



DIGNITY IN MOTION

2023

Urinary incontinence (UI) is the involuntary loss of bladder control and severely impacts a sufferer's wellbeing and their critical social function⁵. UI can be debilitating¹⁵

Across reliable studies³ in Sub Saharan Africa (SSA), the estimated pool of female UI sufferers is 21% of all woman between the ages of 15 and 100. Worldwide twice as many woman suffer from UI than men, bringing the total number of UI sufferers to a staggering 13% of the population. The cost of the most affordable disposable nappies, per average sufferer, is R14,000² per year.

This Dignity in Motion plan focuses on the most vulnerable of these, those who constantly have to choose between basic groceries or incontinence protection. Typically, these UI sufferers cannot afford protection and withdraw from communal activities.

Reactivating community participation reignites a sense of wellbeing and purpose¹² with a significant impact on the broader community.

In this initial small-scale implementation, a social investment of R5,250,000¹ will supply 2,300 of the most vulnerable UI sufferers in a defined region, with high quality, reusable UI wear. This has the measurable potential to:

- Release R32,400,000⁵ disposable income into the immediate community
- Increase wellbeing and social function in the community
- Decrease tension in carer families



'Urinary incontinence has a severe impact on the quality of life of (men and) women, affecting their psychological health, social function...and overall wellbeing...including personal relationships and physical limitations.'

B1 Urology Care Foundation⁵

'Incontinence ranks very high on our needs list...but the cost of disposable incontinence products is prohibitive.'

A1 Kouga Cancer Association/CANSA⁷

'Our sisters are often asked for...adult diapers. It is distressing not to be able to meet their requests. We are an NGO and rely fully on donations.'

A2 St Francis Hospice⁸

Currently, disposable nappies are not a sustainable solution. In comparison to reusable UI wear, the most affordable disposable nappies cost 400% more, while significantly adding to landfill volume and CO₂ released to the atmosphere.

The current disposable nappy landfill problem is alarming... AHP products account for the 4th largest contributor by volume to landfill space.

Green Building Council SA⁹



Right now, more adult incontinence products than baby nappies go to landfill. By 2030, it could be ten times higher.

*University of Queensland¹⁰

Disposable nappies not only add significantly to landfill, but during their lifecycle add 470 kg/a CO₂ to the atmosphere per average user calculated from the 2008 Science Report¹⁶ findings. In contrast to this, reusable nappies add 260 kg/a CO₂, realizing a saving of 210 kg/a CO₂ per average user. For the targeted population of 2300 users in this proposal, this adds up to a 480 Mt/a reduction of CO₂. The main reason for this saving is that the average targeted user will handwash and air-dry their washable incontinence products. If these products were to be machine washed and tumble dried they would add 490 kg/a CO₂ per average user.

Although quality, washable UI wear cost a fraction of basic disposable nappies, the initial amount remains prohibitive to the most vulnerable.

Depending on the severity of urinary incontinence, an average end user requires three changes per day. As stated above, the most affordable adult disposable nappies cost an annual R14,000² per sufferer.

A Dignity4You reusable UI wear set is designed to last 12-18 months, and retails for R2,786. Despite the significant annual savings, the initial cost is prohibitive to the most vulnerable.

The prevalence of UI varies between genders, ages and causes. The vulnerable user group that this plan targets is financially impeded, typically having to choose daily between disposable nappies or basic groceries and mostly goes without one or the other.

This severely impacts the sufferer's nutrition, as well as their dignity. Their lack of social confidence impedes their participation and the contribution they make to their family and community.

'We found 35.4% of the sample between 21-76 years old had UI, and although the prevalence of UI is high (in South Africa) knowledge about the condition and (its) management...is poor'

In designing and manufacturing the highest quality, reusable incontinence wear, at a fraction of the annual cost of disposable nappies, Dignity4You has developed an exceptional solution.



The Dignity4You Reusable UI Set

Dignity4You reusable incontinence wear has proven to be washable and re-useable at least 200 times, and the set is designed to last 12-18 months of normal use for an average user. Combined data reliably predicts sizing demand, proportionally to S, M, L, XL and 2XL

Each set includes:

A	5 x washable male briefs	OR	Each easily absorbs and retains 150ml (CE standard)
	5 x washable female panties		Each easily absorbs and retains 150ml (CE standard)
	5 x washable flannelette nappies		Each easily absorbs and retains 400ml (CE standard)
B	1 x pull-on waterproof per brief or panty set	OR	C 5 x booster pads Each easily absorbs and retains an additional 300ml (CE standard)
	2 x press-stud waterproof per nappy set		

Manufacturing is proudly South African, and emphasise quality workmanship and staff welfare. Contributing to the local economy, the facilities also manufacture for retailers such as Woolworths South Africa.

Utilising the highest quality pure cotton with the appropriate technical requirements supplied by Rotex, all Dignity4you production partners are committed to exceptional quality end-products for sustainable manufacturing.

Dignity4You incontinence wear is tested and certified to European CE and conforms to international ISO 13485:2016 (Medical Devices Quality Management) standards.



Kouga Collaboration

The Dignity in Motion Collaboration is positioned to ensure accountable distribution that includes individual contact and care, data gathering and an impact report. Your participation will ensure powerful reach and impact in vulnerable communities in the Kouga area.

