



Ostomy Awareness Day – July 31, 2011

Since the formation of the United Ostomy Associations of America (UOAA) in 2005, thousands of Americans of all ages and walks of life, who have availed themselves of the life-saving benefits of bowel and urinary diversions, such as colostomies, ileostomies and urostomies, have been helped.

Even in today's high tech society, "ostomy" is still referred to as "the most secret surgery." Because of the stigmas and general misinformation that surround ostomy surgery, many who have undergone one of these procedures are reluctant to let others know.

Through the efforts of the 325 Affiliated Support Groups located throughout the United States, tremendous progress has been made in increasing public awareness of ostomy surgery, in calling attention to the positive quality of life that is attainable after surgery, and in dispelling the patient's fears.

Today, thousands of ostomy patients and their families, both pre- and post-op are being aided by the psychological support, advocacy and educational programs of UOAA. In acknowledgement of its efforts to make "Ostomy" a word of hope, UOAA has designated Sunday, July 31st, 2011 as its "2nd National Ostomy Awareness Day!"

On Ostomy Awareness Day, we are spreading awareness and increasing national visibility of those living with ostomies. We will break the silence and shine a positive light on what has saved so many lives.

We are encouraging our members to use social media (Facebook, Twitter, etc), and other methods to tell friends, neighbors, and co-workers about ostomies.

Today we are asking the 3/4 of a million Americans living with an ostomy to join together, and let the other 330 million Americans know about what saved their life. We hope that by shedding light on the reality of what an ostomy means to each person with one, that it may save the lives of countless Americans.

Every year, thousands of people with cancer, or other ailments, refuse life-saving surgery because it would result in an ostomy. It is our hope that if those people can see what life with an ostomy actually means, they will not shy away from those surgeries.

Life as an ostomate is just like anyone else's life. It is filled with the same joy and sorrow, the same smiles and frowns, the same ups and downs. But there is one very important exception, it is a life that has fought and overcome the wrath of cancer, IBD, and so many other illnesses, to come out on the other side stronger and braver.

So take that strength and bravery, and help educate those other 330 million Americans that life with an ostomy is a great life indeed.

The UOAA motto is "Seize The Opportunity."

The UOAA call for Ostomy Awareness Day is
"Ostomates Unite and Help Others See Ostomy In A Positive Light!"

Celebrate UOAA's Ostomy Awareness Day!

Our website is www.ostomy.org

Contact: info@ostomy.org