

Kaiser Permanente
“Urinary Incontinence”
FINAL Video Script

| VIDEO | AUDIO | NOTES |
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| 00:00-00:04 Black | | |
| 00:04- 00:16 Colorado mountain skyline with KP logo | Music | |
| 00:16 – 01:04 Short testimonials as women describing their anxiety over their condition. | Testimonials; music under | |
| 1:05 Sue Neidringhaus on camera | <p>Out control...frustrated...discouraged (use actual words from testimonials)...</p> <p>All of these feelings expressed by thee women with urinary incontinence are understandable. I’m sure you can relate to them. Most likely, you’ve cancelled plans or maybe even stopped doing activities that you and your family or friends used to enjoy together.</p> <p>Does sleeping through the night seem almost impossible?...Or maybe you’re wondering what your co-workers are really thinking about your frequent breaks...?</p> <p>Fortunately, there are things you can do to improve your bladder performance and feel more in control.</p> | |
| 1:43 Sue on camera | Hello, I’m Sue Neidringhaus and I represent your health professionals at Kaiser Permanente Colorado. | |
| 1:50 Sue on camera | <p>We want you know that you are not alone...In fact, most women over forty experience some form of bladder challenges at some point...and that you can continue to enjoy life and participate in your favorite activities and thrive.</p> <p>You will have to make some modifications and adjustments and</p> | |

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| | <p>we’ll show you how. And it will take commitment on your part but we know you can do it.</p> | |
| <p>2:17 B-roll: home, interview, exerciser</p> | <p>I’ll talk about specific lifestyle changes that really do make a difference.</p> <p>In fact, you’ll hear more from these women just like yourselves who have taken these suggestions and found their quality of life greatly improved.</p> <p>We’ll demonstrate some simple exercises, called Kegels that condition and strengthen the pelvic floor muscles.</p> | |
| <p>02:38 Sue on camera</p> | <p>First, in order to understand the condition of incontinence, I’d like to review some basic anatomy and physiology. The urinary system processes urine, which is your body’s liquid waste.</p> | |
| <p>02:50 Medical illustrations Sue on camera Medical illustration Sue on camera</p> | <p>When this system is working correctly, it stores urine in the bladder until you are ready to let it out of your body. Each of your two kidneys collects and filters your body’s liquid to form urine. The urine then flows through tubes from the kidneys into the bladder. Your bladder should be able to hold up to two cups of urine.</p> <p>When the bladder is nearly full, your brain sends a signal and you feel the urge to urinate. When you are ready to release the urine, the pelvic floor muscles relax around the urethra. The urethra is the tube that carries the urine out of your body. Around the urethra is a band of muscles called urethral sphincters. These are some of the muscles you will be working to strengthen. These muscles are normally</p> | |

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| | <p>contracted and open only to release urine. When we urinate the muscles relax, the urethra opens, the bladder contracts and urine is released. This whole process is called voluntary urination.</p> | |
| <p>03:55 Sue on camera</p> | <p>At least that that’s the way it is supposed to work! But now I want to talk about what happens when it doesn’t work that way. Not being able to hold your urine in and let it out when you choose is called incontinence and I’ll talk about two different types.</p> | |
| <p>4:10 Graphic: Stress Incontinence Sue on camera</p> | <p>The first one is called stress incontinence. You have this condition when physical actions such as coughing, sneezing or lifting put pressure on the bladder. Normally, the pelvic floor muscles and the urethral sphincter muscles are strong enough to keep your urethra closed until you get to the bathroom. You experience stress incontinence when those muscles aren’t strong enough to keep the urethra closed and your urine leaks. Pregnancy, pelvic radiation therapy, nerve injuries and even weight gain are just some of the things that can contribute to weaker pelvic floor muscles. Fortunately, like any other muscle in your body these muscles can be strengthened with exercise and we will show you how to do that.</p> | |
| <p>4:58 Graphic: Urge Incontinence Sue on camera</p> | <p>Next is urge incontinence. This is often referred to as having an “overactive” bladder. What happens is, even when the bladder contains only a little urine, the brain signals</p> | |

