

Evidence-Based Programs for Your Community

Wisconsin Institute for Healthy Aging



Overview

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About WIHA

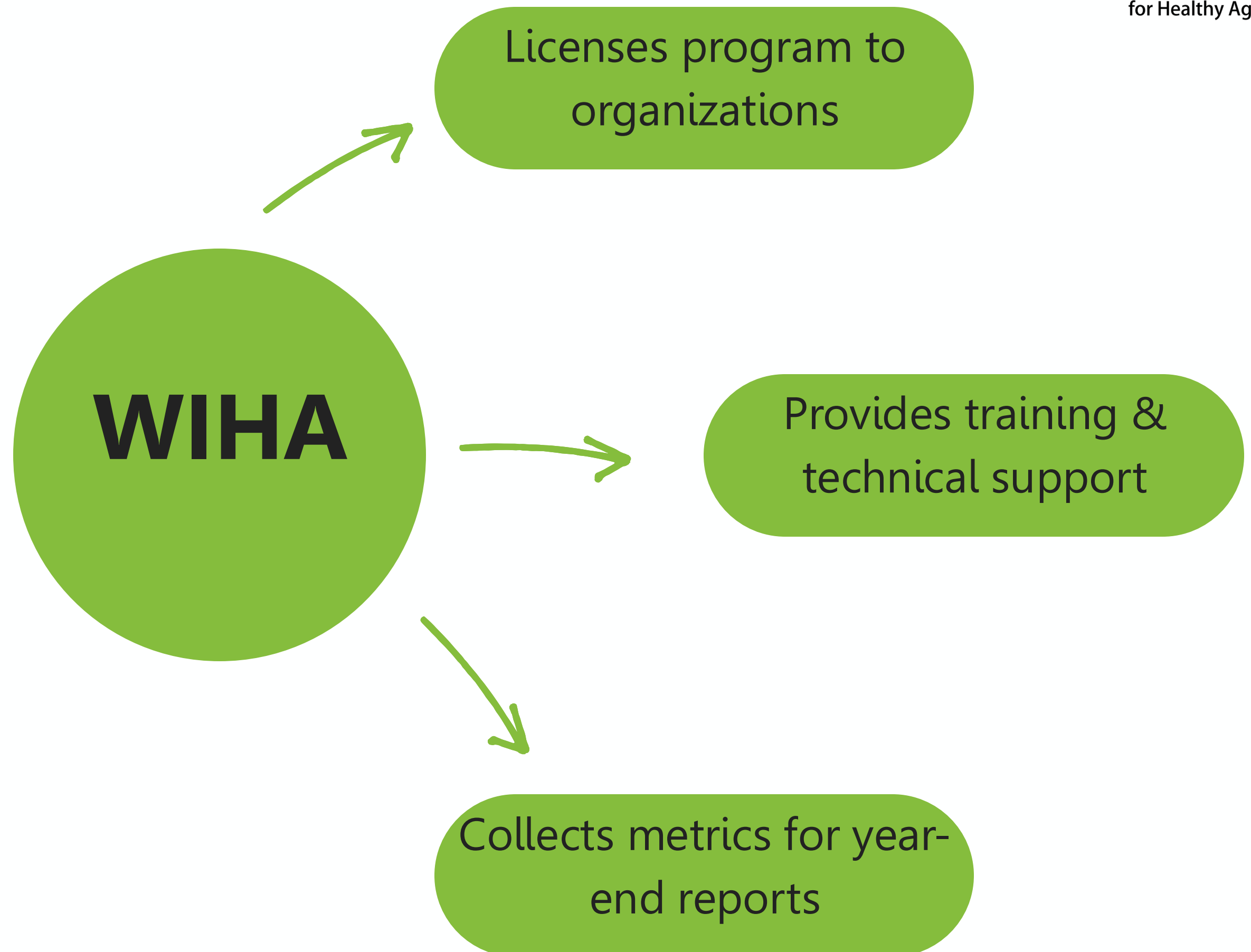


Mission

The mission of the Wisconsin Institute for Healthy Aging is to improve the health and well-being of all people as we age. We do this by disseminating evidence-based programs and practices and by engaging in collaborative public health strategies in Wisconsin and beyond.

Program Purveyor

An organization that
distributes and licenses
a program.



Licensed Programs

Stepping On

Pisando Fuerte

Mind Over Matter: Healthy Bowels, Healthy Bladder

Stand Up for Your Health



MIND OVER MATTER

Mind Over Matter: Healthy Bowels, Healthy Bladder (MOM) is a high-level evidence-based program for women who have or want to prevent bowel and/or bladder incontinence. This multi-faceted program provides tools and resources to help women understand how to prevent or manage incontinence, including fluid and fiber intake as well as kegel exercises.

