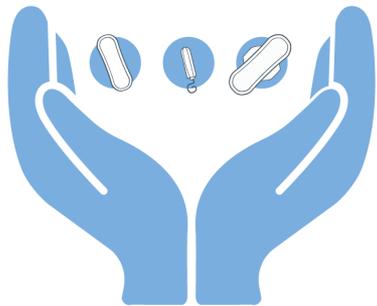


WASHROOM
DIGNITY



Initial

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Initial

Protecting People. Enhancing Lives.



A little about Rentokil Initial

We service over **300,000** washrooms across Australia today

WORK180 endorsed employer

Women represent 43% of our workforce from field technicians through to ELT

33% of our Pacific Executive Leadership Team are female

40% of our Executive Board is represented by women & **61%** of our hygiene technicians in the field are female

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Washroom Dignity

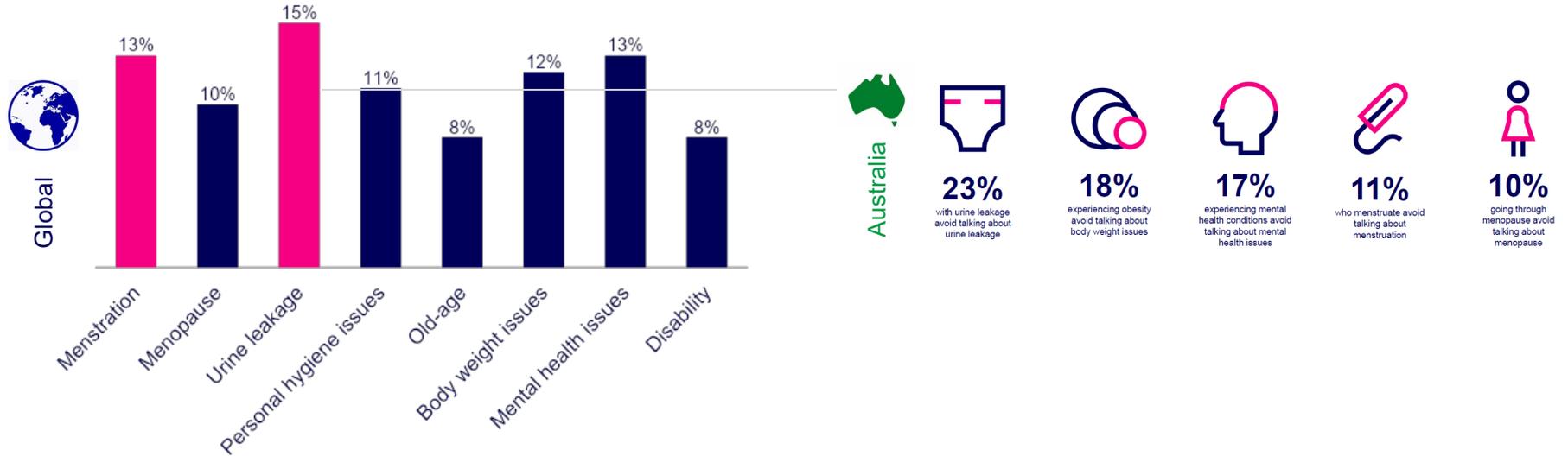
At Initial Hygiene we strongly believe that both incontinence and period welfare solutions should be free and widely accessible to both persons who menstruate or those managing incontinence issues whilst at their place of work. That is why we have partnered with Essity, one of the world's leading manufacturers of period and incontinence products, to launch Washroom Dignity.

Washroom dignity is a commercial initiative that offers employers the opportunity to provide free period and/ or incontinence care solutions in the workplace washroom

Dignity in the Washroom - An expected minimum standard in the workplace



What do people avoid talking about



Incontinence is one of the most **avoided topics** and many people suffer **alone**

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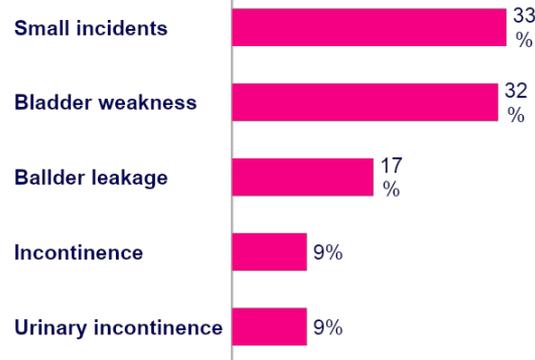
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What is incontinence?



