



## 會訊 第十五期

二〇〇五年四月

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Web-site: [www.fmshk.com.hk/hkcs](http://www.fmshk.com.hk/hkcs)

### President's Message:

### Promoting Continence Awareness in Hong Kong

By Dr. Leung Man Fuk



Dr. M F Leung (President)  
Hong Kong Continence Society

Following our valuable experience of Continence Promotion Week in 2003, the Hong Kong Continence Society has decided to continue with the public promotion activities in Hong Kong. We have set the theme of Female Incontinence for the Continence Promotion Activity in 2004.

The Society has looked out for a partner in the community to promote the awareness of female incontinence. We are glad that after detail discussion we have been able to invite the Family Planning Association to collaborate in the 2004 Continence Promotion Activity. With the wide network of the Family Planning Association with women organization in Hong Kong we are confident the promotion of the activities would be much better than in 2003.

Dr. Tong Bing Chung has been appointed as the convenor for the working group on our continence promotion activities with participation from council members including Dr. Cecilia Cheon, Ms. Chan Sau Kuen, Ms. Katherine Siu and Ms. Maisie Wong.

The 2004 Continence Promotion activity included the production of educational VCD on the awareness of female incontinence and demonstration on pelvic floor

exercise. The Family Planning Association has provided much support in the production of the educational VCD. The Society is planning to reproduce 5000 VCDs to be distributed to all primary care physicians in Hong Kong for education of their patients in the practice.

The 2004 Continence Promotion Activity kicked off with our press conference of the importance of awareness of female incontinence and launch of the educational VCD. We have been able to invite some previous incontinence sufferers to share with the press on their positive experience in overcoming the problem of their incontinence. Ms. Maisie Wong and her volunteers have demonstrated to the press of the pelvic floor exercise appropriate for female population. The press briefing has attracted a lot of attention and there is wide coverage in the media on the event.

Following the kick off event a number of public talks have been held in all districts of Hong Kong with full attendance.

Apart from the public talks our council members have also been interviewed by various media including radio and TV on the promotion of awareness of female incontinence in Hong Kong.

關注女性尿失禁教育活動2004  
女性尿失禁講座

多動一點，漏少一點！

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香港家庭計劃指導會網頁 [www.familyplan.org.hk](http://www.familyplan.org.hk)

<p>2004年9月21日 (星期二) 下午2:30-下午5:00 地點：沙田大會堂演講廳 (沙田路85號) 講者：泌尿科專科醫生 梁萬福醫學博士 范強醫生</p>	<p>2004年11月11日 (星期四) 下午11:00-下午12:30 地點：新豐園演講廳 (沙田沙田路147號) 講者：理遺科專科醫生 梁萬福醫學博士 范強醫生</p>
<p>2004年11月12日 (星期五) 下午2:30-下午4:00 地點：港仔圍社會服務 (港仔圍新街130號) 講者：理遺科專科醫生 梁萬福醫學博士 范強醫生</p>	<p>2004年12月13日 (星期一) 下午2:30-下午4:00 地點：香港科學館演講廳 (尖沙咀科學館路2號) 講者：理遺科專科醫生 梁萬福醫學博士 范強醫生</p>

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# Report on Continence Promotion Campaign 2004

By Dr. B. C. Tong

The Continence Promotion Campaign for the year 2004 is a conjoint activity co-organized with the Family Planning Association (FPA) of Hong Kong. The theme for this year's campaign is female urinary incontinence. With the kind help from FPA, we managed to hold a press conference, six educational talks to public and numerous chances to appear in public media like newspaper, radio as well as television programmes to promote the awareness of the problem of urinary incontinence in female population. Moreover, an educational VCD was produced and copies of which have been delivered to the media, audience of the public talks and some radio audience through RTHK. The Campaign has also received tremendous support from the InfoWorld of the Hospital Authority who sponsored one of the public talk venues as well as offered help in delivery of poster and propaganda material to public hospitals.



