



July 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.

IT'S YOUTH RALLY TIME!

On Saturday July 10th, myself and several other members of the UOAA Management Board of Directors will be heading to Xavier University in Cincinnati, OH to serve as counselors for the Youth Rally, the week-long camp for kids 11-17 years of age with ostomies and other bowel and bladder diversions. Rally is a program very near and dear to me – it was at my first Youth Rally at age 16 that I first met another teen who'd undergone ostomy surgery, and my life has never been the same.

Youth Rally truly is a life-changing experience for the young ostomates and is a program that builds confidence and leadership. If your group would like to donate to the Rally, please contact Linda Aukett, Youth Rally secretary at laukett@rally4youth.org. For more information about Youth Rally, visit their website at <http://www.rally4youth.org>

NATIONAL OSTOMY AWARENESS DAY!

July 25th, 2010 has been designated as National Ostomy Awareness Day. This primarily social media-focused campaign will help to raise awareness and spread the message "Ostomates Unite and Help Place The Ostomy In A Positive Light!". We are asking all of our Facebook and Twitter friends to change their status on that day to the slogan above, and make their profile picture the brand new UOAA logo.

In addition, there will be several other virtual events going on, including a 24 hour podcast by our friends at Talkin' 'Bout Guts at <http://www.talkinboutguts.com>. Look for more information regarding this event in the coming weeks.

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 1-80-826-0826.

SPECIAL OFFER FROM THE PHOENIX MAGAZINE

For a limited time, new subscribers to The Phoenix Magazine can receive 5 issues for the price of 4! This special offer is ONLY available to new subscribers through their affiliated support group. Please see the attached ads we've provided for placement in your support group newsletters. New subscribers wishing to take advantage of this offer must submit the original ad from the support group newsletter, along with payment, to the address listed on the form. This offer is ONLY available through the local support group and will not be advertised online or redeemable by phone.

NORTHWEST REGIONAL CONFERENCE and ASG LEADERSHIP SEMINAR

La Quinta Inn & Suites in Tacoma, WA will be the site of UOAA's Northwest Regional Conference and ASG leadership seminar August 13-15, 2010. See the attached flyer for more information and instructions for registration.

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.

The card template is attached. Feel free to make copies for your support group members. The card is also available for download at http://www.uoaa.org/ostomy_info/pubs/Travel_Card_2010.pdf

TONI MCTIGUE NAMED UOAA WOCN of the YEAR

Earlier this year we asked our ASG's to nominate a WOC Nurse who has contributed their time and professional talent to make the UOAA mission attainable.

Selection of the Award recipient was made by a Committee consisting of WOC Nurses and UOAA affiliated support group leaders. Candidates were evaluated on their contribution to their support group's viability, including governance, educational programming, support, and the utilization of the group's ostomy patient visitation program, as well as participation in group projects such as fund raising, public awareness, and the provision of one-on-one counseling to group members regarding ostomy management problems.

Of the many excellent nominations that were

received, our Award Selection Committee, Chaired by Jan Clark, felt that the rationale for the candidate nominated by the Morris County New Jersey Ostomy Association was worthy of UOAA's highest recognition.

This year's awardee, Toni McTigue serves the Morris County Ostomy Association by booking presenters and obtaining the meeting space, in addition to attending all meetings and providing consultation for any attendee in need. The Morris County group describes her as the "glue" that holds them together, citing her passion, dedication, availability and knowledge. She has developed public relations materials for the group and has been instrumental in growing the Morris County support group into one the most vibrant and active support groups in our organization. She encourages all patients in her care to join a support network, and encourages members of the local support group to reach out and give assistance to newcomers.

In addition to her commitment to her patients, our recipient is also involved in educating fellow healthcare professionals, including medical students, nurses, and ancillary staff about the advantages of ostomy surgery and proper ostomy management. She is currently organizing an all-day ostomy care seminar to be held in December 2010 that will provide non-WOC nurses with much needed information on the medical and psycho-social care of patients with ostomies.

I presented Toni with her award during the WOCN/WCET Conference held in Phoenix, AZ on June 13, 2010. Video of the presentation can be viewed at <http://www.youtube.com/watch?v=z7w-BDLkz1E>

Congratulations to Toni, and thank you to the Morris County New Jersey Ostomy Association for nominating her!

UOAA PARTICIPATES IN WOCN/WCET JOINT CONFERENCE IN PHOENIX, AZ

The first ever joint WOCN/WCET Conference was held June 12-16, 2010 in Phoenix, AZ. UOAA was on

hand to participate in the festivities and exhibit during the event. Approximately 3200 WOC/WCET nurses from around the world were in attendance. (See video of the Parade of Countries here: <http://www.youtube.com/watch?v=b4zLJEOX8xM>) UOAA's booth was well received in the exhibit hall, where we highlighted our Living With An Ostomy DVD, New Patient Resource Guides, and The Phoenix Magazine.



- 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!

PRESENTING THE DICK TAYLOR AWARD FOR WEBSITE EXCELLENCE

UOAA is initiating a new award this year in honor of Dick Taylor, the first webmaster for UOA, our predecessor. Dick was a visionary who knew that the web was the way of the future and was ahead of the trend for ostomates to one day search out support and information over the internet.

UOAA will be presenting this award bi-annually at our national conference to one webmaster nominated by their ASG who best epitomizes Dick's qualities and standards as a webmaster. Look for nomination forms and award criteria to be sent to you soon.

JUST A REMINDER...

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

- New Patient Resource Guides

In just two short days, I'm off to Cincinnati for the Youth Rally. As I pack and prepare for my 13th tour of duty as a counselor, I am reminded of the first time I attended the Rally as a camper. Never before had I met another young person with an ostomy. Never before had I been given the opportunity to talk openly and candidly about living life with a pouch. Never before had I had the confidence to believe that one day, I might have the chance to share my experiences with an ostomy to improve the life of another facing that journey.

For me, my journey to acceptance, confidence, and eventually leadership, began at the Youth Rally. For most facing ostomy surgery, their journey will begin in your local support group. Don't ever take for granted the work you do as a support group leader. It is IMPORTANT and it CHANGES LIVES. You never know – the next new attendee at your meeting might be a future Rally counselor, or even a future president of UOAA! ☺

Wishing you health and happiness,

Kristin Knipp
President, United Ostomy Associations of America