



Mind Over Matter: Healthy Bowels, Healthy Bladder Implementation Guide

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1. The problem: How incontinence impacts your community

By menopause, over half of older women experience urine or bowel leakage, also called incontinence. That's more than 200,000 women with bladder or bowel leakage in Wisconsin!

Having incontinence increases a woman's risk for:

- ✓ Falling
- ✓ Social isolation
- ✓ Depression
- ✓ Hospitalization
- ✓ Caregiver burnout
- ✓ Admittance to a nursing home

"I think that it is so detrimental when older women isolate themselves and they stop going to church, or they're afraid to go grocery shopping because they might have an accident and that's extremely embarrassing to them. So they just start staying home and that is just such a downward spiral, causing psychological and even medical problems. The opportunity to prevent that or lessen it is a huge incentive."

K, Mind Over Matter Facilitator

Fortunately, many women's symptoms can be reduced or even cured without medication or surgery – by doing low impact exercises and making changes to how we eat or drink. However, most women do not know about these solutions because they don't talk about their symptoms with a doctor. Mind Over Matter: Healthy Bowels, Healthy Bladder is a program that aims to bring these solutions to women in their community!

2. A Solution: Mind Over Matter: Healthy Bowels, Healthy Bladder: An evidence-based program for women

2a. The definition: What exactly is MOM?

Mind Over Matter: Healthy Bowels, Healthy Bladder is a workshop that helps older women build skills and confidence to adopt exercises and make diet changes to improve bladder and/or bowel symptoms. A group of 8-12 women meet for two hours every other week for a total of three sessions. With help from a trained facilitator, women in Mind Over Matter work together to set their own goals and track their progress. Like “Stepping On” or “Living Well,” Mind Over Matter is offered in senior centers, churches, or other community locations, to reach those women who are not getting help from a doctor. MOM is:

- ✓ **Short and sweet:** 3 sessions, each lasting 2 hours, every other week for one month
- ✓ **Comfortable:** Limit of 8-12 women fosters trust & privacy
- ✓ **Community-based:** Led by a trained female facilitator (not a health care professional)
- ✓ **Interactive:** Engages women to work together to set and meet personalized goals
- ✓ **Fun:** Incorporates social interaction, tasteful humor, and fiber-filled snacks
- ✓ **Effective:** Improves bladder symptoms for 71% of women & bowel symptoms for 55%!

What topics does Mind Over Matter cover?

- ✓ The pelvic floor: How our bladder, bowels, and pelvic floor muscles work together
- ✓ Building confidence to set and achieve reasonable goals
- ✓ How to do low-impact pelvic floor muscle exercises (Kegels)
- ✓ How to adjust fluid intake and fiber intake to improve bladder and bowel function
- ✓ Helping one another solve problems and cope with setbacks
- ✓ Learning about other solutions if symptoms are not cured through workshop
- ✓ Asking for more & navigating uncomfortable discussions with healthcare providers

Who can participate in Mind Over Matter?

Women who:

- Are aged 50 or older
- Live independently in a home or apartment
- Have experienced bladder/bowel issues *OR* are interested in preventing them
- Can attend all three scheduled workshop sessions

MOM is *not appropriate* for women with acute illnesses or dementia.

2b. A summary of the science behind Mind Over Matter

Believe it or not, bladder health promotion is actually not a new concept! A team of researchers published a study way back in 2004 showing that women who attended a bladder health class taught by a urologist and a nurse had improved incontinence symptoms. So why is MOM just being rolled out in 2019? Because it is difficult to find urologists and nurses to lead bladder health classes!

In 2013, a researcher in Canada took the evidence behind bladder health classes two steps further, proving that 1) a bladder health class that combines education and self-efficacy (helping women develop confidence that they can control their symptoms) is better than education alone; and 2) someone other than a nurse or urologist can deliver this bladder health class and improve women's symptoms.

In 2014, our team set out to answer two additional questions: 1) Can we adapt this education and self-efficacy program to target not just bladder symptoms, but also bowel symptoms; and 2) Can we use a train-the-trainer model, so that someone from any community can be trained to lead this education and self-efficacy program? And thus, Mind Over Matter: Healthy Bowels, Healthy Bladder was born. Mind Over Matter was developed right here in Wisconsin by community partners and researchers at the University of Wisconsin School of Medicine and Public Health and the Wisconsin Institute for Healthy Aging's Community Academic Aging Research Network.

