

About Mind Over Matter Video Transcript

Hi! I'm Heidi Brown, a Urogynecologist and researcher at UW – Madison.

The goal of my research is to reach more women with bladder and/or bowel leakage, also called incontinence.

Incontinence is a big problem, especially for older women. More than 60% of women over the age of 65 in the U.S. have urinary or bowel leakage.

While most people think of leakage as a quality of life issue, it's actually dangerous! Women with incontinence are at risk for:

- Falls
- Hospitalization
- Nursing home placement
- Social isolation
- Depression



Incontinence is a big problem, especially for older women.

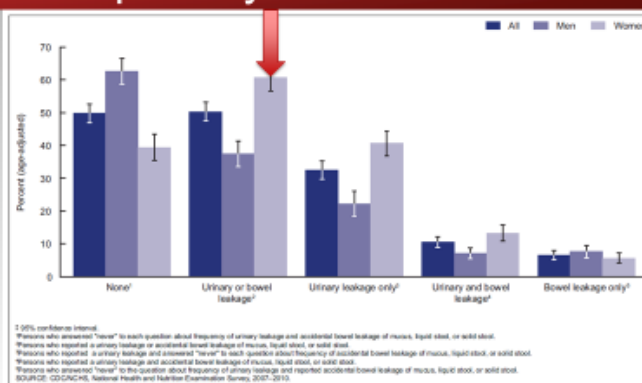


Figure 1. Age-adjusted incontinence among noninstitutionalized persons aged 65 and over, by type of incontinence and sex: National Health and Nutrition Examination Survey, 2007–2010

Gorina Y, Schappert S, Bercovitz A, et al. Prevalence of incontinence among older Americans. National Center for Health Statistics. Vital Health Stat 3(36). 2014.

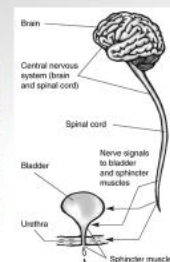
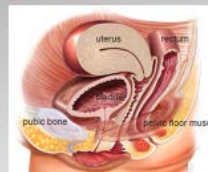


Most women with incontinence do not talk to a healthcare provider about it. Fewer than 30% with bowel incontinence and fewer than 50% of women with bladder incontinence have ever talked to a provider about their symptoms.

Most women delay seeking care because they don't think solutions are available or because they want to avoid medication or surgery.

However, behavior changes can cure mild bowel and bladder leakage, and can improve moderate and severe symptoms. The behavior changes include things like exercising the muscles that support the

Behavior changes can cure mild bladder and bowel leakage.



bladder and rectum (also called pelvic floor muscles), making changes to what and when we drink, making changes to our fiber intake, and improving the communication between the brain and the bladder.

Community-based health promotion

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Chronic Disease Self-Management (CDSMP)

The teaching process makes this program effective. Classes are highly participatory. Mutual support and success builds participants' confidence in their ability to manage their health and maintain active and fulfilling lives.

Format

- Small group workshop
- 2 1/2 hours per session
- 1 session per week for 6 weeks

Leaders

- Two trained leaders, one or both of whom are non-health professionals with chronic diseases themselves.
- Must be trained by certified Master Trainers, or must be Master Trainers themselves.

Community-based health programs have been around for decades. The idea behind them is that they are offered in a community setting (like a recreation center or senior center) and they build skills to make healthy behavior changes to improve chronic conditions. These programs are typically in a small group format, where participants meet around a particular health issue.

Mind Over Matter: Healthy Bowels, Healthy Bladder is a chronic disease self-management program for incontinence.

It builds confidence and skills to plan for, change, and maintain healthy behaviors.

Mind Over Matter: Healthy Bowels, Healthy Bladder, also called MOM, is for a small group of 8–12 women, led by a trained facilitator from the community. Not a doctor or a nurse, just someone who has experience and interest in working with older women. The workshop is 3 classes (each lasts 2 hours). The classes meet every other week for one month.

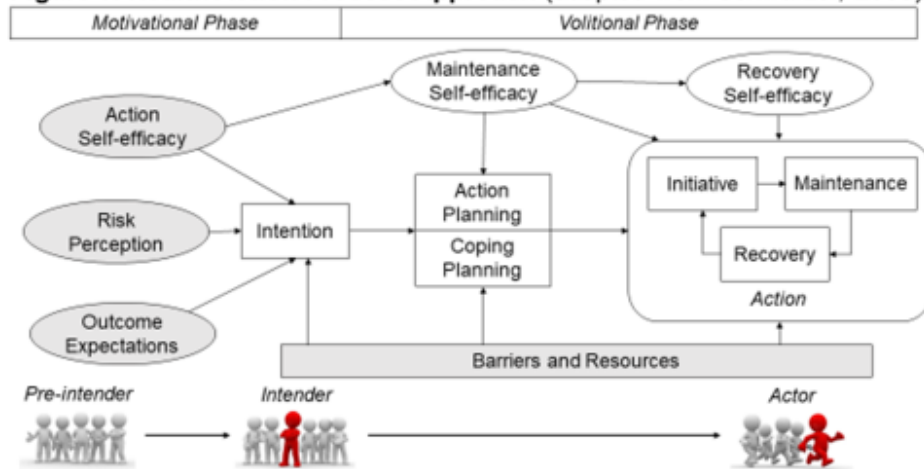
Now as anyone who has ever tried to diet or exercise knows, behavior change is hard... but not impossible! Some of the most important components of interventions that promote behavior change are fostering self-efficacy, and building skills for planning and setting realistic, achievable goals.