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| | <p>that it’s time to urinate. Women with urge incontinence feel like they have to go to the bathroom very frequently, even though their bladder is not full. Do you find yourself saying...”When I got to go ...I go to go!”</p> <p>Some contributing factors to this condition can be bladder infections, nerve damage, some foods and medications as well as frankly, just bad habits. And it is by no means unusual to have symptoms of both urge and stress incontinence. Fortunately, there are lifestyle modifications that you can make that really can help with urge incontinence.</p> <p>So what can you do to help yourself? That depends on which type of incontinence you have...and your age...and of course, an underlying medical condition can affect your treatment. Don’t hesitate to discuss these issues with your Kaiser Permanente health care team</p> | |
| <p>6:05 Sue on camera</p> <p>Graphic: Change what you drink Strengthen pelvic muscles Re-train response</p> | <p>Now, I mentioned earlier that there are certain lifestyle modifications that can help you manage your incontinence.</p> <p>I bet you’re wondering what I mean by that. Well, that’s kind of a ‘fancy’ phrase that means “if you make just a few changes to the kinds of liquids you drink, work at strengthening your pelvic muscles and re-train your response to the urge to urinate, your bladder performance can improve.”</p> | |
| <p>6:29</p> | <p>And that’s good news! Let’s look now</p> | |

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| <p>Sue on camera</p> | <p>at what you can do to help yourself.</p> <p>First of all, if you smoke, quit. I know that is easier said than done and Kaiser Permanente has smoking cessation classes to help you stop. Besides being generally bad for your health, smoking can lead to a chronic cough that strains your pelvic floor muscles. You need these muscles to be as strong as they can be to hold urine in.</p> <p>If you are overweight, lose weight. Again, easier said than done and Kaiser Permanente has classes to help you with that too. Excess weight puts excess pressure on the pelvic floor muscles adding to the problem of incontinence. Quitting smoking and losing excess weight are two suggestions that while they help with incontinence are just good advice for everyone.</p> | |
| <p>7:25 Sue on camera</p> | <p>Now let’s get even more specific. Some drinks and foods may irritate your bladder, creating an urge to urinate.</p> | |
| <p>7:35 Sue on camera</p> <p>Graphic: Liquids to Avoid...</p> | <p>Here is a list of some liquids that you should try to limit or even avoid. You’re probably aware of most of them but some of them might surprise you.</p> <p>For example, besides regular coffee and tea, even decaffeinated coffee and tea should be avoided. And the artificial sweeteners found in diet sodas can irritate the bladder. Generally, carbonated beverages and fruit juices tend to aggravate the bladder as do alcoholic drinks.</p> | |
| <p>7:58 Sue on camera</p> | <p>I know how tough it is to have to give</p> | |

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| <p>B-roll at sink</p> <p>Sue on camera</p> | <p>up some drinks that you truly enjoy. So try this...Instead of eliminating your favorite...try diluting for instance your favorite fruit juice with a little water. Or you can just drink less of it.</p> <p>Spicy or curried foods may also be an irritant to the bladder you can try limiting these as well.</p> <p>I’ve just told you some types of liquids to avoid or at the very least limit. I’m not suggesting, however, that you not drink at all. Notice that water wasn’t on that list! Most women with bladder control issues limit their fluid intake in the hopes of reducing the need to urinate.</p> <p>Our bodies need fluids for good health. The general recommendation is that we should drink about 64 ounces of fluid a day and two thirds of that should be water -- 64 ounces is about 8 of these.</p> | |
| <p>8:55</p> | <p>Now I’d like to introduce Laura Eral, a Physical Therapist with Kaiser Permanente. She’ll explain how you can exercise and strengthen the pelvic floor muscles. She’ll also give you some tips on lifting techniques to help with stress incontinence.</p> | |
| <p>9:11</p> <p>Laura on camera</p> | <p>Thanks, Sue.</p> <p>No matter what type of incontinence you have, the stronger your pelvic floor muscles are, the more bladder control you have. That’s why it is so important to exercise them.</p> <p>In the 1950’s, a physician, Dr. Arnold Kegel, developed an exercise for women to help with incontinence. Known as the Kegel exercise it targets specifically our pelvic floor muscles.</p> <p>What makes this a little challenging to demonstrate to you is that unlike</p> | |

