



DECEMBER 2011 UOAA UPDATE

PRESIDENT'S MESSAGE

Happy Holidays,

The New Year will bring lots of challenges and opportunities for UOAA and the ostomy community as a whole. We have undertaken a series of steps within the organization that we hope will ensure a very bright future. We have shaken things up a bit and have repositioned ourselves. Our former Board of Trustees has been reorganized and is now led by our former UOAA President and UOAA Founder – Ken Aukett. Ken has been assigned the task and we are in the process of putting together a Board that will bring the best minds in the ostomy community together – industry representatives from each of the major manufacturers and suppliers. These people will be the ones who will help us drive the course and direction of UOAA.

We are planning later in the year the 1st Ostomy Summit, an endeavor that will bring together our organization along with the manufacturers, suppliers and distributors together at one table to try and steer the course of how we as an organization can best serve our community, ostomates in general and improve the image of ostomates all across this nation.

As I have stated before, 2012 will be a year when UOAA reaches out to find people with ostomies all throughout the country. We are looking for you and through our efforts we hope to locate you and bring you into the UOAA family.

We continue to have an active presence both on [Facebook](#) and [Twitter](#) for those who are

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.

involved in social media. Our dedicated group of people who work on this are an amazing group and I applaud their efforts.

Yes my fellow members, and to repeat what has been stated before, we ARE busy making UOAA a known name and the PREMIER name in ostomy care. Our goal is to broadcast WHO we are to the American public, thereby, informing them of us and making ostomy awareness and acceptance universal. Stay tuned for further developments and check our website regularly for updates

www.ostomy.org

We look toward YOU, our members to help us on this Mission. If we all work toward making UOAA a household name and one that we can all be very proud of, then we will be successful in “Seizing the Opportunity” that is right in front of us !!!!

WORLD OSTOMY DAY & OSTOMY AWARENESS DAY "LET'S BE HEARD"

“Let's Be Heard” is the theme of World Ostomy Day 2012. The UOAA will be celebrating Ostomy Awareness Day in conjunction with World Ostomy Day on Saturday, October 6, 2012. I have attached the WOD logo to this newsletter and we will be sending more information about activities in the future. Let's make this a World Ostomy Day and Ostomy Awareness Day a day that will impact the lives of ostomates, future ostomates and their families! *See attached logo!*

INFORMATION NEEDED

I.C. International, who we have worked with before, is conducting another ostomy product survey and is looking to interview *ostomates who have had their surgery within the past 12 months*. To participate please call the toll free number **888-289-6605**; you will be asked a few questions to see if you qualify and if you do you'll be emailed a link to complete the online survey at your convenience.

All ostomates who complete the survey will receive \$60 and a referral fee of \$30 will be paid to UOAA for everyone who says they were referred by UOAA when they call in to the toll free number. The survey should take approximately 25 minutes to complete. All information is kept confidential. The study is open now and will close on February 17, 2012. ***Please let your members know about this important survey!***

MATCHING GIFTS

Many employers offer matching gift donations for current employees and retirees. Check out www.ostomy.org/donation_matchinggifts.shtml to see if your employer participates in this program. It's a good way to double your donation to the UOAA.



DRESS IN BLUE DAY

Save the Date!!!

Dress in Blue Day is **Friday, March 2, 2012**. You can make a difference. Help raise awareness about colon cancer, celebrate survivors and help patients in need during National Colorectal Month by participating in Dress in Blue program. Let your members know and for more information about other activities go to <http://www.ccalliance.org/dressinblueday/>
This is a Colon Cancer Alliance Program.

NEWS FROM THE TSA

TSA has launched **TSA Cares**, a toll-free helpline to provide information and assistance to passengers with disabilities and medical conditions and their families before they fly. **TSA Cares** and is now accepting calls. Travelers may call **TSA Cares** toll free at **1-855-787-2227** prior to traveling with questions about screening policies, procedures and what to expect at the security checkpoint. The hours of operation are Monday through Friday 9 a.m. – 9 p.m. EST, excluding federal holidays. After hours, travelers can find information about traveling with disabilities and medical needs on TSA's website at: www.tsa.gov/travelers/airtravel/disabilityandmedicalneeds/

Travelers who are deaf or hard of hearing can use a relay service to contact TSA Cares or can e-mail TSA-ContactCenter@dhs.gov.

When a passenger with a disability or medical condition calls TSA Cares, a representative will provide assistance, either with information about screening that is relevant to the passenger's specific disability or medical condition, or the passenger may be referred to disability experts at TSA. TSA recommends that passengers call approximately 72 hours ahead of travel so that **TSA Cares** has the opportunity to coordinate checkpoint support with a TSA Customer Service Manager located at the airport, when necessary. TSA has issued a press release regarding **TSA Cares**, as well as made information about **TSA Cares** available on www.tsa.gov. The specific link to TSA Cares information follows, as well as a link to the official press release.

www.tsa.gov/travelers/airtravel/disabilityandmedicalneeds/tsa_cares.shtm

www.tsa.gov/press/releases/2011/1222.shtm

<http://blog.tsa.gov/>

Please pass this important information to your members.

Dave Rudzin , President