MOM was first pilot-tested in 55 women in senior centers in Green Lake, Dane, Marquette, and Dodge counties in 2015-2016. Three months after completing Mind Over Matter, 82% of women with bladder leakage reported improvement, and 53% of women with bowel leakage reported improvement. Their own words are the most powerful indication of MOM's impact: "Thank you for the classes - they have made life worth living again!" and "My urine leakage problem is so much better. Thank you for helping."

Based on these preliminary results, Mind Over Matter was tested in a randomized, controlled trial in 2017 involving 122 women participants from 8 Wisconsin communities: Viroqua, Grafton, Baraboo, Coloma, Westfield, Middleton, Oregon, and Fitchburg. In this larger, more rigorous trial, 71% of MOM participants had lasting improvement in bladder symptoms and 55% had lasting improvement in bowel symptoms three months after completing Mind Over Matter! Perhaps even more impressive, we found that only 5% of MOM participants had worsening bladder or bowel symptoms, compared to 20% of women in the control group, over that same period.

The reason that Mind Over Matter is so effective is because it builds skills and self-efficacy to make behavior changes that have been proven to improve bladder and bowel health. Doing pelvic floor muscle exercises, changing fiber and fluid intake, and changing toileting practices have all been proven to improve bladder and bowel symptoms in research studies. The techniques used in Mind Over Matter are based on the Health Action Process Approach, a model developed by psychologists to explain how people successfully make and sustain healthy

changes – from making up our minds to make a change, to setting a plan for how to make that change, to making and keeping up with the change, and even building confidence to manage set-backs.

3. Key ingredients: What do you need to implement Mind Over Matter?

3a. Making the commitment: Organizational Support

“[MOM] is well organized, but there is work you need to do to plan it... I think the organizational support from the senior center made this possible. I wouldn't have had time on my own to do the preparation and printing and recruiting. I think you need to have a strong partner like the senior center to make it work.”

- Mind Over Matter Facilitator

To implement the Mind Over Matter program successfully, your agency needs to commit to offering workshops on an on-going basis. That requires time, money, and effort! Organizational support looks different in each organization, but we offer the following suggestions to enhance the success of Mind Over Matter in your community.

- Recruit, train, and support at least one workshop facilitators
- Clearly define roles and assign tasks
- Engage community partners to assist where possible
- Develop a sustainable plan to offer Mind Over Matter two or more times per year
- Agree to use official Mind Over Matter materials and maintain fidelity to the Mind Over Matter program
- Commit to data collection and program evaluation, which allows us to improve the Mind Over Matter program and demonstrate its impacts

3b. Engaging Community Partners

Businesses, organizations, or individuals in your community may be interested in supporting your Mind Over Matter program through different types of partnerships. The following are just a few examples of how partners can help you implement Mind Over Matter.

- Publicize the Mind Over Matter program
- Refer people to the Mind Over Matter program
- Provide volunteers to assist with various Mind Over Matter tasks
- Print and/or assemble Mind Over Matter workshop materials
- Provide and/or prepare snacks

What is in it for your community partners?

Bladder and bowel leakage are common among older adults. A community-based solution like MOM can thus advance the mission of various organizations. For instance:

Hospitals

- Meet the HEDIS requirement "Management of Urinary Incontinence in Older Adults"
- Build good will in the community
- Increase use of hospital physical therapists for participants needing individualized care

Senior Centers

- Build seniors' skills in self-efficacy
- Experiential learning process that is most effective with older adults
- Engage new volunteers and increase participation in other Senior Center programming

Health Care System

- Evidence-based
- Address social determinants of health, such as individual health behaviors, health literacy, and socialization

ADRC, assisted living community, or community center

- Empower women to take control of their lives
- Introduce community members to your full slate of programs and resources
- Focus on prevention, reducing isolation, and increasing social participation.

Religious organization, church, or synagogue

- Address a problem that reduces the well-being of community members
- Increase volunteering
- Increase attendance at services

3c. Finding and training a facilitator

MOM is designed to be delivered by a single facilitator, unlike some health promotion programs that incorporate co-leaders or peer leaders, so the facilitator must be comfortable leading the workshop independently. Potential facilitators should have:

- Public speaking and communication skills
- Empathy and compassion
- Good organizational skills
- Interest in working with older adults
- Comfort discussing bladder and bowel function
- Availability
- Experience

You don't need healthcare experience to lead Mind Over Matter because the two-day training will provide all the tools the facilitator needs! If she has prior experience working with older adults or facilitating other group programs, many of the techniques taught in the training will be familiar to her. You may share this information sheet and the facilitator application with a potential facilitator.