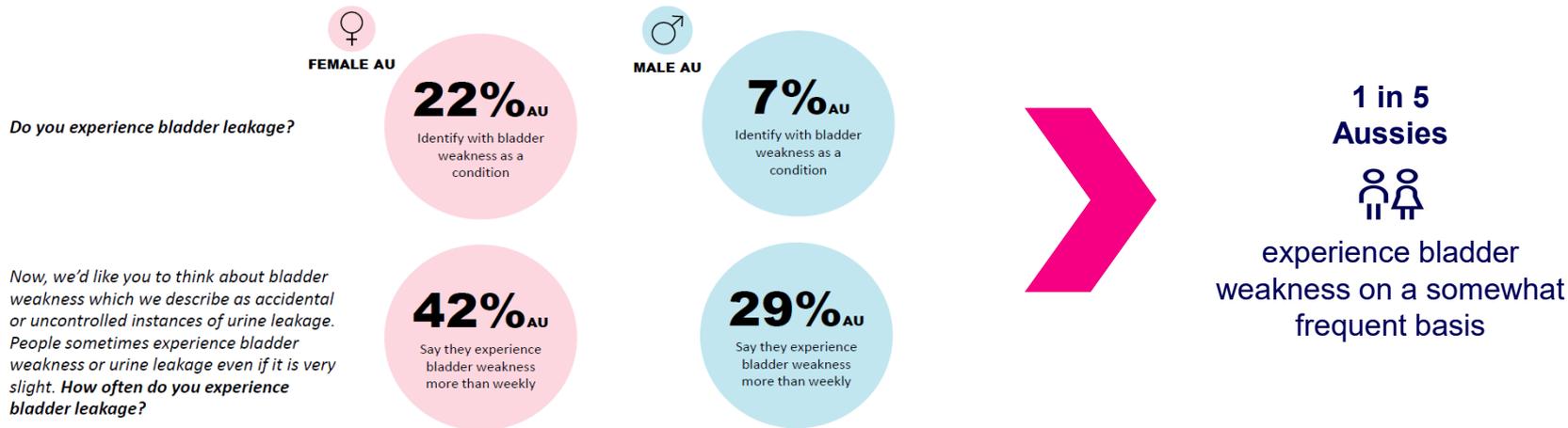
Continence is the ability to control your bladder and bowel. Incontinence is **the involuntary loss of bladder and bowel control.**

How people describe it*



Many people avoid using the word incontinence

Who does it happen to?

