



## AUGUST 2010 UOAA UPDATE

*UOAA UPDATES are our way of communicating to our members what is happening throughout the organization. It is our hope that this information will be passed on to your members by including it in your newsletters or by discussing it at your local support group meetings. We continue to look forward to working with you and to being an active resource to ensure your success.*

### OUR FACELIFT IS COMPLETE!

As you know, we've been in the process of receiving a logo and website "facelift." I'm happy to report that the project is complete! If you've not done so already, please go and check out our new website. In addition to the design changes, our URL is now [www.ostomy.org](http://www.ostomy.org) (Thanks to the family of Dick Taylor for helping us acquire this domain name). You can still access the website at the old [uoaa.org](http://uoaa.org) web address, it just forwards you to [www.ostomy.org](http://www.ostomy.org)

### NATIONAL OSTOMY AWARENESS DAY!

On July 25, 2010, UOAA hosted the first-ever National Ostomy Awareness Day. What started out as a passing idea put forth by our intern, Ally Bain, quickly became a movement that ended up reaching thousands of individuals. National Ostomy Awareness Day began as an experiment in social media to see what kind of grassroots support we could get for ostomy recognition. Our initial idea was to ask individuals who support us on Facebook and Twitter to show their allegiance to the cause by changing their online status to "Ostomates Unite & Help Place Ostomy in a Positive Light!"

As soon as we posted this request on our social media sites, we were contacted by our friends

over at [Talkin' 'Bout Guts](#), for an online podcast focusing on everything and anything gut-related. Their proposal was to host a 24 hour live podcast in honor of ostomy awareness. Sure thing we said, not having any idea who would participate and who we'd find to interview. No worries – because from there, support came tumbling in like an avalanche! The wonderful guys at [STL Medical](#) emailed us with an offer to donate 5% of their ostomy-related proceeds from July to UOAA in support of National Ostomy Awareness Day. The great folks at [C3Life.com](#), sponsored by Hollister, challenged us to a Twitter fundraiser, pledging to donate \$1 for each tweet we generated with the #ostomyday hashtag. [C&S Pouch Covers](#) ran an ordering special to raise money for our cause, and our friends at [OstomySecrets](#) donated some underwear to be given away during the podcast. And all of a sudden, friends from near and far offered to be interviewed and share their ostomy story for our podcast!

When all was said and done, we had thousands of people participate in this special online event, MANY of them non-ostomates. While we created a day of camaraderie and solidarity for individuals with ostomies, we also succeeded in educating the public about ostomy-related issues. We had over 450 individual listeners to our podcast, 2800+ references to ostomy on Twitter, had several city mayors make declarations in honor of the day, and even got some press coverage in local media. Countless others participated by updating their Facebook status and encouraging their friends and family to do the same. We raised over \$3500 in support of UOAA and its mission. What began as a small idea turned into a successful reality, and a movement we hope to build upon in the future. We're already discussing ideas for next year's National Ostomy Awareness Day, and hope to be able to add live events in several major cities nationwide to celebrate!

### MID ATLANTIC REGIONAL CONFERENCE

UOAA will hold a regional conference October 15-16, 2010 at the Holiday Inn at Washington-Dulles Airport. Registration information and a conference schedule are attached to this Update, and can also be accessed at the website of the Ostomy Support Group of Northern Virginia here:

[http://www.ostomysupportofnova.org/index.php?option=com\\_content&view=article&id=79&Itemid=74](http://www.ostomysupportofnova.org/index.php?option=com_content&view=article&id=79&Itemid=74)

## FALL ELECTIONS ARE AROUND THE CORNER

Be on the lookout for ballots for our fall election! They will be sent out to all ASGs at the end of August. For information about the four candidates running for the two available Director positions, please view the UOAA website here: <http://www.ostomy.org/forum/viewtopic.php?f=10&t=17348>

## GET YOUR GUTS IN GEAR – FIND OUT MORE!

Get Your Guts in Gear, Inc (GYGIG) is hosting an informational webinar titled *Get Your Guts in Gear—It's More Than A Ride* on **Saturday, August 28 at 12 Noon (EDT)**. Get Your Guts in Gear (GYGIG) is an independent, national, not-for-profit organization that raises awareness of Crohn's disease, ulcerative colitis, and ostomies through multi-day cycling events that benefit and support inflammatory bowel disease (IBD) organizations and patient advocacy groups. UOAA is a beneficiary of the GYGIG rides, and every year receives a substantial donation from Get Your Guts in Gear in support of our mission.

