

Youth Impact Communication

Dignity In Twilight Years— Concerns On Urinary Incontinence In The Elderly

Zhenwu Xu, Guangdong Experimental High School AP Program

Yongqi Wang, Guangdong Experimental High School AP Program

Hanzhi Yu, Guangdong Experimental High School AP Program

Siyang Chen, Guangdong Experimental High School AP Program

Summary

Identify the Topic

| Topic Description

Respect for the elderly is well-known as a traditional virtue in China. However, with all the efforts to provide a better material life for the elderly, we tend to treat them as the weak and ignore the truth that they also have their dignity and need to be treated equally. The situation is particularly evident when it comes to urinary incontinence in the elderly, an issue that involves sanitary concerns as well as the high risk to lose face and has become a problem that people are unwilling to talk about.

Our team hopes to awaken the public's attention to the issue of urinary incontinence in the elderly, break the social taboo, bring more discussions and thus contribute to offering the elderly a life with dignity in their twilight years.

| Why it is important

Urinary incontinence is a common problem among the elderly. Surveys have shown that the incontinence rate increases with age, which is 20-30% for people over the age of 65 and over 30% for people over the age of 80. The situation is even more severe among elderly patients, which is a chronic problem.

Urinary incontinence usually causes the elderly to gradually lose their courage and interest in social activities, as well as the dignity and self-confidence for a normal life. Some even suffer from psychological problems due to such conditions. As a result, their twilight years become no longer wonderful but full of stress and pain.

Due to some traditional reasons, the urinary incontinence issue of the elderly has not been given due attention from time to time. The general public is basically indifferent to or unaware of the issue. There are people who are impatient and even feel ashamed of it, which may result in rebuking and restricting old people. Even though many are aware of it, they rarely talk about it as they think it embarrassing, let alone find solutions for the elderly.

Since society is often tolerant of teenagers, I believe it is appropriate for them to be

advocates. It would be easier for them to obtain the favor and recognition from society, which can more effectively promote the solution of this problem.

Population aging is an inevitable problem in our society, and many related problems are emerging and becoming increasingly prominent. As the younger generation, we have to face these problems in the future. I believe what we need to do is to participate in the research on aging issues earlier and to learn about the journey of life as well as its fragility and tenacity, which is positive and meaningful for our growth.

| **Project Objective**

1. Draw public attention and discussion on the issue through various forms of publicity and activities;
2. Raise funds and collect incontinence care products for related charities;
3. Cooperate with related organizations to organize elderly people to participate in healthy and relaxing activities (such as concerts, dances, garden parties, group walks, etc.).

Identify the Target Audience

| Who Are They?

- a. Urban salaried white-collar workers (mainly with urban white-collar workers and seniors in the family)
- b. Peers (aged 16 to 20)
- c. Other public groups

| Why Are They?

a) Urban salaried white-collar workers: Urban salaried workers are the main force in the caring for the elderly in China. They are the main opinion leaders in the family. However, due to social taboos, they are facing problems of the elderly caused by aging such as urinary incontinence, which is an issue that people are reluctant to talk publicly ; and they often see the elderly as a responsibility / burden, rather than someone who is still alive, can still create value, and still needs dignity. Only by changing the views of these people can we truly influence society, promote the redefinition of the value of life of the elderly, and change their attitudes towards them. We further narrowed the crowd to white-collar workers because they have a louder voice, relatively higher economic income, and are more receptive to new ideas. However, due to the large span of white-collar workers, we want to target white-collar workers at the "salary" level, rather than senior white-collar workers, because senior white-collar workers may have more resources and have less resonance with the issues that need attention.

b) Peers: They are about the same age as the project team members, and it is easy for them to listen to the voices of their peers and accept their ideas; young people often lead the trend, and by influencing young people to influence more people, it is easy to lead the trend and avoid Traditional restrictions

c) Other masses: Although we will not focus on this part of the population, as the problem of aging becomes more prominent, the public's attention is also increasing. Through our activities, there will be information to attract them 2. Impress them and stimulate their discussion on the issue of aging. We believe that the more discussions there are, the faster we can promote the change of social

concepts.

| What is your scope?

Our ability is limited. As we expect, the scope of the crowd that can be directly affected by this activity would be people in Guangzhou. More strictly, the direct communication that can be expected may affect a small number of people.

However, through social media, cooperation with related companies, etc., we may also obtain a large-scale impact, but the actual scope of audience of this part is currently difficult to estimate.

| How to reach them?

a) Urban salary white-collar workers They spend more time on social media and will repost and comment on the content of interest; the subway is the main way of commuting; after work is their more relaxed leisure time; in addition, shopping is also their daily favorite leisure activity.

b) peers In their free time, they will use qq to communicate, and they are also active on social media such as Weibo. They will quickly share and comment on some cool and interesting topics; they are also more concerned about the content shared by friends; campus is their main place to stay. c) other general populations They will pay attention to some important topics on social media, especially the content related to their personal lives; the business center is also a place that they often visit.