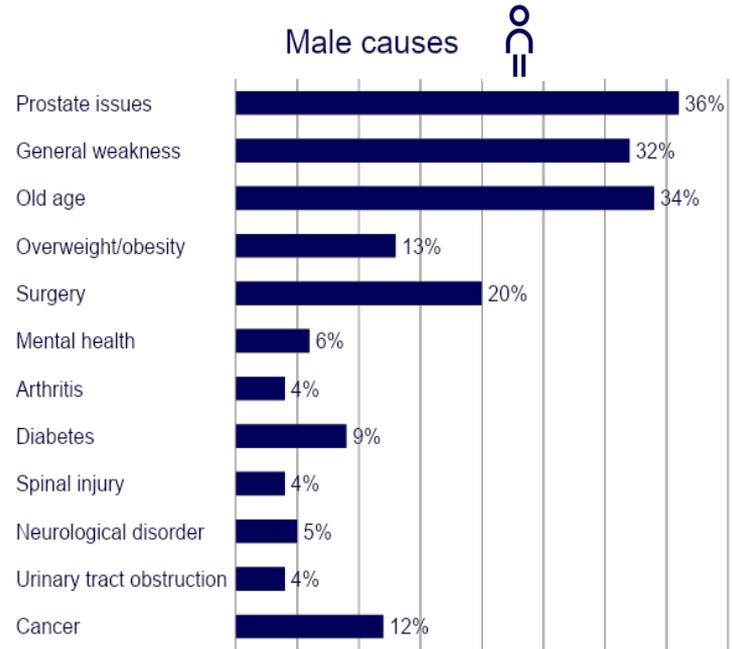
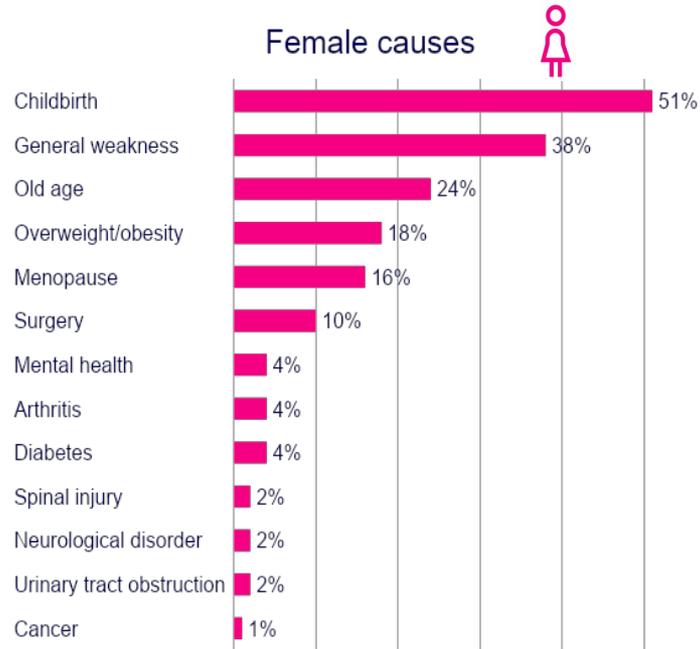


Prevalence is higher than people are willing to admit

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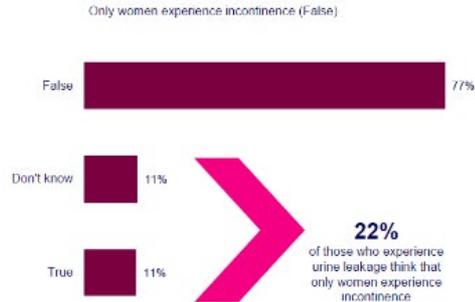
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Why does it happen?

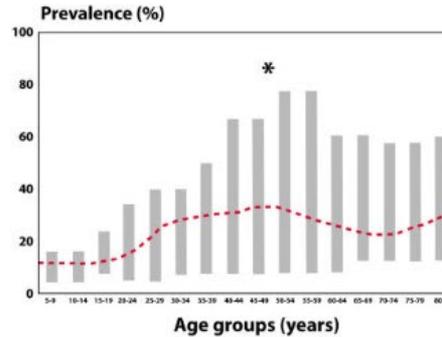


Myths

Only happens to women

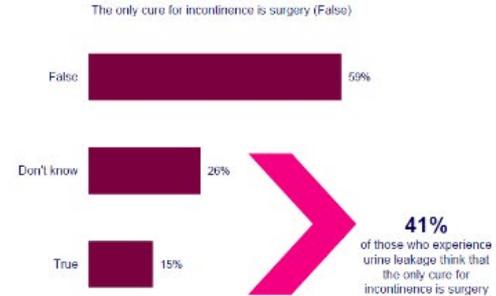


Only affects old people



Young adult females - 20% to 30%
Middle aged females - 30% to 40%
Elderly females - 30% to 50%

There are no cures outside of surgery



Men's feelings and behaviours about bladder leakage ...

“ I'm open to talking about health issues but not this. It's not age appropriate. I felt shame, uncomfortable. It would be good if there was some information saying it can happen at any age.

