

The 1st CPC supported Public Forum
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On Saturday, August 25th, the Contenance Promotion Committee (CPC) co-hosted its first Public Forum. The Public Forum was held at the Rotterdam Convention Center, the venue of the ICS annual meeting, following the conclusion of the ICS's annual scientific meeting. The Public Forum was a collaboration between local Dutch patient and professional organizations, the ISC CPC, and the World Federation of Incontinent People. The Forum was an opportunity for the CPC and the ICS to raise awareness and discuss subjects relevant to the area of Contenance Promotion.

The Forum received media attention through extensive articles published in local Rotterdam newspapers on incontinence and planned event. Mailings were completed by continence patient organizations. The increased awareness of the scheduled Forum to the local public greatly added to the successful attendance.

All who attended felt the Forum was an overwhelming success as approximately 150 consumers attended the event. Attendees heard informative talks in their native Dutch language. Marijke Slieker-ten Hove, Dutch physiotherapist and Forum organizer, was the moderator who was able to put the audience at ease and introduce the speakers. Forum presenters were from the Dutch Contenance community and included Bert Messelink, urologist, who provided a basic review of bladder and pelvic floor function. Ulli Haase discussed the role of the continence nurse. Gynecologist Prof Mark Vierhout provided an extensive review of pelvic floor disorders including graphic pictures of prolapse. Pelvic floor therapist, Francien Nijman-du Bois, presented an interactive discussion by inviting the audience to participate in pelvic floor exercises. ICS meeting chair, Professor Rudd Bosch, officially launched the newly formed Contenance Foundation of the Netherlands. Professor Holstege discussed neurologic conditions and brain-bladder physiology. The audience was provided the personal experiences of a patient who suffers from bladder dysfunction and enjoyed the views of sexologist Woet Gianotten. The Public Forum was interactive and the audience was not shy or embarrassed about asking questions of the panel of speakers during panel discussions. Attendees were provided refreshments and lunch by paying a small fee. During the breaks, participants enjoyed touring the many displays of products and information on incontinence. Companies such as Astellas, Coloplast, Hollister, Medtronic, Medeco,

Medireva, Johnson & Johnson/Ethicon, Astellas, Astra Tech – Lofric, Medireva, Medeco – Absorbin / Curion, Pfizer, SCA - Tena Lady, TZMO – Seni, Vifora displayed their products and provided support to offset Forum expenses. Ocean Spray distributed cranberry juice.

The CPC had been planning the Forum over the past 18 months and its success was primarily due to the Dutch planning committee, Ulli Haase; Marijke Slieker, Lynne M. L. Van. Poelgeest; Stella Kroese and Bert Messlink. Also, the support and encouragement of Prof Rudd Bosch was invaluable. In addition, members of the CPC's "Berlin Planning Group," supporters such as Hollister, SCA, Coloplast and Pfizer, the ICS staff, particularly Carole Sales, were instrumental in making this first Public Forum a reality and a success.

The Public Forum in Rotterdam is the first, in what will hopefully be, many future events. ICS Cairo Chair Professor Sherif Mourad is currently planning the next Forum. In addition, World Continence Awareness Week, under the direction of CPC committee member Dr Dr Vasana Satya Srinivasan, will be announced in Cairo.

The CPC's mission is to raise awareness of bladder and bowel health issues so as to improve the lives of people with incontinence worldwide. The Public Forum is one way to bring attention to the general public and the global medical community of the life situation of people with incontinence. A formal report on the Dutch Public Forum, including the final costs, will be posted on the ICS website. A Forum "booklet" will be available as a model of conducting Forums so national continence organizations can benefit and learn from the Dutch experience. The following are the logos of the organizations collaborating on the Forum:



Patienten Vereniging Voor Neurostimulatie