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| | <p>other exercises we do for our body, this one deals with a muscle that you don’t ordinarily think about and aren’t obvious to the eye!</p> <p>So the first challenge is to locate the correct muscle. One suggestion I have is, the next time you go to the bathroom, try stopping your urine flow by contracting your muscles. You’ll know if you were successful in isolating the pelvic floor muscles if your urine flow slows or stops.</p> <p>Remember , this is now how we want you to do the exercise...just a way to get familiar with the muscle. You should only do this once or twice...just to locate the muscle. Repeating this more often can actually make matters worse.</p> | |
| <p>10:30 Laura on camera</p> | <p>Another technique for locating the correct muscle is to insert your finger in your vagina and try to squeeze the muscle around your finger. Your finger should feel a slight pressure around it from the muscle.</p> <p>It is very important that you feel confident that you have isolated the correct muscle. If after trying these two methods you still feel unsure, don’t hesitate to discuss this with your health care team.</p> <p>Now you are ready for the Kegel exercise.</p> | |
| <p>11:02 B-roll demo on table</p> | <p>Start by laying down on a couch or bed.</p> <p>Find the pelvic floor muscle and simply lift or contract it for 10 seconds. Now ask yourself, “Am I feeling my stomach, buttocks or thighs tensing up??? If the answer is yes...take a deep breath and as you exhale let those areas</p> | |

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| | relax. You should only be contracting your pelvic floor muscles. And keep breathing. Don't hold your breath. | |
| 11:31 Laura on camera Graphic: Conditioning program... | Now, That was one repetition! The conditioning program requires you to do this 4 times a day. Each exercise session should include 10 repetitions holding each contraction for 10 seconds and then relaxing for 10 seconds in between. And you will need to do this every day for two months. As you get better at this you can progress to doing them sitting and finally standing. | |
| 12:02 Laura on camera Graphic: Maintenance Program | I know this is a very small movement but I assure you that if you follow this plan for two months you will see significant improvement in your bladder control. After two months, you can cut back to a maintenance program. That is, you perform these only twice a day, but still doing 10 repetitions and still holding each repetition for 10 seconds. | |
| 12:33 Laura on camera B-roll of lifting | Women with stress incontinence often express the frustration that they feel they can't lift anything without urine leaking. Doing the pelvic muscle strengthening exercises will really help with that. And before you do lift something, just stop and consciously tighten your pelvic floor muscles. Then lift. You'll feel the difference. | |
| 12:57 | Now Sue will talk about controlling urge incontinence. | |
| 13:03 Sue on camera | Maybe you've experienced this. You have to go to the bathroom...now. Trouble is, you just went or you feel like you really have to go and when | |