Identify the Key Message

| The Key Message

Age flows, but life always glows.

| The Tactics Behind

We want to convey the idea to the public that incontinence is a natural phenomenon, not a shame. In regard to the quality of life of the elderly, incontinence should not be an obstacle to their active action and continued splendor. Because this topic has certain social taboos-it is indecent in traditional Chinese concepts, if it is directly raised to the public, it may produce the perception of being considered a "prank" in the first impression. So we did not directly challenge, but spoke in a style that the target audience would easily agree with. In the slogan, we use more appealing to emotion, so that the target audience can think about the attention of the elderly and life, and also raise the issue of urinary incontinence in a gentle way-"flow".

Choose the Platform

| The Platform Chosen

Social media: Weibo, WeChat public account Explanation: Weibo attracted attention and expanded its influence (being "face"), and WeChat public account provided in-depth perspective (being "deep"). The characteristics of Weibo are short, fast, and wide coverage, suitable for strong "viral" content, such as some shocking language, pictures, through Weibo we will create topics and stimulate discussion. However, currently affected by the unexpected epidemic situation, it will be very difficult for our information dissemination to escape from the epidemic situation.

The WeChat public account is able to provide more in-depth content. We will use the public account to introduce the problem of aging (including urinary incontinence problems, elderly mental care issues, etc.). We will also use the public account to let the target audience and other public access to those. The "model" elderly and elderly life guide them to treat the elderly correctly. However, currently affected by the unexpected epidemic situation, it will be very difficult for our information dissemination to escape from the epidemic situation.

| The Alternative Platforms

a) Social Media: Tik Tok, Bilibili, Zhihu, Post it

Tik Tok content is generally more interesting, and it also has strong communication ability. We hope to use Tik Tok to pass the fun and wonderful performance of the elderly to the target audience and other people, so that they can be free from inconvenience and live comfortably. Dignified elderly model. Bilibili has attracted the attention of young people. Zhihu and Post it often generate a lot of discussions, which can give us a larger audience. We hope to use these platforms to deepen people's understanding of our concepts.

b) Social Media: QQ

QQ is a communication tool and social media that the younger generation, especially school students (peers) often use. We hope to spread short videos, pictures, stories and other content among peers through QQ.

c) events (expected)

We plan to hold some small events in places where the target audience are more likely to show up (such as shopping malls and subways), which will attract the attention of the people on the scene. However, it is currently difficult to carry out due to the unexpected epidemics.

d) Installation art (expected)

We will set up one or two installation art works that can cause discussion in places where the target audience frequent (such as business centers, shopping malls). The work will attract the interest of the target audience and other public, and they are willing to take photos and share them on their social media. We will also upload photos and videos of the scene to our Weibo and WeChat public account. However, it is currently difficult to achieve due to the unexpected impact of the epidemic.

e) Exhibition (expected)

At the end of the event, we hope to collect and organize the works and feedback from the target audience for a retrospective exhibition. It has not yet been determined whether the exhibition will be performed offline (it will be held on campus due to conditions) or online.

| The Criteria to Evaluate

Due to the limitation of the team's ability and energy, it will be evaluated based on more practical standards.

a) Social Media: Weibo

Performance criteria: page views, retweets, comments, Weibo fans
Cost standard: input staff, production time, cost

b) Social media: WeChat public account

Performance criteria: page views, "looking at", public account subscriptions
Cost standard: input staff, production time, cost

c) Social Media: Tik Tok

Performance standards: page views, likes
Cost standard: input staff, production time, cost

d) Social media: QQ

Performance criteria: number of senders, number of retweets (stated as much as possible), feedback
Cost standard: input staff, production time, cost

e) events

Effect standard: watching people's reactions (whether they are affected, whether there are emotional reactions, etc.)

Cost standard: input staff, production time, cost

f) Installation art

Performance criteria: the number of viewers within a limited time, the number of social media mentions (to the extent possible), the number of views and comments on their own social media

Cost standard: input staff, production time, cost

g) Exhibition

Performance standards: number of viewers, positive comments, comments, etc. Cost standard: input staff, production time, cost

| **The Rating Sheet**

Due to the limitation of the team's ability, energy and affected by the epidemic, it will be evaluated based on more practical standards.

Set the Agenda

| Set the Agenda

Affected by the epidemic, the entire agenda needs to be reset.