Program Overview



Delivery virtual or
in-person



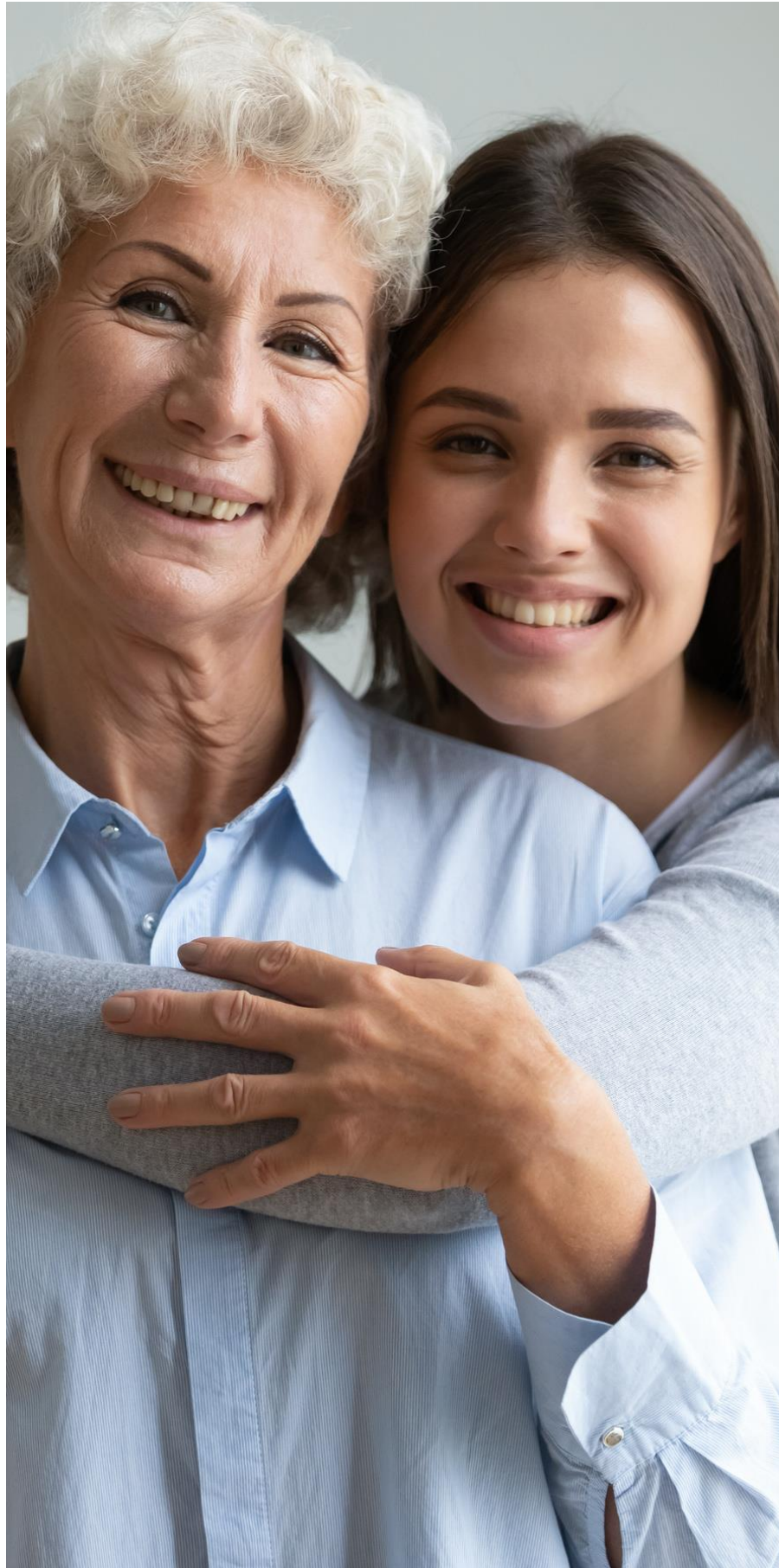
2-hour sessions
every other week
for 3 sessions total.