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| <p>Graphic: Urge Incontinence</p> | <p>you do urinate...not much comes out. What’s up with that?</p> <p>This is known as urge incontinence. Remember, this is when you have an overactive bladder and you feel that you can’t control the urge to urinate. Since this form of incontinence sends us to the bathroom far more frequently than our bladder needs to be emptied, the treatment focuses on changing our response to the feeling or urge. The important thing to realize is that urges are not commands. I know this takes some retraining! Here’s how you do it.</p> | |
| <p>13:50 B-roll: woman at bookshelf and then chair</p> <p>Graphic: Step 1...</p> <p>Step 2...</p> <p>Sue on camera</p> <p>B-roll: GLITCH at 14:27</p> <p>Sue on camera</p> | <p>There are three steps to this process. First, when you feel a strong urge to urinate, stop what you are doing, stand quietly or sit down. It is important to resist the urge...avoid rushing to the bathroom.</p> <p>Next, contract your pelvic floor muscles by squeezing then relaxing slightly. Repeat this a few times.</p> <p>If you feel that some leakage will happen if you relax the muscles, then hold the contraction. This is very important because pelvic floor muscle contractions send a message to the bladder to relax and hold urine. It might help you to distract yourself by thinking of something other than going to the bathroom.</p> <p>Third...relax. Take a deep breath and let it out slowly. Let the urge to urinate pass. Again give your mind something else to think about. Use positive thoughts.</p> | |

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| | The urge will subside. | |
| <p>14:49 Graphic: Retraining Response</p> <p>14:52 Laura on camera</p> <p>B-roll: Water and glasses</p> <p>Laura on camera</p> | <p>If it does come back, repeat these three steps to regain control.</p> <p>You can see the secret of success to this technique is to not respond to every urge to urinate...by urinating. Many urges are simply not accurate. When our bladders really are full, we release between one and a half to two cups of urine.</p> <p>As you can see...that’s a fair amount of liquid! If you feel an urge and are voiding less than that...you know that your bladder is ‘overactive’. And by following these steps you can calm it down.</p> | |
| <p>15:24 Graphic: Timed Voiding</p> | <p>Another technique to try for urge incontinence is called ‘timed voiding’. This means urinating on a set schedule.</p> | |
| <p>15:30 Laura on camera</p> | <p>The goal of this technique is to get your body comfortable again with urinating every few hours and when your bladder is full...not sooner. With the timed voiding technique it is very important to visit the bathroom at the scheduled time. Do not wait until you have the urge to urinate.</p> | |
| <p>15:48 B-roll of woman in office setting</p> <p>Sue on camera</p> | <p>Here’s how it works: If you currently feel you have to urinate about every 30 minutes, you would start by urinating every hour.</p> <p>You have increased the time between by 30 minutes. When that starts to feel comfortable extend the time in between by another thirty minutes. The normal period between urination is about three to four hours. Your goal is to get yourself to that point. If you feel</p> | |

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| | you have to urinate sooner than your scheduled time, | |
| 16:16 Graphic: Re-Training Response | follow the three step technique to control the urge. Now this process is very individual and it does take weeks. Be patient with yourself. | |
| 16:29 Sue on camera B-roll of pads | Even with the best of intentions and the use of these various techniques, there are still some situations where you want to feel absolutely confident. Your piece of mind and freedom from worry are very important. If your bladder control challenge is interfering with your activities, I really recommend that you make use of the pads you can wear. You may not need them all the time, but use them if you are at all concerned about leakage. Don’t let that stop you from doing anything you enjoy! | |
| 17:00 Sue on camera | We’ve given you a lot of information and instruction in this video. Now I’d like you to listen to some inspiration from these women who have taken these different suggestions and techniques and applied them successfully. | |
| 17:14 Testimonials | | |
| 18:17 Sue on camera | I hope these women’s experiences have shown you that while it is a challenge, there are many things that you can do to regain control of your bladder. I encourage you to use the techniques we’ve demonstrated in this video so that you can confidently keep doing things with your friends and family. At Kaiser Permanente, we want you to Thrive. | |

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| | Please talk with your health care team about your progress and any concerns. Remember...we’re here to help you – not only when you’re facing health challenges – but also to support you in maintaining a healthy lifestyle. | |
| 19:02 Colorado mountain graphic | | |
| 19:09 Black | Music end | |
| 19:10 – 19:20 Disclaimer | | |
| 19: 21- 19:28 Produced by the Kaiser Foundation Health Plan of Colorado - Video Communications Department Copyright 2005 | | |
| 19:28- 19:56 BLACK | | |