, almost

three in four men

have had to opt out

of seeing friends and

family because of their

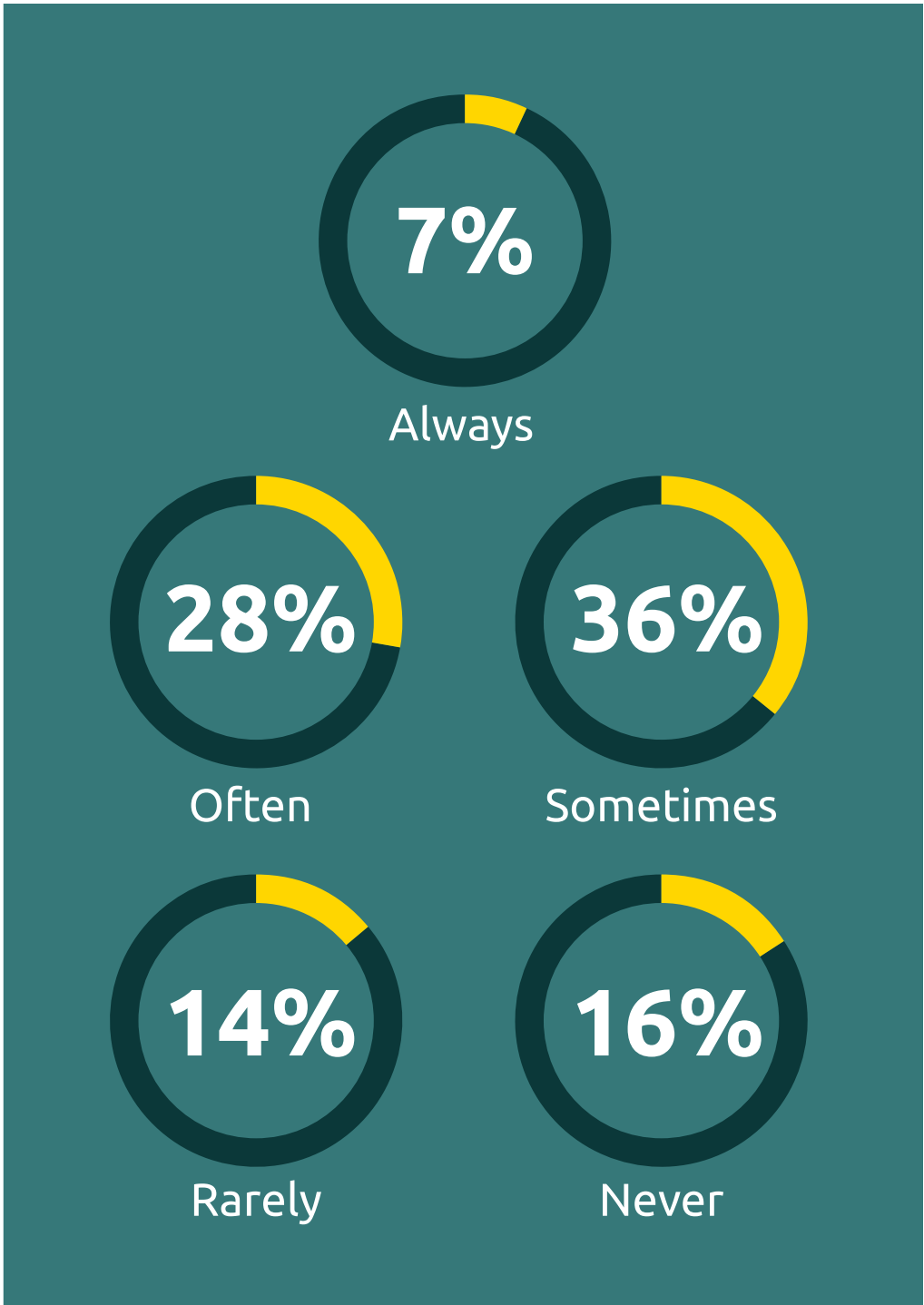
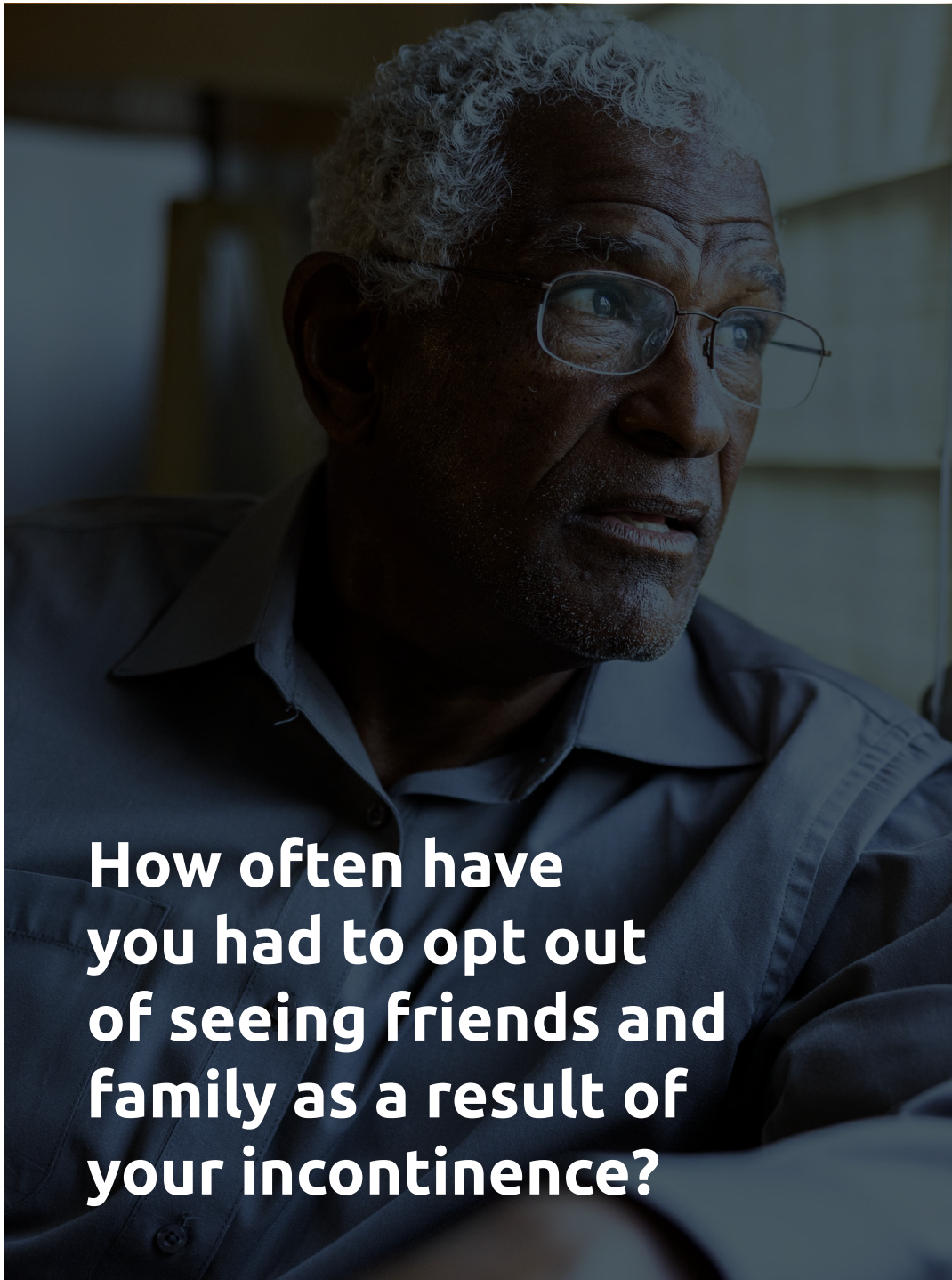
incontinence, while