Join us as we learn about GYGIG's Rides for Crohn's disease, ulcerative colitis and those with ostomies, and how we can unite with this community! Get the details on how to participate in this year's events as a rider or volunteer crew member.

This is an opportunity not to be missed- the Rides offer an unparalleled experience to connect with patients, family and friends that are affected by Crohn's disease, ulcerative colitis and ostomies. Register for this webinar today at: <https://cc.readytalk.com/r/7g6z3hbufklc>

## WELCOME TO OUR NEWEST ASGs

We broke 300! Welcome to the newest UOAA Affiliated Support Groups:

#296 – Richmond (VA) Ostomy Association  
#297 – North Bay Area (CA) Ostomy Support Group

#298 – Jacksonville FL Ostomy Support Group  
#299 – Southern New Mexico (Las Cruces)  
#300 – Luzerne County (PA) Ostomy Support Group  
#301 – South Georgia Ostomy Support Group

Thank you to their leaders for stepping up and helping to fulfill the UOAA mission and vision!

## NEW TRAVEL CARD AVAILABLE

A new Travel Communication card is available from the UOAA. This is provided to travelers in order to simplify communication with federal Transportation Security personnel and airline flight attendants, at those times when you wish or need to communicate in a non-verbal way, as is your legal right. This is not a "certificate" and it is not a "pass" to help you avoid screening, but is made to serve as a means of discreet communication to aid you in the travel screening process. Feel free to make copies for your support group members. The card is available for downloading at [http://www.ostomy.org/ostomy\\_info/pubs/Travel\\_Card\\_2010.pdf](http://www.ostomy.org/ostomy_info/pubs/Travel_Card_2010.pdf)

## IN CASE YOU MISSED IT: WE'VE MOVED!

Just a reminder that the UOAA office has moved from Tennessee to Minnesota. Our new mailing address is PO Box 512 Northfield, MN 55057. Our toll-free number will remain the same at 1-800-826-0826.

## JUST A REMINDER...

Resources, resources, resources....WE HAVE RESOURCES!

- New Patient Resource Guides
- Visitor Training Manual and DVD
- UOAA PSA DVD
- Living with an Ostomy DVD
- UOAA Discussion Board
- Medical Community Contact Reference Manual
- Leadership Resource Program
- Life as an Ostomate Nurse Training Modules
- Ostomy Guidebooks, Reference Cards and Brochures
- Much more!

Please take advantage of all of the above, and if something you need is not listed – LET US KNOW!

*I'm leaving, on a jet plane, but I do know when I'll be back again. On Wednesday Aug. 18<sup>th</sup>, I'll be heading to Sydney, Nova Scotia to join our Canadian counterparts for their national conference. I've been told the Cape Breton area of Sydney (where I'll be staying) is breathtakingly beautiful, and I'm looking forward to taking in the sights. I'm also pretty excited to take part in a conference I've had no part in planning! I think this is the first ostomy-related event I've ever attended that I wasn't in charge of or played some part in the putting it together. It'll be fun to see the similarities and differences between our two organizations as I take part in*

*the festivities. Ostomy surgery knows no geographical boundaries, and I feel privileged to share in the celebration of life after surgery with our Canadian brothers and sisters. If you follow UOAA on Facebook, I'll be posting pictures during the week, and hopefully some video too. I'll give you all a full report of the event in my next Update.*

Wishing you health and happiness,

A handwritten signature in black ink that reads "Krist Knipp". The signature is written in a cursive, flowing style.

Kristin Knipp  
President, United Ostomy Associations of  
America