The followings are highlights of our activities:

## 1. Press conference

The Press Conference was held in the afternoon of 21st September at Exhibition Gallery, Shatin Town Hall. At the Press Conference, Dr. Edward Leung highlighted the high prevalence but yet the lack of awareness of its hygienic as well as psychosocial consequence of female urinary incontinence. More than half of the sufferers never sought advice from healthcare professionals. Dr. Cecilia Cheon pointed out the treatable as well as the preventable nature of the problem and urged the public to develop a healthy lifestyle and seek medical advice when the problem starts to appear. Dr. Susan Fan, Executive Director of the FPA introduced the recently launched Continence Share Care Service of the FPA in collaboration with hospitals under Hospital Authority. Under this service, women who have been diagnosed and treated for urinary incontinence or uterine prolapse may opt to be referred to FPA clinics for

follow up after their condition becomes stable. The educational VCD was shown for the first time during the press conference. This was followed by a life demonstration of pelvic floor exercise by Ms Maisie Wong. The press conference concluded after the sharing from two patients



who had their urinary incontinence problems treated for the impact of their problems as well as the satisfaction they have when the problems were being tackled.

Details of the press conference appeared at local news pages of all the local newspapers the next day.

## 2. Educational public talk

The first public talk was delivered by Dr. Cecilia Cheon after the press conference on 21st September 2004. Three more public talks were scheduled at 10th October, 12th November and 13th December 2004 to be held at HAHO, FPA and Science Museum. The talks were given by Ms Chan Sau Kuen, Ms Maisie Wong and Ms Katherine Siu respectively. All the seats were full soon after registration started and

two additional talks were urgently organized on 12th November 2004 and 8th January 2005 in order to satisfy the overwhelming demand from the public. Special thanks should be sent to Maisie and Katherine who promised to deliver the additional talks. Feedback from the audience was encouraging and they showed high appreciation to our society for organizing activities that targeted to this ignored but distressing problem.

A questionnaire was sent to each audience of the public talk in order to allow us to have a brief idea of the profile of our audience. Preliminary analysis showed that more than 80% of the audiences were having urinary problems of which 79% were having actual urinary incontinence. 68% of the sufferers have the problems for more than 1 year and 45% had that for more than 3 years. The mean severity score was 5 out of 10 but more than 70% of the sufferer did not seek professional advice. The main reason for not seeking help was the lack of knowledge of where to seek help. A very encouraging finding was that after the talk, the audience could manage pelvic floor exercise reasonably well, with the mean confidence score of handling of 6.7 out of a maximum score of ten. The talks were definitely helpful to them.

### 3. Production of educational VCD

The production of the VCD was directed by Ms Grace Yuen and Dr. Cecilia Cheon. Thanks to FPA staff for their professional input. The VCD was divided into two sections. The first section was an overview of the current situation of female urinary incontinence in Hong Kong. The second section was a demonstration of pelvic floor exercise by Maisie.

The VCDs were distributed to all the audience of the public talks, the participants of the Annual Scientific Meeting of

the Hong Kong Continence Society and some radio audience through RTHK.

### 4. Meeting with the media

Apart from the Press Conference, council members of the Society were invited by television and radio programme to talk on the topic of female incontinence. Dr. BC Tong had a chance to talk on the problem at the radio show 精靈一點 of RTHK on 17th September 2004. BC and Maisie were invited by Television Broadcast at her programme 都市閑情 to give a brief overview of the female urinary incontinence problem as well as a demonstration of pelvic floor exercise. This was shown on 28th September 2004.



Moreover, Cecilia and Maisie were interviewed by Ming Pao and a special featuring article on female urinary incontinence was published on 14 October 2004.

To conclude, the Continence Promotion Campaign 2004 was definitely a success. Female incontinence is an ignored area and

most of the sufferers do not know how and where to seek help. Ongoing educational activities from the Society are expected in order to meet the demand.

## Sharing of experience in conducting Continence Promotion Activities in Australia

By Dr. Wendy Bower

Continence Promotion Activities have been run in Australia on an annual basis since 1990. At first they were co-ordinated by the National Continence Foundation of Australia (CFA) Office but later came to be run on a state by state basis. Australia has 5 states and 2 territories and each has a state office of CFA and a separate executive committee. Whilst there is a National Helpline for general enquiries, a number of the states also have a drop-in office where the public can receive information and advice about any aspect of bladder

or bowel dysfunction. In Sydney this office also offers a clinical service run by nurse continence advisors and physiotherapists.

Each year in August a national Continence Awareness Week is scheduled onto the Health Department calendar. Activities range from centralized events to small community-based public talks and seminars. The larger activities often involve public meetings and stands at other health expos, such as

Aged Care, Women's health, Prostate awareness etc. In our experience it is possible to run well-attended public meetings, but the best response seems to emanate from radio interviews and TV segments that have given the helpline or state CFA office phone number. People seem to feel more comfortable making an anonymous call and being able to discuss the specifics of their situation with the CFA advisor than to stand up in a meeting and field a question. The Helpline service also directs the caller to their nearest Continence Service and CFA member.