Facilitator Training

The success of Mind Over Matter rests on having a skilled and engaging facilitator! Facilitators must attend a two-day Mind Over Matter Facilitator training. We recommend that implementing agencies nominate at least two facilitators (ideally more) to be trained in Mind Over Matter. Ideally, all selected facilitators from your organization can attend the training together. At the end of the two-day, hands-on training and certification, you will be expectation to demonstrate that you are ready facilitate Mind Over Matter. Observation, coaching, and support is provided for new facilitators.

WIHA periodically offers regional (WI) Mind Over Matter facilitator training workshops. Please contact WIHA for upcoming dates. The cost of attending the facilitator training is as follows, **not including any travel expenses.**

**See the Wisconsin Institute for Healthy Aging Website for training locations, dates, and fees

*Out-of-state organizations may contact Wisconsin Institute for Healthy Aging to discuss on-location facilitator training in their areas.

4. The Recipe: A step-by-step guide to workshop implementation

4a. Marketing/Recruitment

Strategies for recruiting participants may differ among communities. We encourage you to use multiple strategies and see what works best! The following is a list of techniques that have been effective for recruiting Mind Over Matter participants:

- Invite people from existing lists
- Personal invitation by current/past participants
- Personal interest story in local newspaper
- Presentation to support groups
- Presentation to senior groups
- Presentation to groups (consumers)
- Presentation to health care professionals
- Meet with health care professionals (potential referral source)
- Newsletter notification

MOM workshops often fill up quickly. Over-enrollment (groups larger than 14) is not recommended because Mind Over Matter is most effective in a small group environment. If registration for your Mind Over Matter workshop nears capacity schedule another Mind Over Matter as soon as possible. You should keep a waitlist of interested participants who can be contacted for future recruitment.

4b. Location

MOM workshops can be held at a variety of public spaces, but your location should include the following:

- Accessible entrance, bathrooms, and parking
- A secure area to store class materials/equipment
- TV with DVD player OR laptop, projector, and screen to show the Mind Over Matter video
- Sufficient tables and chairs to seat up to 15 participants plus a facilitator (a “U-shaped” setup is recommended for easy communication)

4c. Materials

Some supplies you will need to prepare for the Mind Over Matter workshop sessions include AV equipment for 1 video, fiber friendly snacks, flip chart, and participant manuals.

4d. Time

Implementing agencies should offer Mind Over Matter at least twice per year (for example, once in the spring and once in the fall). Workshop facilitators will have to attend a two-day (16 hour) training up-front, but after that, as long as you offer the program regularly, re-certification will be much less time-intensive.

The actual amount of time required to offer Mind Over Matter may vary depending upon your staff and resources. Some agencies have a single person who performs all or most tasks related

Mind Over Matter. Other agencies divide these tasks among multiple people. You can use the more detailed Mind Over Matter Task Checklist to keep track of who will complete each task for a given workshop.

Estimated time required to implement a Mind Over Matter workshop:

	Task	Time (est.)	Keep in mind
Planning & preparation	Schedule Mind Over Matter workshops	1 hour	This task is simple if your organization has its own location. Contacting multiple locations to compare schedules and costs is more time consuming. Remember to check with local event calendars to minimize conflicts.
	Secure a location	3 hours	
	Marketing/Recruitment	6 hours	Marketing/Recruitment time varies widely. Depending on your organization and community, you may choose to do in-person outreach to community groups, print or online advertising, social media, post flyers, etc. As you continue to offer MOM, word-of-mouth advertising may increase, thus reducing time spent on marketing/Recruitment.
	Registration	2 hours	Track participants names and phone numbers
	Supplies	2 hours	This should be sufficient for shopping, organizing, and setup. If you or your organization has any needed supplies, adjust time estimates accordingly.
Printing & assembly	Participant Materials (incl. trackers & reminder letters)	6 hours	~ 100 pages of participant materials must be printed, collated, and assembled in 3-ring binders with section dividers for each participant. Professional printing saves time, but could increase costs by \$20-25 per participant.
	Photocopying and individualized certificates	1 hour	After session 2, photocopies of the “Keep In Touch” sheet should be made for each participant. Before session 3, completion certificates should be printed and filled out for each participant.
	Mail reminder/goals letters	30 minutes	Participants will prepare stamped, self-addressed letters encouraging them to keep goals & attend next session. Someone from your organization must mail letters.
Implementation	Rehearse script	3 hours	Plan to spend about 1 hour/session rehearsing the script. Experienced facilitators may need less prep time.
	Reminder calls	3 hours	This time will depend upon number of participants.
	Plan/prepare snacks	1.5 hours	Pre-packaged snacks save time, but homemade snacks may decrease cost.
	Facilitate workshop	6 hours	Each session lasts 2 hours and there are 3 sessions total.
	Room setup/cleanup	3 hour	Plan to spend about 30 minutes on setup/cleanup before & after each class. Technology setup for the video component of the Mind Over Matter workshop may vary by location.
	TOTAL (est.)	38 hours	

