

# LSA HEALTHCARE SERVICES LIMITED LAUNCH OF MALE INCONTINENCE BIN PIONEERS FOR BREAKING THE STIGMA OF MALE INCONTINENCE IN TRINIDAD AND TOBAGO

Male Incontinence is described as the involuntary loss of urine and can affect a person's quality of life. One third of men over the age of sixty (60) report some type of urine incontinence and after prostate cancer surgery incontinence is expected immediately after and long-term symptoms rate ranges from 5 – 11% to as high as 30%. The risk increases with age, different types of medical/neurological conditions like diabetes, stroke, Parkinsons Disease and muscular dystrophy can increase the risk.

LSA Healthcare Services Ltd in partnership with Prostate Cancer UK and phs Group launches the groundbreaking “Helping Men Live Well’ campaign to tackle the taboo surrounding incontinence issues. In Trinidad and Tobago, our men feel a sense of shame in discussing the topics of Prostate and Incontinence we must break this stigma in order to foster a new way forward “Helping Men Live Well”. Men experiencing this condition become socially isolated, anxious, and depressed due to poor provision of facilities to change incontinence products. This is where LSA Healthcare Services Ltd comes in to provide a discreet and dignified way to dispose of your incontinence products.



Picture from left - Dr. Marisa Nimrod, CEO of MD Medical Consultancy, Stephen de Gannes, CEO of Chamber of Commerce, Dr. Asante Le Blanc, Chairman of Cancer Society of Trinidad and Tobago, Leela Ramsingh, CEO of LSA Healthcare Services Ltd, Dr. Trudy Kawal, Urology Specialist, SWRHA, Roger Roach TTMA President and Kwesi Cudjoe, Male Program Coordinator, Ministry of Gender and Child Affairs



## HELPING MEN LIVE WELL



At our launch, Dr. Trudy Kawal who is a specialist in Urology at the South West Regional Health Authority said “Prostate Cancer is one of the leading causes of mortality in the Caribbean.” Therefore, it is prudent to anticipate, re-evaluate and meet the needs of all subgroups in our population. Dr. Marisa Nimrod who is the C.E.O of M.D Medical Consultancy Limited also stated male incontinence impacts your daily life, has a stigma surrounding it and a lot of disposal issues with regards to the male sanitary pads. This is where the Incontinence bins come into effect, these bins offer proper disposal, ensure privacy and dignity and a better quality of life.

Dr Asante Le Blanc, who is a general practitioner at Victoria Clinic and the Chairman of the Cancer Society of Trinidad and Tobago pushed for citizens of Trinidad and Tobago to be advocates for Male Incontinence and to encourage the men around us to get tested because an ounce of prevention is worth a pound of cure. Mr. Kwesi Cudjoe who is the male program coordinator from the Ministry of Gender and Child Affairs emphasized a need for the men of Trinidad and Tobago to break the stigma and speak more about male incontinence and how much it affects persons in Trinidad and Tobago. He pushed for a more conscious Trinidad and Tobago, where we can speak openly and comfortably about these stigmatized issues regarding men's health.



The Panel of Speakers: Dr. Asante Le Blanc, Mr. Kwesi Cudjoe, Dr. Trudy Kawal, Dr. Marisa Nimrod, Ms. Leela Ramsingh



Founder & CEO of LSA Healthcare Services Limited - Ms. Leela Ramsingh



From Left to Right: Mr. Stephen de Gannes, Ms. Leela Ramsingh, Mr. Roger Roach



The Panel of Speakers answering questions about Male Incontinence

At LSA Healthcare Services Limited we hope to break the stigma attached to Prostate Cancer Testing and Male Incontinence so we can make Trinidad and Tobago more aware of the challenges men face regarding incontinence. Our bins would help men feel more comfortable when using a bathroom facility because their needs would be catered for, it is also more discreet and specially designed for men. At LSA Healthcare Services Ltd we aim to provide a service that would help us move forward as a nation and provide the support that men need. Together we can make a difference one bin at a time!