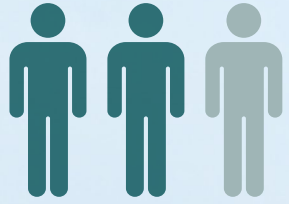
three in five (58%) said

that their mental health

had been affected.







Two-thirds of men

(66%) say that they turn down the opportunity of going anywhere new as a result of their incontinence, proving that men are limiting their lives as a result of the issues surrounding their incontinence.



Do you turn down opportunities to visit new places as a result of your incontinence?

23%

Yes, definitely

36%

Yes, to a degree

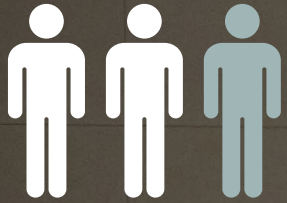
Do you feel as if missing out on moments like these has affected your mental health?

23%

Yes, definitely

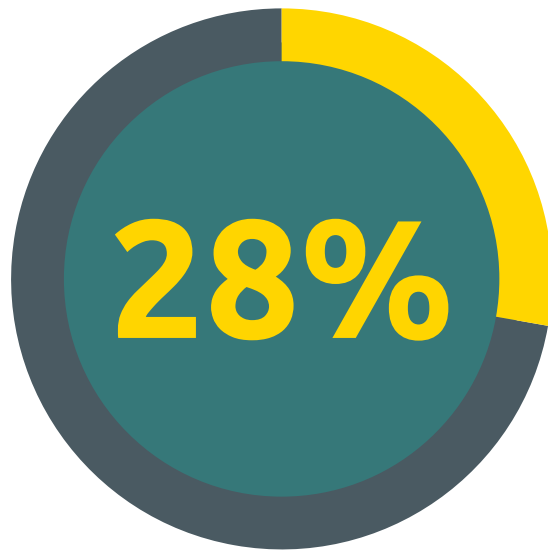
36%

Yes, to a degree

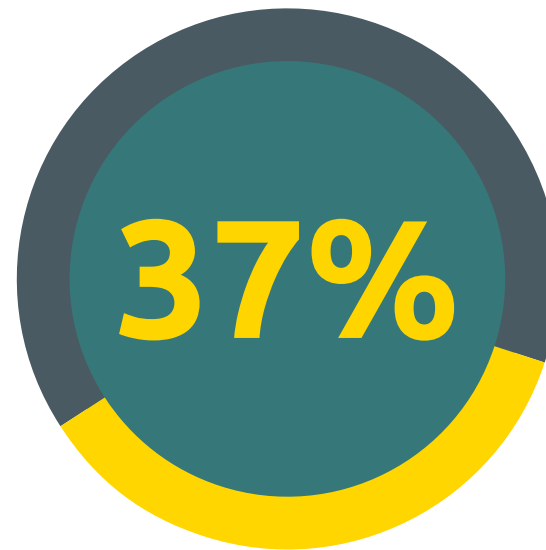


Our survey also highlights **two-thirds of men** [65%] feel their life would improve if incontinence bins and vending machines were provided in male washrooms.

Would the installation of male incontinence bins and vending machines with UI products in washrooms help you?



Yes, definitely



Yes, to a degree

The research was conducted by Censuswide with 250 UK Men who have experienced urinary incontinence (male incontinence) between 18/07/2024 - 22/07/2024. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.



Case Study

Peter Jones, 76, from Watford in Hertfordshire was diagnosed with prostate cancer in 2018 and had an operation to remove his prostate the same year.

The treatment was successful in removing the cancer but left him with incontinence.

“You wouldn’t expect a woman to carry her sanitary pads out into the street to find a bin, so why would you think it’s ok for men to do it?”

“My incontinence really affected me mentally. My confidence just went through the floor. I didn’t want to see anybody, I didn’t want to go out and I didn’t want anybody coming round.

“It wasn’t fair on my family and in the end I agreed to go out and my wife and I went to the theatre together. I had to go and change my pad in the toilet, but there was nowhere for me to put it. In the end I had to put the used pad in a carrier bag and put it back in my shoulder bag and put it under my seat during the second half.



“Every time I went somewhere it became so difficult in terms of what to do with the pad. Sometimes I would have to walk down the street with in it in a plastic bag and put it in a bin in the middle of the street.

“I missed out on so much, so many moments with friends and family. I used to be quite an outgoing guy.

“In the end I thought – I really don’t want to be doing this and I don’t want to go out anymore. I made excuses not to go anywhere and I got really depressed with it.