- Event (video) sparked attention "Incontinence is not wrong": Let the target audience and other people realize that the elderly should not be blamed for incontinence, and be post it to the active WeChat public account and Weibo account
- WeChat public account deepens awareness – " Why the elderly suffer from incontinence "
- Introduce common problems about the incontinence of the elderly, their physical and psychological effects, and how to cope with them
- Installation attracts the public-"Aging cannot limit my achievements": Attracting the public to re-understand the elderly after getting rid of incontinence can still play a huge role
- Promotional pictures (including copywriting) sent to social media (Weibo) continue to ferment-"Aging cannot limit my achievements": keep deepening social attention and discuss how to help elderly people with incontinence, especially how to break the taboo on this topic to make the public realize that dignity, understanding and mental health are equally important to the elderly
- WeChat public account encourages the elderly to live a better life-"Aging cannot limit my achievements"
- Continue to introduce aging issues and knowledge + how young people can play a role in helping older people recover mental health
- Introduce some wonderful life stories of the elderly Qq dissemination promotes the understanding of life of peers-"sensation of aging": encourage peers to sympathize with the elderly with incontinence problems, solicit donations for them (cooperate with charities in Guangzhou), and help the elderly show their talents or abilities
- Exhibition review throughout the event

Design the Packages

 [Design the package](#)

Create and Track the Impact

| The Execution Plan

We plan to push 3 to 5 articles on the WeChat public account every week, and then forward them to our classmates and family members and let them continue to forward them. At the same time, on some social or video platforms such as Weibo and bilibili, we will also provide continuous updates to ensure the spread of our project's influence. In addition, we designed and published a questionnaire based on relevant data and literature to explore the current status of public perception of incontinence. Further analysis was made through the collected questionnaire data, which provided a factual basis for the implementation of our project, and formulated a reasonable publicity plan. The videos we make will also be sent to various video sites with a large user base for publicity. In order to make the project really help the elderly, we will interview a certain number of incontinent elderly and their families, and provide them with suitable solutions based on their problems. Finally, through their feedback on the solutions we provide, the next step is to modify it and finally integrate it for report promotion.

| Impact Statistics

For various articles and videos posted online, we will initially measure the impact we say based on page views and likes. As for our actual help effect, we will continue to track the elderly who were interviewed at the beginning and accepted our help to see if their condition has improved.

| Collect Feedback

Questionnaire on cognition of incontinence in the elderly

In view of the project we incontinence care old man, in order to let the masses fully understand the current situation of the elderly urinary incontinence, to strengthen the care of the elderly and timely treatment of urinary incontinence, we design for the elderly incontinence cognitive situation of the questionnaire, in order to comprehensive, accurate, specific understanding and mastering the public

awareness and understanding of the present situation of urinary incontinence of the elderly to provide first-hand information of the original for this project, to help us to the popularity of urinary incontinence relevant knowledge, at the same time help the old man regain confidence and dignity.

The purpose of this questionnaire survey is to explore the general understanding of incontinence in the elderly, including the investigation on the incidence rate, etiology and pathology, coping measures, and psychological feelings. To effectively solve the problem of urinary incontinence in the elderly to provide first-hand information, but also for the public to provide reference learning materials, to reduce blindness, low efficiency, effectively improve the public's understanding of the elderly incontinence, and promote them to help the elderly, with the elderly to face this "embarrassing" problem.

This questionnaire survey is mainly distributed through WeChat and other social media that means online questionnaire which is conducive to efficient questionnaire sending and receiving and convenient for statistics. Our original design was to focus on online questionnaire survey, and at the same time to intercept passers-by in shopping malls and streets to issue paper questionnaires, namely offline questionnaires. However, due to the outbreak of COVID-19, we chose to promote the project at home. As a result, the questionnaire was presented online.

Our questionnaires covered everything from basic background checks to basic questions about their views and feelings about the elderly's incontinence, which could provide us with enough valid data for follow-up projects. In a valid questionnaire filled in by 103 people, the public perception of the following questions was somewhat different from our initial expectation after we conducted statistical analysis:

Our first question is from your perspective, the proportion of incontinence in the elderly over 60 years old is more reasonable?

In this question, 56.31% of the people chose "10%~20%", but according to the literature, the proportion of incontinence in the elderly over 60 years old is 26%, while those who chose "20% ~ 30%" only account for 23.3%. Therefore, the results of the final questionnaire survey show that most people have a certain deviation in their understanding of the incidence probability of urinary incontinence in the elderly, which indicates that the public's understanding of urinary incontinence in the elderly is only limited to the meaning of the term "urinary incontinence".

In the next question, we asked that when the elderly incontinence, what measures have been taken?