Self-efficacy refers to our confidence in our own ability to do something.

Mind Over Matter: Healthy Bowels, Healthy Bladder is based on something called a Health Action Process Approach, this model was developed by German psychologist Ralf Schwarzer. The health action process approach says that we move along the spectrum from not thinking about something, to thinking about and intending to do something and then actually doing it and maintaining that behavior.

The Science of Behavior Change

Figure 1: Health Action Process Approach (adapted from Schwarzer, 2008)



Self-efficacy (or our belief that we can do something) is important in all three steps in this journey.

The essential elements of Mind Over Matter include that it's led by an enthusiastic, positive facilitator and fosters a safe, communal environment. It dispels myths and promotes awareness about bladder and bowel incontinence and delivers information about evidence-based behavior changes to improve symptoms.

Mind Over Matter encourages active learning through multiple formats and builds self-efficacy for behavior change.

What's taught in a MOM workshop?

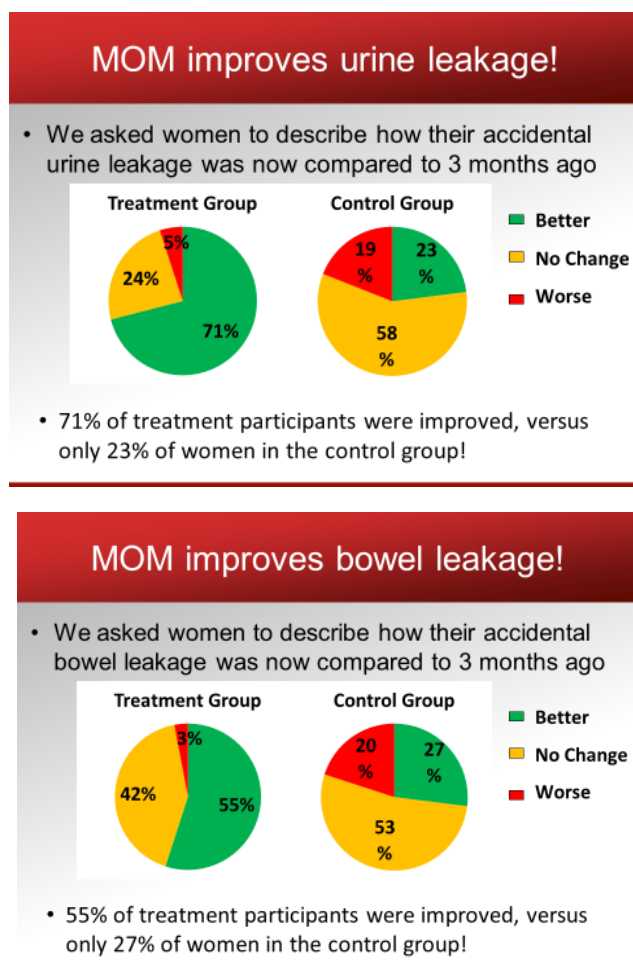
Women build task-specific self-efficacy to:

- Do Pelvic Floor Muscle Exercises (Kegels)
- Make changes to fluids – amounts, types, timing
- Make changes to fiber intake – how much and sources
- Set goals that are realistic
- Problem solving
- Track symptoms
- Navigate seeking care, even with healthcare providers that might not be very helpful

We know MOM improves symptoms. In our randomized controlled trial women who attended the MOM workshop had significant improvement in their urine leakage three months later. 71% of women in the treatment group had improved urine symptoms, only 23% in the controlled group had improved symptoms. More impressively, while 19% of women in the control group got worse, only 5% in the treatment group got worse.

We also saw similar improvements in bowel leakage. In the treatment group 55% of women's bowel symptoms got better and only 3% got worse. In the control group only 27% of women's bowel symptoms got better and 28% got worse.

Unfortunately, the minority of women with incontinence will actually come to a MOM workshop. We surveyed about 400 Wisconsin women, of whom 240 had incontinence, and only 18% said they would be likely to attend a workshop like



MOM. On the other hand, 65% would be willing to do an online program like MOM. Which is why this website was developed.

THANK YOU SO MUCH!



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Please feel free to reach out to me by email, mail, or telephone.