“If I could have changed my pad and binned the old one it would be something. But most of the time, you go to the loo and you come out with a carrier bag with a wet pad in it, and I just thought to myself, this isn’t the way that I want to live my life. I stopped playing golf, stopped seeing my friends and stopped people coming around.

“You wouldn’t expect a woman to carry her sanitary pads out into the street to find a bin, so why would you think it’s ok for men to do it?”



Case Study

Martin Wells, 70, is a former self employed professional, and lives in Burnley, Lancashire.

Martin was diagnosed with prostate cancer in 2007 and underwent surgery to remove his prostate.

“I feel I don’t want to go anywhere new.”

“I was diagnosed after I went to the GP to finally sort out a different unrelated issue.”

“People say to me, ‘oh you look so well Martin’, but nobody knows what’s going on in my mind; how much more pronounced my incontinence is, how I grapple with some of my day-to-day tasks because of it, and how I feel.”

“I have ADHD, and it can mean that I find it challenging to plan for the unexpected and there’s quite a few unexpected leaks and searching for toilets when you’re incontinent.

“Sometimes being a man can get in the way of being a man with prostate cancer. My bravado can cover things up, but living with incontinence can sometimes feel catastrophic.



“My partner is very spontaneous, and he will suggest a trip or an activity and might want to go at short notice – but I can’t manage that as I used to anymore. I have to plan carefully where I’ll be going and what shops, cafes or hotels are around, and will they have loos I can easily access? I think to myself - will they have a bin or not?”

“I want to look forward to a great time on a weekend away. I don’t want to worry about where to change my incontinence products and what I do with them after I’ve changed them. I don’t want to drop urine-soaked pads in the general waste bin in the toilet or out in public view. I just want to be able to change my products in the cubicle.

“If there were bins everywhere it would make my life so much easier. It would make life so much more joyful, because I wouldn’t be missing moments like spontaneous trips or short city breaks with my partner. I’m unable to be in the moment, and I feel I don’t want to go anywhere new.

“Living like this means living with low-level anxiety every day and perpetually anticipating stress.

“The frustrating thing is that it doesn’t have to be like this. If we have the right support and the right facilities around us – like sanitary bins in men’s loos.

“I expect there to be toilet paper in the loo, so why not a bin for my incontinence pads?”

WHAT IS

THE BOG STANDARD?

A hallmark of good practice.

The **BOG STANDARD** is a set of guidelines designed to educate organisations on providing essential support for men with incontinence. The standards are categorised into three tiers: Bronze, Silver, and Gold. Each tier represents a different level of commitment and support from organisations.



Bronze

The foundation tier of the **BOG STANDARD**. Installation of Male Incontinence Bins, specifically designed for the disposal of incontinence products. This ensures men have a basic, but essential facilities to dispose of their waste discreetly and hygienically.

Silver

This tier builds upon Bronze standard by offering an addition to incontinence waste bins, installing vending machines to provide incontinence products if men are caught short while on the go.

Gold

The highest tier of **BOG STANDARD**, Gold is awarded to organisations that achieve washroom greatness by raising the bog standard to a commitment to supporting initiatives that drive awareness about prostate cancer and UI.



HOW DO I KNOW WHICH BUSINESSES ARE **BOG STANDARD**?



Plaque

A visible plaque indicating the organisations' commitment to creating **BOG STANDARD** washrooms and the tier they have achieved (Bronze, Silver, or Gold) – to be placed in a reception area.



Tier Certificate

A certificate at the reception or main entrance, informing customers about their **BOG STANDARD** washrooms, what it entails and why it is important. This certificate will include details about the specific facilities available and the support offered by the organisation.



Window Sticker

A window sticker displaying the **BOG STANDARD** logo and the achieved tier. This sticker serves as an immediate visual cue to customers, signalling the organisations' dedication to supporting men with incontinence.



Cubicle Sticker

This cubicle sticker is a downloadable resource which can be placed on the front of cubicle doors, informing visitors that a bin is available in the cubicle.

DISPOSE

WITH DIGNITY

The **BOG STANDARD** ramps up our Dispose with Dignity campaign, which launched in February 2023 to remove the stigma around male incontinence, lobby the Government for changes in legislation, and provide men with the same access as women have to proper facilities for binning incontinence waste and accessing products in washrooms.