In this question, 37.4% of the people chose "they have no idea to figure out". Compared with other choices in this question, the number of people who chose "they have no idea to figure out" was the highest. In our initial expectation, the

proportion of people who choose to "use old people's diapers" should be the highest, because this method is relatively simple and convenient. But the end result is quite different, which indicates that many people, even the elderly themselves, are not aware of the seriousness of the incontinence of the elderly, or do not regard the incontinence of the elderly as a problem, and do not choose any treatment or inhibition measures.

The last question is whether incontinence problem in the elderly is suitable for public discussion.

In this case, the choice of the public is polarized, with the majority of people who strongly disagree and strongly agree, among which the majority choose strongly disagree. Moreover, in the overall results, the number of people who chose 3 or less (that is, they held an opposing attitude) is higher than 66.00% which indicates that people basically hold an open attitude towards the topic of elderly incontinence, while in our expectation, more people may consider it as an indecent topic. So the end result gives us more confidence to educate people about incontinence in the elderly.

However, there are still some defects in our questionnaire. Firstly, because the questionnaire is mainly sent by our parents, the distribution of age and education level of the people who fill in the questionnaire is uneven, most of whom are highly educated people between 35 and 55 years old. Therefore, the non-uniform sample collected from the questionnaire leads to a certain defect in the universality of the final result. Secondly, due to the short time span from the questionnaire to the recovery, the sample number is only 103, which is not enough to get a very accurate result. The final data can only provide us with a basic overview of the public's incontinence towards the elderly. Therefore, we will continue to issue questionnaires and call on the students around us to help fill in the questionnaire and collect more data to ensure the universality and accuracy of the results. After all the data are recovered, we will start to carry out the corresponding knowledge popularization activities based on the current situation of public cognition reflected in the data, so as to help people master the basic knowledge, eliminate the stereotype of incontinence in the mind, and learn some basic coping measures in the face of the elderly incontinence.

Review and Reflections

| Overall Self Check

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| What Are Successful

So far, we've published several articles on almost all of the social media mentioned above, and we'll continue to do so. Our promotional video was made and released; We also have targeted questionnaires and accurate survey results. Meanwhile, we have done a good job in our initial actions, and we have received not a little feedback for us. In the following days, we will seize the time to publicize online what our team wants to present, so as to get more feedback and create more influence.

| What to Improve

Throughout the game, the least efficient part of our team was the practical part. Due to the outbreak of COVID-19, our practice has always been performed online. What we did in the previous sections was very efficient. Post a quality questionnaire online, post a public account, from the introduction of our project to the public account on the public about the situation of elderly incontinence, and if you encounter such a similar situation in the future What the elderly should do to alleviate this situation, family members should be efficient and timely, and timely logistics work for the elderly. Because of the new COVID-19, we were unable to visit the elderly as planned on the street, and the offline practice plan that was further envisaged did not proceed normally. Therefore, we also take corresponding countermeasures in response to this situation, such as conducting online interviews with elderly people who have this symptom and being at a loss, providing them with appropriate solutions based on their problems and observing whether the corresponding measures are taken in real time Suitable for the current symptoms of the elderly.

| Summarize Learnings

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Team Credits

Hanzhi Yu

Hanzhi Yu is the leader of this team. He is responsible for our weekly meeting and charing the coordination. Moreover, every time we complete a task, he carefully checks everything we have done and helped us fixed some mistake. The most important thing is that he has better communication with the tutor for our team. He often does the intermediate adjustment work.

Siying Chen

Siying Chen a member of this team. She is responsible for scripting videos, making videos and editing videos. Furthermore, she helped our team set up public accounts on various social media and regularly distributed articles and videos.

Zhenwu Xu

Zhenwu Xu is a member of this team. He is responsible for organizing various documents in books and on the Internet, producing online questionnaires for the incontinence of the public, analyzing the collected questionnaires and further compiling the data analysis reports to present to the team members. Besides, he is also responsible for some articles that are regularly posted on our team's social media. The most important thing is that when our team holds weekly meetings, he can often make good suggestions.

Yongqi Wang

Yongqi Wang is a member of this team. She is responsible for some art work such as team logo production, and try to make graphic posters related to the project. In addition, she will be responsible for the subsequent production of slides to be reported to the public.

Judge Comments

" It seems as though much of the execution for this project was put on hold because of the pandemic, but it's important to learn to improvise when you run into issues with regard to your plans. Your message and research seem to be on the right track, and it was smart how you continued to refine your target audience based on the feasibility of distributing your message. Would loved to have seen examples of your questionnaire and screenshots of your social media accounts that served as your public messaging platform. Similarly, even if you were not able to display posters or printed materials, it would still be worthwhile to upload them here so that you could share your visual plans. Thank you for taking on this important topic and not being shy about tackling an issue that many in society see as taboo or embarrassing. It sounds as though, when finished, you could have quite an impact on people who need help in this arena. "