“ There's a stigma, and the younger you are the more embarrassing it is. If I was in my 80s it might feel like a natural part of life, but I'm in my 30s so I don't talk about it. There's a bit of shame.



72% worry about embarrassing themselves in front of others

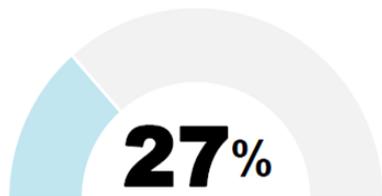
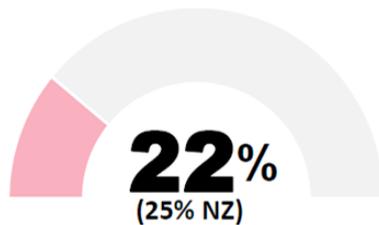
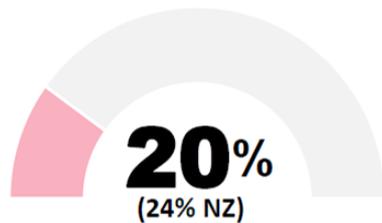
50% believe incontinence is an issue that people make fun of

43% say bladder leakage has limited their ability to enjoy life

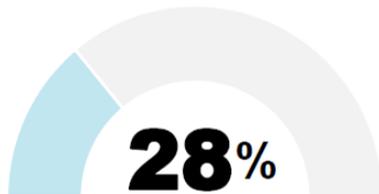
43% don't know anyone with bladder leakage

33% don't have anyone to talk to about their condition

Many people with incontinence don't have a lot of knowledge and don't know how to manage it

