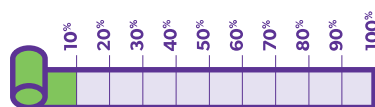


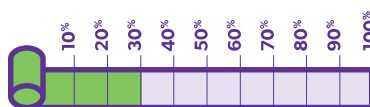
The Stigma Surrounding Bladder and Bowel Issues

Bladder and bowel issues affect an estimated 20 million people in the UK. Some 900,000 children and young people under 19 years old have bladder and bowel problems:¹

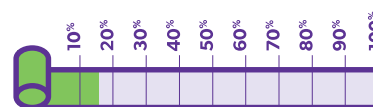
The scale of the problem



10% of school aged children wet the bed²



Up to **30%** of children suffer with constipation³



5-15% of children have daytime wetting⁴

Based on a Populus survey commissioned by Coloplast of a random sample of 2,096 UK adults aged 18+ from an online panel between 15 – 17 June 2016, we found the following:

Social Stigma



A **quarter** of people think bladder and bowel issues only affect the elderly



Almost **two thirds** of young people (18 – 24 year olds) said they would feel embarrassed to tell a doctor about bladder and bowel issues



Almost **half** would feel 'uncomfortable' talking to loved ones about bladder and bowel issues

A Common Problem



One in three people said they had 'laughed so hard they had wet themselves'



One in ten people have avoided school, university, work or social situations due to bladder and bowel issues

40%

40% of children and young people with bladder and bowel problems have said they were bullied because of their condition.⁵ The emotional impact of having bladder and bowel problems include^{6,7}: behavioural problems, stress on parents/carers, a strain on family relationships.