Before Continence Awareness Week (CAW) each year members will receive a promotions kit containing PR

material, posters, stickers, and leaflets that can be used in their individual CAW activities. The State CFA office will co-ordinate a media release and promote scheduled events as well as arrange various health professionals to give media interviews. Unfortunately the CFA is rarely in a position to retain the services of a PR company so that all the organizing for CAW is done by members. This means that the whole CAW runs on a small budget with the biggest financial outlay being for the printing of the brochure series (on at least 8 different topics), and posters and the hiring of venues or expo booths.

## Educational Talks held in Continence Promotion Week 2004

1. Press Conference of Female Continence Promotion Campaign 2004 cum Health Talk held on 21. Sept. 2004



Our honourable speakers in the conference.....

**Dr. Susan Fan**

Executive Director of the Family Planning Association

**Dr. Cecilia Cheon**

Vice-President of Hong Kong Continence Society (Uro-gynaecologist)

**Dr. M. F. Leung**

President of Hong Kong Continence Society (Geriatrician)

**Ms. Maisie Wong**

Council member of Hong Kong Continence Society (Physiotherapist)

**Dr. B. C. Tong**

Council member of Hong Kong Continence Society (Geriatrician)



**Dr. Cecilia Cheon (Vice-President)**  
Hong Kong Continence Society  
Presented in the Health Talk



Message of seeking early medical advice for incontinence problem was well received by the audience in the conference

# Photo Snapshot

2. Public talk presented on the topic "Female Incontinence" held on 10. Oct. 2004

# Photo Snapshot



Ms. Chan Sau Kuen, Nurse Specialist (Contenance Care) presented in the lecture theatre of Hospital Authority Head Office



Wow..... Full House Attendance.....

3. Public talk presented on 12. Nov. 2004



Ms. Maisie Wong, Physiotherapist presented in the Hall of the Family Planning Association

Very lively and practical talk.....  
One Two Three Four.....  
Two Two Three Four.....



4. Public talk presented on the topic "Female Incontinence" held on 13. Dec. 2004



## Photo Snapshot

*Very attentive Audience*



*Ms. Katherine Siu, Nurse Specialist (Continence Care) presented in Science Museum*



## 2004 Annual General Meeting & Annual Scientific Meeting of the Hong Kong Continence Society

The 10th Annual General Meeting & Annual Scientific Meeting of the Hong Kong Continence Society were successfully held on 16th October 2004 in Holiday Inn Golden Mile Hotel. As the keynote speaker, Professor Wendy Bower from the Chinese University of Hong Kong, department of surgery presented on a study conducted by her department. The topic was "Childhood Elimination Symptoms are carried into Adulthood". In addition, there were three papers presented in the meeting also. Firstly, Dr. Francis Lee from Tung Wah Hospital presented on the topic "Recent Advances in Management of Overactive Bladder". Dr. BWM Que

from United Christian Hospital presented on the topic "Acupuncture as a Mode of Neuromodulation for Overactive Bladder". Lastly Dr. CK Tam from TWGHs Wong Tai Sin Hospital presented on "Prevalence of Incomplete Bladder Emptying in Elderly Wards".

In the Annual General Meeting, our president, Dr. Leung Man Fuk reported on the special events held by the Society last year. There were 15 council members elected in the meeting.

Our keynote speaker, Dr. Wendy Bower



Dr. Francis Lee presented in the Annual Scientific Meeting

### **Hong Kong Contenance Society Limited Council Member 2004-2005**

*Dr. Leung Man Fuk (President)*

*Dr. Cheon Willy Cecillia (Vice President)*

*Dr. Tam Cheuk Kwan (Hon. Treasurer)*

*Ms. Ip Kam Tin (Hon. Secretary)*

*Dr. Wendy Bower*

*Ms. Chan Sau Kuen*

*Dr. John Fenn*

*Dr. Francis Lee*

*Ms. Ng Sau Loi*

*Ms. Katherine Siu*

*Dr. Tong Bing Chung*

*Ms. Maisie Wong*

*Prof. Yeung Chung Kwong*

*Dr. Yip Shing Kai*

*Ms. Grace Yuen*



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