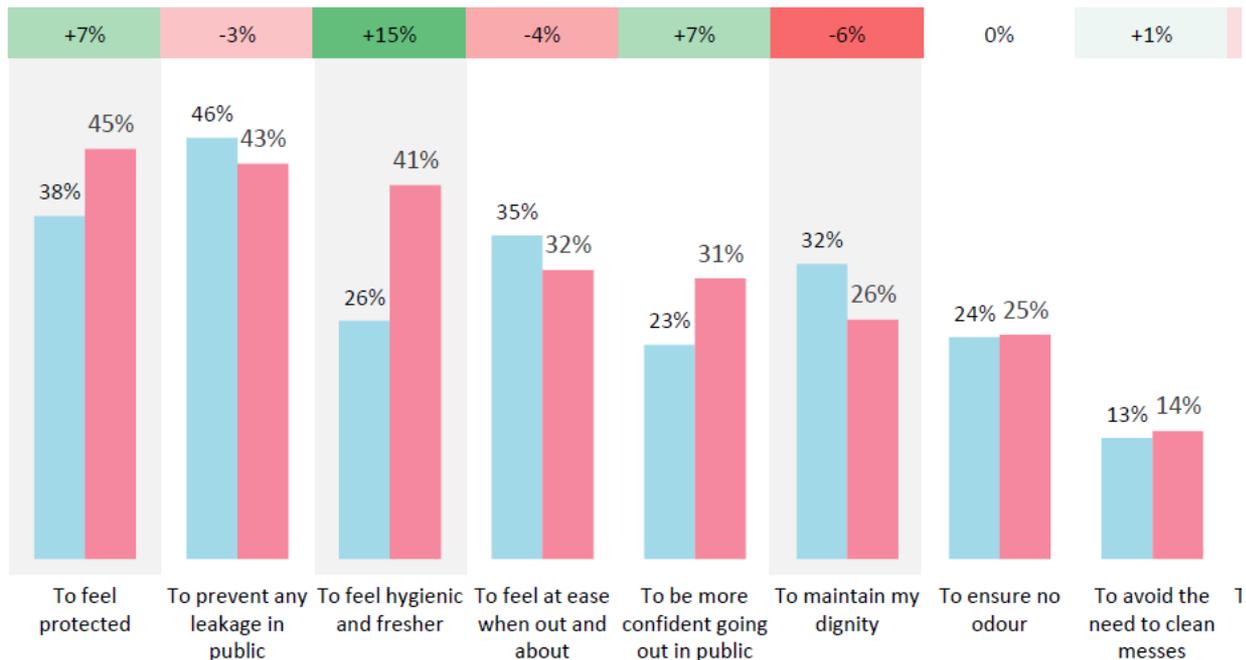


ARE NOT
KNOWLEDGABLE ABOUT
BLADDER LEAKAGE

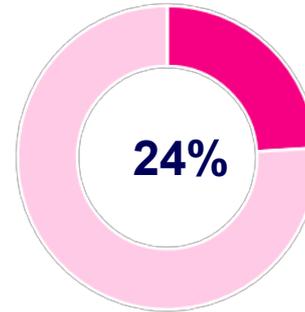
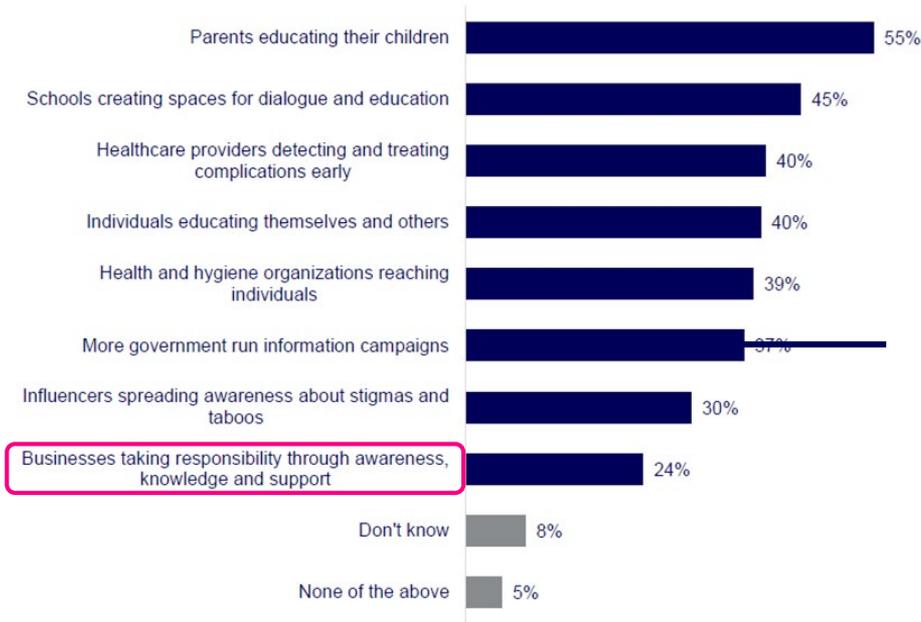


DO NOT KNOW HOW TO
MANAGE THEIR BLADDER
LEAKAGE

What problems we are trying to solve



Who should play a role to reduce shame and reluctance to discuss health and hygiene topics such as menopause, incontinence and menstruation?



Think businesses should take responsibility through awareness, knowledge and support

When asked – when envisioning the ideal public washroom of the future which of the features would be essential for you?



35%

say access to more basic hygiene products is essential for the future of public washroom, especially to those experiencing menstruation (46%) or urine leakage (39%).

Access to incontinence products

FROM

No one talks about it

Worry about leaks and smell

I'm alone with this

I'm ashamed

TO

Providing accessible products opens conversations

Providing purpose made products will support people with light to moderate leaks

Share knowledge about the prevalence

Education about the ages affected and common causes

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Washroom Dignity - Research 2023

Rentokil Initial commissioned Researchify to further deep dive this topic March 2023

50% of working Aussies said not having access to menstrual and/or incontinence amenities in the workplace is causing stress & anxiety

67% of Aussies don't have the option to work from home - provision of care products in the workplace washroom is essential

Access to basic period & incontinence care products in the workplace should be considered a basic human right



This issue affects all genders

Stress & Anxiety caused by lack of washroom amenities is felt by 75% of non - binary people surveyed

17% of men have taken a sick day because they weren't confident their workplace had the necessary products or bins required to ensure a dignified washroom experience

37% of Australian men feel stressed or anxious around no access to amenities in the workplace washroom

Over half of men surveyed indicated that they are likely to work from home if they can, on days they need access to menstrual or incontinence products

All employees need to feel safe & included whilst at their place of work

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Sunshine Coast Council

Bins 4 Blokes initiative rolls out across the Coast

In collaboration with the Continence Foundation , Sunshine Coast Council has installed 102 male incontinence product disposal bins at public...