4e. Cost

Mind Over Matter is designed to be as cost-effective as possible, but your organization will want to consider the financial investment before committing to Mind Over Matter. It is worth noting that participants who experience improvements in their bowel and bladder leakage symptoms may save money on sanitary products and/or medical expenses.

The total cost of implementing a Mind Over Matter program can vary based on your staff (e.g. whether they are volunteer or paid), number of participants in each workshop, and contributions from community partners (e.g. printing, snacks, use of location). Your organization should anticipate the following costs, **not including paid employee time or facilitator training**.

Estimated cost required to implement a Mind Over Matter workshop:

	Item(s)	Cost (est.)	Keep in mind
Workshop Expense	Location fee	\$100	Many locations, such as public libraries, can be reserved for free. Community partners may also be able to provide space at no cost.
	Marketing/Recruitment	\$200	Marketing/Recruiting Mind Over Matter participants can range from promotional talks to community groups to paid advertising. Community partners and local publications may be able to assist. As you continue to offer Mind Over Matter in your community, word of mouth advertising may increase.
	Supplies	\$50	Your organization or community partners may already have the necessary supplies.
	Participant Materials (incl. trackers & reminder letters)	\$100	Costs include binders, dividers, paper, and copying. Total will depend on number of participants. Staff or volunteer time will be required.
	Mail reminder/goals letters	\$25	Postage cost depends upon number of participants. Please estimate \$1.50 / participant.
	Snacks	\$60	Community partners may be willing to provide and/or prepare snacks.
	TOTAL (est.)	\$535	

** This chart does not reflect the hourly rate of a paid facilitator (one that is paid by their employer).*

5. Achieving Excellence

5a. Maintenance

There is a big investment up front to offer Mind Over Matter, but the biggest hurdle is getting your facilitator(s) trained. Once you have made that commitment, the best way to maximize the return on your investment is to offer the program regularly. Keep a waiting list at all times so that interested participants can be notified when the next MOM workshop is scheduled.

It is critical that facilitators maintain their facilitation skills and knowledge of the program content and flow. Therefore, facilitators must facilitate **at least one workshop a year to maintain Active Status**. If this goal cannot be met, facilitators will need to be retrained, in order reactive their certification status.

5b. Fidelity

MOM participants will have the best chance of improving their symptoms if the MOM workshop is delivered with fidelity to the original, evidence-based design. That includes using official MOM scripts, activities, and materials. Only those facilitators who demonstrate an ability to maintain fidelity while delivering the MOM workshop will *pass* facilitator training. Representatives from WIHA will occasionally visit MOM workshops in order to ensure fidelity and encourage the best possible experience for participants and facilitators. We highly recommend that organizations frequently conduct their own fidelity checks, using the Mind Over Matter Fidelity Checklists.

5c. Data collection & Evaluation

Data Collection

When you submit your Workshop Notification Form (WNF) to Wisconsin Institute for Healthy Aging regarding your upcoming Mind Over Matter workshop, they will assist you in locating where the current data collection sheets to be completed by workshop participants can be found to print. Data collection is important for continuously improving the MOM workshop and demonstrating its impacts.

Workshop Evaluation

After the final Mind Over Matter workshop session, participants will be asked to complete a workshop evaluation. This short survey will be used to collect feedback about the workshop location, facilitator, and program content.

VI. Appendix

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Marketing materials

Material List

Task list

Printing and assembling materials directions

Completion Certificate

Fidelity Checklists

Week by week plan

Workshop evaluation