We published a white paper, **Male Incontinence – Dispose with Dignity**, to highlight the issue of male UI, its association with prostate cancer treatment, the impact on those who experience it, and a lack of awareness about the problem among the general population.

Urinary incontinence can be one of the side-effects of treatment for prostate cancer, which is the most common cancer in men with 52,000 diagnosed each year. **One in eight men will get prostate cancer.**

One in three men over 65 are estimated to experience urinary incontinence¹, while one in 25 men over the age of 40 experience incontinence issues each year.² As many as one in two of those treated for prostate cancer may experience UI as a result.³

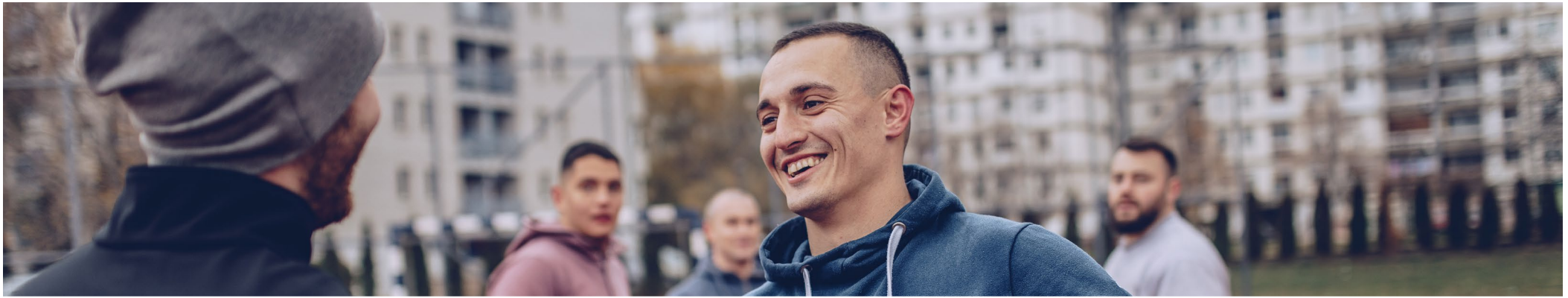
By introducing the **BOG STANDARD Charter**, we want to create safe spaces for men where they feel confident and supported, free from embarrassment, shame or anxiety, able to lead full lives. Whether at work, dining out, playing or supporting their team, at an event or social gathering, or just out and about – whatever the day, whatever the moment.

1 <https://pubmed.ncbi.nlm.nih.gov/20541241/>
2 <https://pubmed.ncbi.nlm.nih.gov/20541241/>
3 <https://doi.org/10.1016/j.jurology.2009.11.078>
& <https://doi.org/10.1016/j.eururo.2022.05.012>



1 in 8 men

will get prostate cancer and some will experience incontinence as a side effect of their treatment.



**PROSTATE
CANCER UK**



Group

HELPING MEN LIVE WELL

**A PARTNERSHIP FOR
DOUBLE THE IMPACT**

As the largest men's health charity in the UK, Prostate Cancer UK understands the struggles men can face during and after their prostate cancer treatment.

With 120,000 customers over 300,000 locations across the UK, **phs** Group is the leading hygiene services provider and knows what men need in a washroom to access products and dispose with dignity.

Together we are pressing for action to raise the **BOG STANDARD** and encourage businesses and organisations across the country to provide male customers, visitors and staff with access to incontinence waste bins and products everywhere they go.

We want to be the catalyst for open, honest conversations. To increase understanding and awareness across society about the barriers faced by men diagnosed with prostate cancer and experiencing UI. To remove the stigma that still causes men to suffer in silence. To ensure that every moment can be shared by every husband, grandfather, father, son, brother and friend.

For further information about the **BOG STANDARD Charter** and Dispose with Dignity, go to: www.phs.co.uk/BOGSTANDARD



**PROSTATE
CANCER UK**



Group

HELPING MEN LIVE WELL

**Dispose with Dignity and create
BOG STANDARD washrooms with us**

www.phs.co.uk/maleincontinence