24 Aug 2022



ABC

Incontinence affects one in four but we are still hopeless at ...

There is a lack of access in men's toilets to bins for the disposal of incontinence pads. Some argue these bins could help spread a wider...

22 June 2021



Australian Broadcasting Corporation

Olympian Jana Pittman is changing the approach to continence, and helping women better understand their bodies

Jana Pittman is a world champion, doctor and mother - and suffers incontinence. She's one of the five million Australians that have...

21 June 2023



Sydney Morning Herald

Meet the man behind the throne, the king of the Great Dunny Hunt

Of the 5 million Australians with incontinence, 80 per cent are women, ... users were frustrated when they were unable to access a toilet.

11 Apr 2022



SBS Australia

Christin is among millions of Australians with this stigmatised medical condition

As many as five million Australians are estimated to be affected by incontinence — and that figure is expected to grow sharply in the next...

19 June 2023



Australian Broadcasting Corporation

One in four Australians over the age of 15 suffer incontinence. Only 30 per cent seek help

During the height of the pandemic, Lisa was working as a nurse in the COVID outbreak squad. She had to leave the unit due to incontinence.

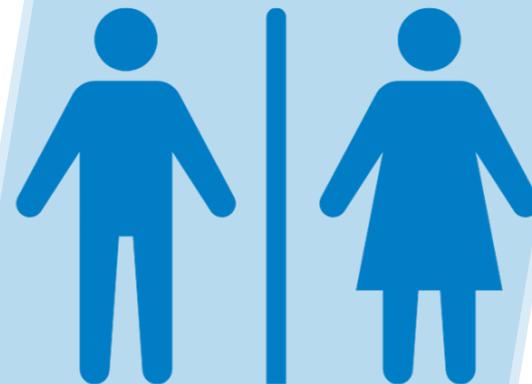
18 June 2023





Washroom Dignity - An Overview

Washroom dignity can be defined as employers providing free period and/ or incontinence care solutions in the workplace washroom



Washroom Dignity

Supported by  essity



Vend and dispose incontinence products, or both which are discreetly branded to suit all washroom environments - male, female or gender neutral.

Free dispensing of product

Wall Mountable

Silver or White

Capable of dispensing

- incontinence pad
- incontinence liner

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Washroom Dignity



Initial provides end-users a discreet, hygienic, easy to use waste unit dedicated to incontinence waste featuring a pedal option for premises and customers that prefer not to touch the unit at all when disposing of waste

Our waste solutions are suitable for in-cubicle, wheelchair accessible and the wider washrooms.

- Range of sizes
- Touch Free or Pedal Opening
- Antimicrobial Surface
- Lowest microns of plastic used in liners
- Scented liners to manage odour control



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Supporting menstruators

Supported by  essity

Washroom Dignity goes beyond incontinence by offering products and services that ensure all members, regardless of gender, have access to clean, dignified, and respectful washroom facilities.

The innovation can also address the unique needs of female members in Men's Sheds across Australia, supporting them during menstruation and perimenopause.

Free dispensing of product



- Wall Mountable
Capable of dispensing
- tampon,
 - period pad
 - period liner
 - incontinence pad
 - incontinence liner

Capacity:
32x Tampon boxes
180x Menstrual Pads
30x Incontinence Pads



- Wall Mountable
Capable of dispensing
- individual tampons
 - period pad

Capacity:
120x individual tampons
80x Menstrual Pads



THANK YOU

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