

PRESS RELEASE / EMBARGOED UNTIL 00.01AM, THURSDAY 13TH
JULY 2023

**Parliamentarians take on escape room as part of Coloplast's
Catheter Care Challenge to raise awareness of urinary
catheter use**

- Coloplast UK, in partnership with MS Trust, Spinal Injuries Association and The Urology Foundation will today host an 'escape room' style challenge in Parliament
- MP for Peterborough, Paul Bristow, is sponsoring the first of its kind event, which invites Parliamentarians to test their knowledge of catheterisation in order to be able to access a specially built locked toilet in a race against time
- The Catheter Care Challenge is raising awareness of the importance of patient choice and improving the quality of life of those who live with/use urinary catheters

On Thursday, 13 July 2023, Coloplast UK, in partnership with MS Trust, Spinal Injuries Association and The Urology Foundation will host a one-of-a-kind escape room event in Parliament. Hosted by the MP for Peterborough, Paul Bristow, Parliamentarians will be invited to participate in the Catheter Care Challenge during which they will hear from patients and healthcare professionals about the impact and experience of using urinary catheters daily.

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MPs and Peers will participate in a short escape room style challenge, which will see them compete against their colleagues and against the clock to access a toilet by answering quick-fire questions about catheters. This challenge has a serious purpose behind it and has been developed to specifically provide participants with first-hand experience of the issues faced by individuals using urinary catheters. Those who answer all the questions correctly will receive the radar key required to open the specially constructed toilet door.

Users of urinary catheters often live with a wide range of conditions, such as spinal injuries or multiple sclerosis. Conditions such as these can significantly affect a person's ability to empty their bladder effectively, which can lead to chronic urinary tract infections (UTIs) and cause a subsequent significant burden on the NHS. In the UK alone, around 14 million people are estimated to be living with bladder conditionsⁱ, and there are over 90,000 people in the UK who use indwelling catheters.ⁱⁱ This does not include patients who use intermittent catheters and whilst published data is more limited it is estimated this is also in excess of a further 90,000 patients based on industry data.

Speaking ahead of the event, Tabitha Fung, disability rights campaigner, Coloplast Patient Ambassador, and catheter user said:

“As someone who lives with a disability and uses a catheter on a regular basis, I know how urinary incontinence can affect every aspect of a person's life because it is often hidden and can leave

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people feeling frustrated and isolated. My hope is that this event will provide parliamentarians with more information about the everyday struggles that those living with or using urinary catheters face and what needs to be done to ensure everyone has access to high quality care and support.”

Mary Speirs, Senior Director, Clinical Services Chronic Care at Coloplast UK said:

“Coloplast is thrilled to partner with MS Trust, Spinal Injuries Association and The Urology Foundation on this innovative and interactive event. Our goal is to put patients at the heart of our work. This campaign raises awareness of issues surrounding catheter care and will drive conversations around the positive change that is so desperately needed.”

MP for Peterborough, Paul Bristow speaking ahead of the event said:

“Following the success of Coloplast UK’s ‘Stomas in Parliament’ campaign last year, I am delighted to once again support another one-of-a-kind event in Parliament to raise awareness of the needs of people with deeply personal and private healthcare conditions. It is my hope that, following this event, my colleagues will share my desire to improve the care and support for those using and living with urinary catheters.”

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The 'Catheter Care Challenge' has been initiated and funded by Coloplast UK and Ireland.

- ENDS -

Contacts

UK press contacts:

Hannah Gagen
Head of Government Affairs & Patient Advocacy
+44 (0)7469154085
gbhgn@coloplast.com

[Alec Harris](#)
[Senior Account Executive, Four Agency](#)
+44 (0)7710 736865
Alec.harris@four.agency

Notes to Editors:

Dave Bratcher, Campaigns Manager at Spinal Injuries Association said:

“We are delighted to partner with Coloplast UK, MS Trust and The Urology Foundation on the 13th July as we aim to deliver increased awareness surrounding catheter care and ignite meaningful conversations amongst MPs and healthcare professionals alike. Through the power of collaboration, we are able to share in a real purpose-driven solution to create a transformative impact for those living with and using catheters.”

Rebecca Porta, Chief Executive at The Urology Foundation said:

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“The Urology Foundation is so pleased to be supporting this incredible event that brings together MPs, healthcare professionals and those living with and who use urinary catheters for an open and honest conversation about the impact of catheter use. Like the other organisations participating in the event, we want to place patients and their well-being at the core of what we do with the hope of transforming lives for patients and their families.”

Dr Claire Winchester, Head of Information and Engagement at MS Trust said:

“While there are a number of challenges regarding catheter care and improving outcomes, events like this one help to drive improvements for all those involved in catheter care. We would like to thank the Parliamentarians for welcoming us and participating in this unique event to take the time to understand the obstacles faced by healthcare professionals and those living with and who use urinary catheters.”

About Coloplast UK and Ireland:

Coloplast UK and Ireland is the largest subsidiary of Coloplast, a medical technology company based in Denmark. Coloplast UK and Ireland is headquartered in Peterborough, and employs over 500 people in the area. Coloplast develops products and services to make life easier for people with deeply personal and private medical conditions. Coloplast is a leading manufacturer of wound care products (as well as ostomy, continence, and interventional

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urology products) in the UK. It designs and distributes products that assist healthcare professionals and patients with a complete wound healing cycle: from start to finish. Coloplast works with patients and healthcare professionals in developing new wound care solutions and develops products that simplify procedures, increase compliance and ensure consistency of care. For more information, please visit <http://www.coloplast.co.uk/>.

ⁱ NHS England. 2018. Excellence in Continence Care: Practical guidance for commissioners, and leaders in health and social care. Available: <https://www.england.nhs.uk/wp-content/uploads/2018/07/excellence-in-continence-care.pdf> [date accessed: June 2023]

ⁱⁱ Gage H, Avery M, Flannery C, Williams P, Fader M. Community prevalence of long-term urinary catheters use in England. *Neurourol Urodyn*. 2017 Feb;36(2):293-296. Available: <https://pubmed.ncbi.nlm.nih.gov/26878267/> [date accessed: June 2023]

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