



PRESS RELEASE

Bladder Health UK and ITN Productions Industry News announce new programme 'Bladder Health: Breaking Boundaries'

Launch: May 2022

Bladder Health UK and ITN Productions Industry News are producing a news-style programme **Bladder Health: Breaking Boundaries** raising awareness and understanding of bladder health, addressing the stigma and challenges for sufferers and exploring research and treatments in the field.

Millions of people in the UK suffer from bladder illnesses which can include cystitis, incontinence, and pain when urinating. It's estimated that around half of all women in the UK will suffer at least one urinary tract infection (UTI) at some point in their lives, yet despite being the leading source of bacterial bloodstream infections, UTIs remain a chronically neglected area of infectious diseases¹. Whilst it's women who are mostly impacted, men and children can also commonly suffer, with bladder infections being one of the common causes of bed wetting in children. With confusion around diagnosis and treatments, coupled with embarrassment many people are suffering in silence leading to emotional distress as well as poor quality of life.

Bladder Health UK is working hard every day to support people living with bladder illnesses, providing vital healthcare advice to those in need. In collaboration with ITN Productions, **Bladder Health: Breaking Boundaries** will be an informative and positive news-style programme about bladder health that will educate, inform, normalise and reduce stigma around the subject matter; signpost to credible and helpful information via Bladder Health UK; showcase new treatments and research giving hope and relief to sufferers and look at what the future holds for bladder health.

Anchored by an ITN Productions presenter from ITN's London Studio, the programme follows a unique news-style format featuring key sector interviews, independent news items in collaboration with Bladder Health UK and a series of inspirational sponsored editorial profiles led by ITN Productions news reporters, filmed on location and remotely. The programme will launch at a flagship event in May 2020 and will form part of a wider communications campaign targeting healthcare professionals and the general public.

Suzanne of Bladder Health UK said: "the team here at Bladder Health UK have been dealing with bladder illness and associated issues on a daily basis for over 25 years. We experience first-hand the complexities both physical and emotional that having a bladder problem can cause. Raising awareness of these debilitating and often painful illnesses and encouraging more people to talk openly about them is important to us. It is the way we break the boundaries created by the stigma and taboo of admitting you have a problem. Finding the confidence to talk could be your first step to a quality of life you thought was not possible.

Nina Harrison-Bell Head of ITN Productions Industry News said: “Bladder problems are often ignored, unrecognized, misdiagnosed and left untreated by those too embarrassed to acknowledge that they experience them. Our programme, in partnership with Bladder Health UK, aims to change the narrative around the subject and provide a platform to motivate the many with bladder problems to get the right diagnosis and seek the right treatment for better patient outcomes across the UK.”

For further information, or to participate in the programme, please contact: Georgia Gerstein, Senior Programme Director, Industry News at ITN Productions: Georgia.Gerstein@itnproductions.com.

-Ends-

About ITN Productions Industry News

ITN Productions produces bespoke creative and commercial content for broadcasters, businesses, brands, rights holders, and digital channels. Industry News forms part of this offering and is a communications tool for leading industry bodies and national associations produced in a broadcast news-style programme format, including interviews, news items and sponsored editorial profiles. For more information visit: www.itnproductions.co.uk / LinkedIn ITN Productions Industry News / Twitter @ITNIndNews

About Bladder Health UK

Bladder Health UK gives support to people with all forms of cystitis, overactive bladder, and continence issues together with their families and friends. We are the largest bladder patient support charity in the UK. We have a busy chat room/Forum, a widely used website and active Twitter, Facebook and Instagram accounts for those bladder illness sufferers seeking information, help and support. For more information visit: <https://bladderhealthuk.org/>

ⁱ Bladderhealthuk.org