1 facilitators



Older adult women
with incontinence
or those that want
to prevent



Weekly Overview



01

Overview of Bladder & Bowel
Control
Pelvic Floor Muscles &
Exercises
Fiber & Stool Consistency
Problem Solving with Fiber
Goal Setting

02

Urinary Leakage & Strategies
Pelvic Floor Exercises
Problem Solving with Fluid
Intake
Goal Setting

03

Maintenance
Planning
Pelvic Floor Exercises
Talking with HCP
Goal Setting

Outcomes

- Improvement in urinary incontinence among 71% of participants
- Improvement in bowel incontinence among 51% of participants



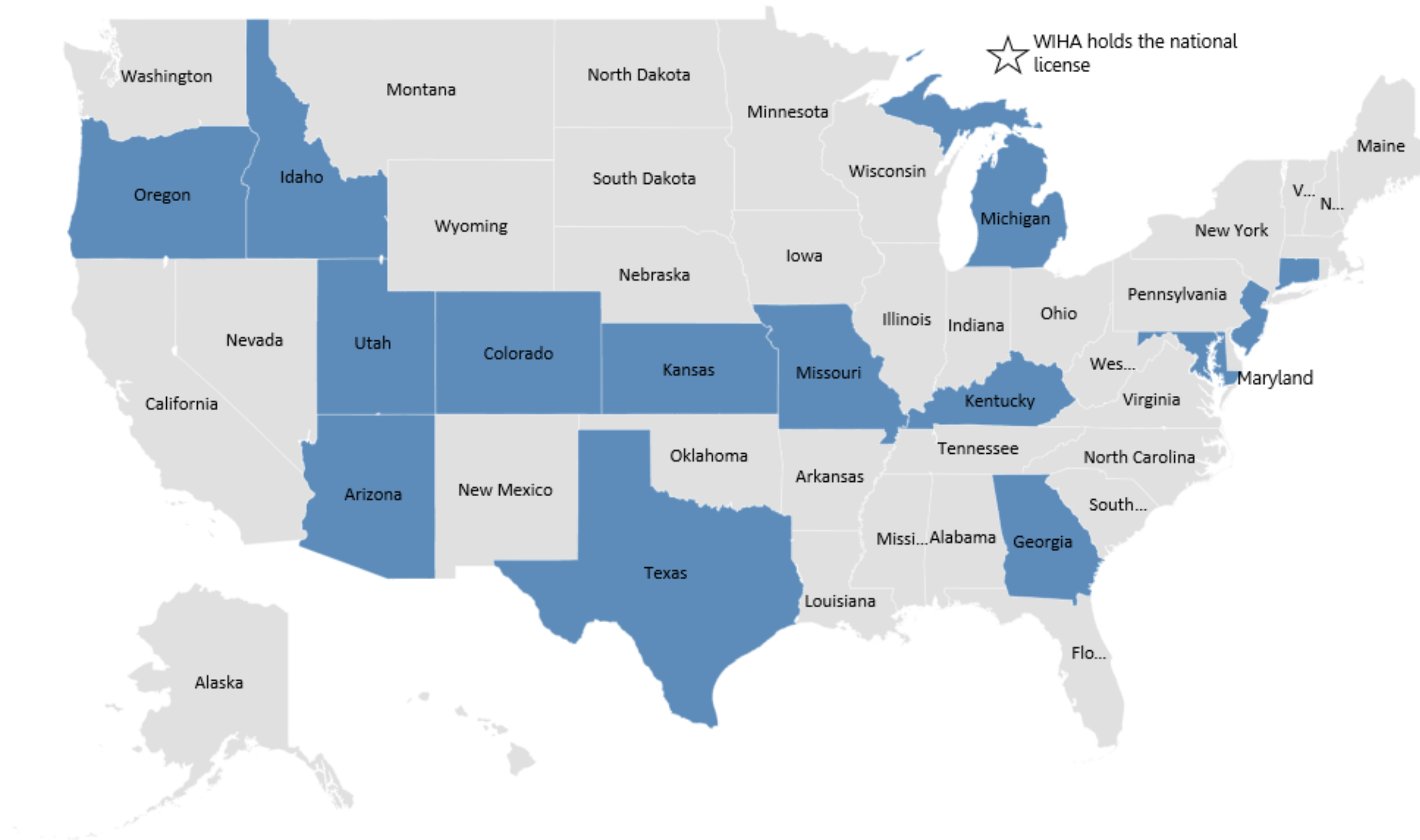
Facilitator Requirements



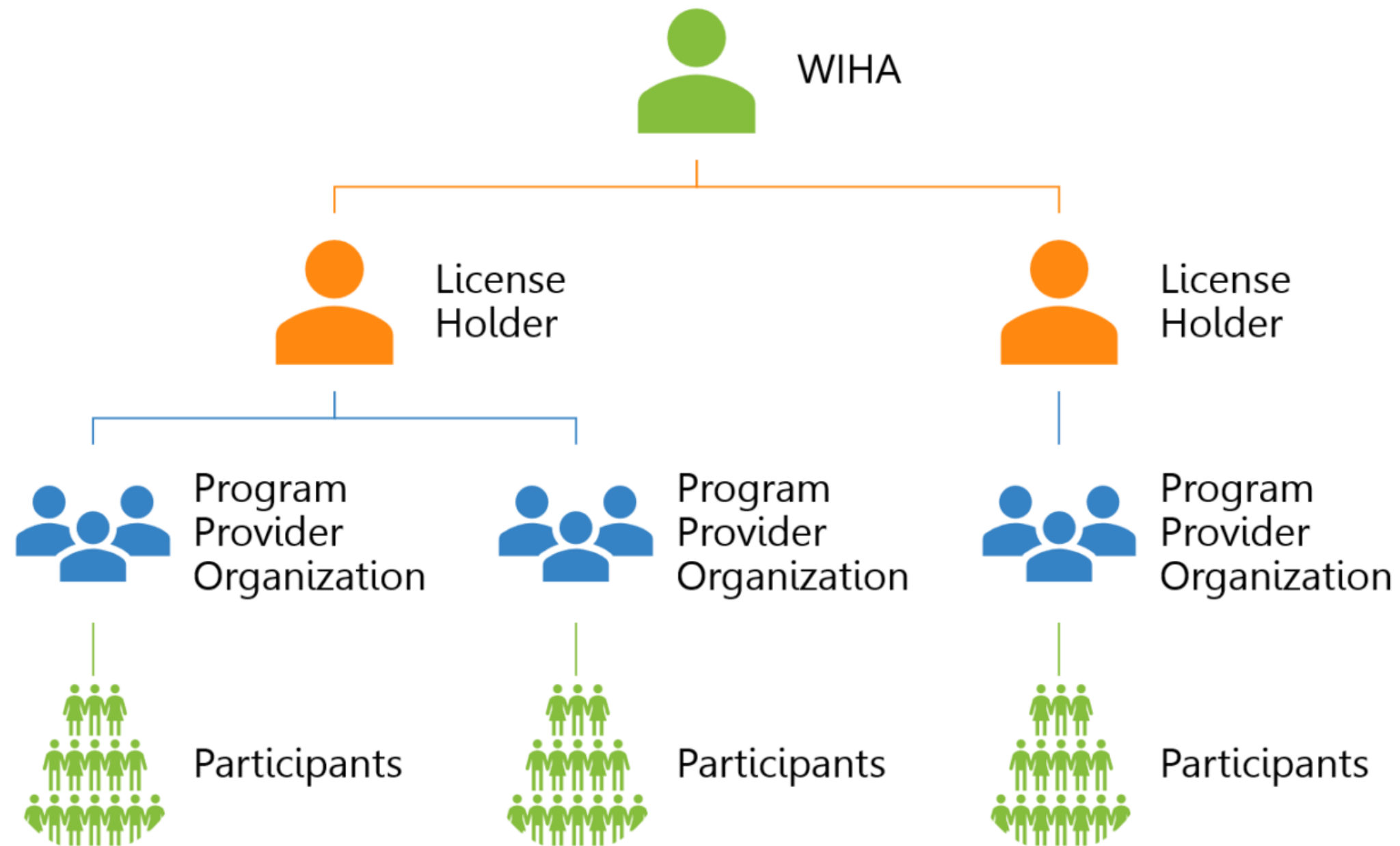
- Female
- Comfortable discussing bladder & bowel function

Current License Holders

U.S. Mind Over Matter License Holders



Become a License Holder



Anyone wishing to offer a program outside of Wisconsin must have an active license.

A **Site** is defined as a distinct business address from which a facilitator works or volunteers. Each unique physical business address shall constitute a separate Site, regardless of whether such Sites are operated by the same organization. Organizations maintaining multiple business addresses with trained facilitators shall be deemed to have multiple Sites, with each Site subject to the applicable licensing terms and fees (e.g. health system with multiple locations)

2026 License Fees

per program

	Number of Sites with Trained Facilitators*						
	1	2-5	6-10	11-20	21-30	30-39	40+
License for 3 years	\$ 3,250	\$ 6,000	\$ 9,000	\$ 12,000	\$ 15,500	\$19,000	\$24,000

Other Fees

Training Fees

Facilitator Training: \$550/trainee

Master Trainer Training+: \$950/trainee

Program Fees

- Personnel time
- Room rental for 3 sessions
- Marketing materials (printing/promoting)
- Participant Binder (\$12.50-22.25/manual printed through us)*
- Supplies (poster paper, pens, tape)
- Stamps (in-person only)
- Snacks