NGO: Kouga Cancer Association / CANSA

Kouga Cancer Association (KCA), affiliated to CANSA, is an established volunteer association that provide for the needs of cancer and long-term patients, their families and carers, in the broader Kouga region.

"As a need, incontinence wear ranks very high."

The association estimate that there are at least 5,000 incontinence sufferers in the Kouga region and is confident that with their existing infrastructure of carers, they can in 2023, reach 1,500 of the most vulnerable incontinence sufferers of all ages in this region.

NGO: Victory Medical Trust (VMT)

VMT has agreed to partner as a distributor to many smaller care groups in a wider Eastern Cape region,

Including:

- St Francis Hospice
- Healthy Mom and Baby Clinic
- Patensie group of carers
- Uitenhage group of carers

An immediate reach during 2023 is calculated at 800 UI sufferers, with a specific aim at economically vulnerable elderly candidates, frail care patients and birthing mothers.

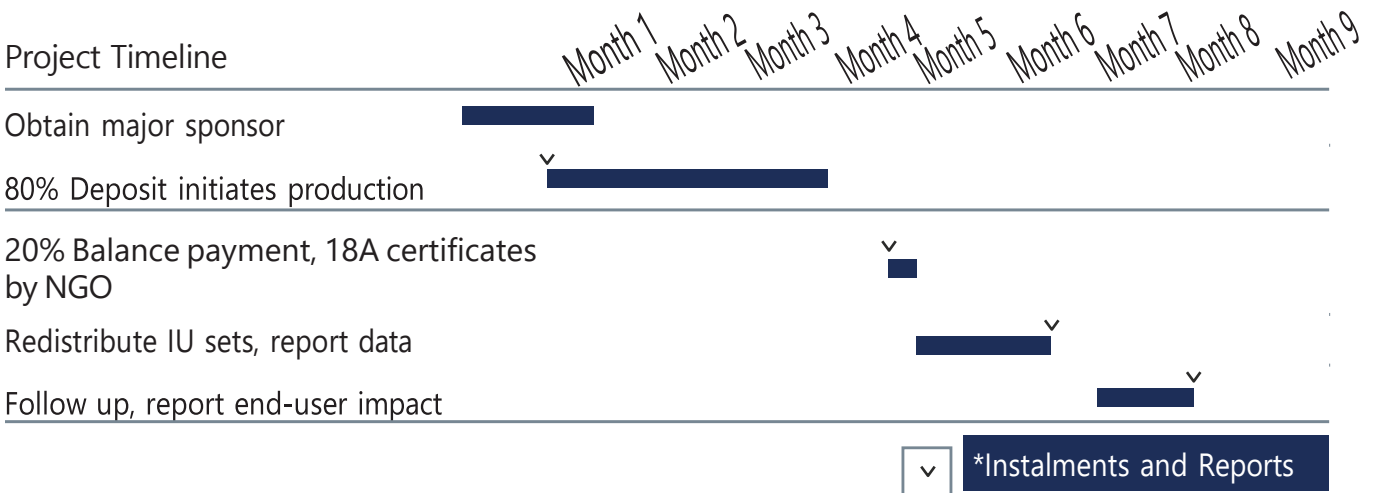
Dignity4You

Dignity4You is an exceptional, well-established provider of the highest quality, washable incontinence wear. Dignity4You has agreed to provide reusable incontinence wear sets designed to last an average end-user 12-18 months at a project-specific cost of R2,285 per set.

2,300 recipients	Total R5,250,000 excl VAT
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Dignity4you commits to administrate, account for and report on detailed distribution, end-user data (POPI compliant) and a collaborative impact study and report for the Sponsor’s benefit.

Dignity4You agrees that the project will be independently audited by MOORE South Africa/Humansdorp or a comparative audit firm appointed by the Sponsor.



In summary, the objective benefits for the community and end-user

- Increased well-being, social function and contribution in communities
- Decreased tensions
- Increased disposable income
- Significant decrease in a major landfill waste stream

The monetary value of increased social function is infinite.

Our senior citizens are the pillars of our communities. It is important to acknowledge the contribution that they're making to our society'

westerncape.gov.za¹¹
2024

Building on a successful rollout and credible impact study of the small-scale implementation during 2023, Dignity in Motion plans to broaden the impact by partnering in support of more regional carer organisations until as many of South Africa's estimated 10,800,000 UI sufferers are empowered to more dignity, hope, increased disposable income and improved quality of life.

Notes

¹ R14,000 annual cost of disposable UI nappies is calculated at an average use of 3 nappies per day at R12.79 each

² Dignity4You reusable UI wear has a proven durability of a minimum of 200 wash cycles and is designed to last 12-18 months of normal use.

References

³ PLOS Global Health 2022 Medline/Google Scholar/Africa Journal Online

⁵ Urology Care Foundation 2023

⁹ Green Building Council SA 2018

¹⁰ University of Queensland 2022

¹¹ westerncape.gov.za 2022

¹² wp.odu.edu/2022/The Importance of Community Participation

¹⁴ South African Journal of Obstetrics and Gynaecology Vol 16.1

¹⁵ dgmc.co.za/ui

¹⁶ Updated Lifestyle Assessment for disposable Nappies – Science Report SC010018/SR2 2008

Attachments

⁷ CANSA/Kouga Cancer Association Letter of Need

⁸ St Francis Hospice Letter of Need

We appreciate your time in considering
this social investment and value your input.

CONTACT

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