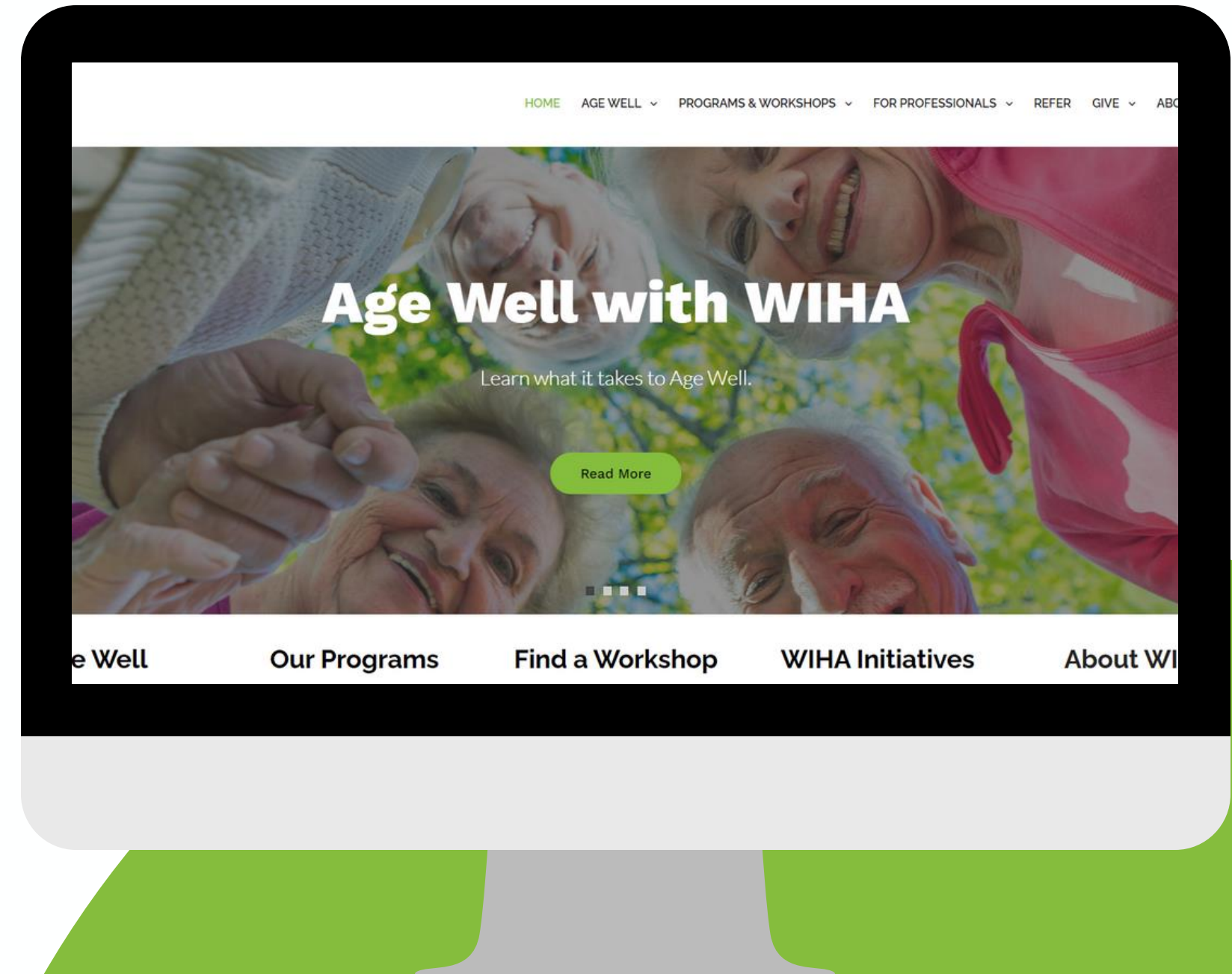


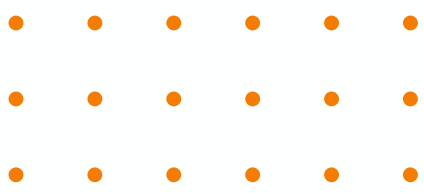
IMPLEMENTATION GUIDE

What it takes to implement *Mind Over Matter: Healthy Bowels, Healthy Bladder* in a community setting

Learn More

- Visit Our Website
<https://wihealthyaging.org/for-professionals/become-a-license-holder/>
- Contact Us





Team



Jill Renken

Executive
Director



Erin Eggert

Deputy Director
(Fiscal)



Suzanne Morley

Stepping On &
Pisando Fuerte



Amie Rein

MOM & Stand
Up



QUESTIONS?

Reach out.



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