

# Hollister Secure Start Services

eNewsletter

Q3 2018

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Feature Story

## Family Dynamic

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Photo by Natalie Kozik Photography





## FEATURE STORY



Matt and Winston Herrett show their “matching ostomies”

# Family Dynamic

## The Herretts break the mold and heal the community

Megan and Matt Herrett are extraordinary parents who are raising two young children living with ostomies. While some may perceive their circumstance to be a challenge, the Herretts recognize this as an opportunity to help educate their community in and around Boise, Idaho. Their children, Maggie and Winston, have a rare liver disease that necessitated lifesaving ostomy surgeries to drain harmful bile in lieu of liver transplants.

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“...this was the thing that gave us all our lives back.”

—Megan Herrett

**FEATURE STORY**

## Family Dynamic

*(continued)*

“We are in a unique medical subset that doesn’t fit the usual ostomy mold,” explains Megan. “My biggest support came from a Facebook group related to the children’s disease.”

One approach learned through the group was to be totally open about the children’s ostomies with others that interacted with them on a daily basis. When Maggie started kindergarten, the Herretts planned to go into the classroom and speak to her classmates and teachers, but their daughter was adamant about keeping the ostomy hidden from the world.

“At the end of the day we had to respect it,” says Megan. “After all, it is her body.”

At ten years old, Maggie still struggles with the idea of having to wear a pouch. Since she was just over a year old at the time of surgery, she has no recollection of life without an ostomy. The Herretts explained to Maggie that the procedure saved her life and showed her “before” photos of herself looking terribly ill.

“We remind her that life was pretty scary, and this was the thing that gave us all our lives back,” says Megan.

Even though she doesn’t talk about it, Maggie doesn’t let her ostomy stop her. She’s a talented gymnast, and when asked to try out for the competitive team, Maggie’s mom hoped her ostomy wouldn’t disqualify her. Megan reached out to the United Ostomy Associations of America (UOAA) who put her in touch with a Wound, Ostomy and Continence Care Nurse (WOCN) for tips on keeping the pouch secure. The fix was simple—a tight leotard and an ostomy support belt helped Maggie feel confident and ready to compete.

“It’s amazing how strong she is,” beams Megan. “Part of me hopes that she becomes a successful gymnast to show other girls that her ostomy doesn’t stop her from doing these hard events.”

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**Maggie Herrett lives life to the fullest**



**Maggie and her brother Winston**



## FEATURE STORY

## Family Dynamic

*(continued)*

When Winston was born with the same disease, the Herretts were understandably devastated, before accepting it as a blessing in disguise. Since both children have an ostomy, they can rely on each other when the going gets tough.

The siblings are undeniably different sides of the same coin. At seven years old, Winston is an extrovert who can have a conversation with anybody. He actually agreed to have his parents speak to his teachers and classmates about his ostomy.

**“The ostomy is just a part of him—he lifts up his shirt and shows it off.”**

Megan’s ostomy perspective took a turn after someone made an ignorant comment about Maggie’s ostomy pouch in public. She knew right then and there that she had to do something to educate the community at large about ostomies. Megan contacted the UOAA about bringing the Run for Resilience Ostomy 5K to Boise. Now in its third year, the race has become a huge triumph.

“The real success of the event occurs when participants later explain ostomies to others in the community who may know nothing about them,” says Megan.

**Below: Winston Herrett and a friend at the Run for Resilience**



Megan’s advice to parents of children with ostomies is to respect the child’s wishes on how to approach the issue. It’s also important to strike a balance between normalizing the experience and being an advocate for your child. Matt Herrett’s way of normalizing the ostomy for the children was to get an ostomy pouch tattoo on his abdomen. It’s also his way of starting a dialogue about ostomies at the pool, beach or gym.

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## FEATURE STORY

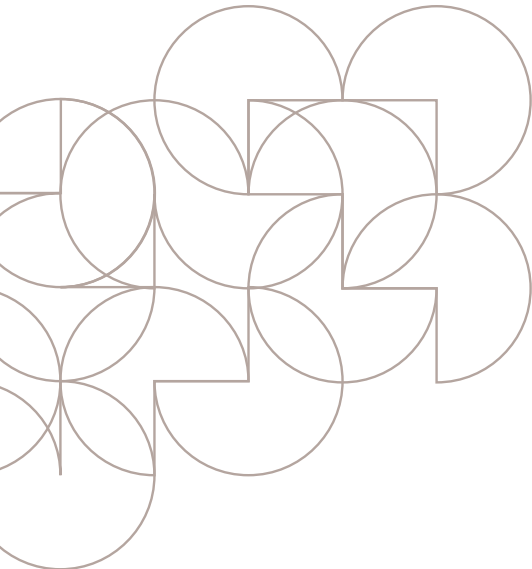
## Family Dynamic

*(continued)*

Megan is sure she has changed more ostomy pouches than any other mom, but seeing her kids succeed in life keeps her going. When she occasionally gets “down in the dumps,” an opportunity to help educate others arises, and that lifts her back up.

“We’re in a unique position to be able to offer insights,” concludes Megan. “I feel it’s our obligation to contribute to the conversation and advocate for people in the same situation.”

Wondering how you, too, can make a positive impact in the ostomy community? You don’t have to get an ostomy pouch tattoo to spread the word, but you can participate in the Run for Resilience 5K in Boise, or in several other cities. For more information or to sign up for an event, go to [Ostomy5k.org](http://Ostomy5k.org).



Megan Herrett is an attorney from Boise, Idaho, and the mother of two children with ostomies. She and her husband, Matt, are the organizers of the Boise Run for Resilience Ostomy 5K, now in its third year. When Megan and Matt are not traveling with Maggie to gymnastics meets, they love to spend time camping with their family in the mountains of Idaho.

*Financial Disclosure: Megan Herrett received compensation from Hollister Incorporated for her contribution to this eNewsletter.*

*Photography used with permission from Natalie Koziuk Photography and Megan Herrett.*

NEWS FROM HOLLISTER INCORPORATED

# Hollister Secure Start Corner

## Meet the smile behind the voice

Our team is passionate about helping Hollister Secure Start members over the phone or by email. If you have a question about your ostomy, they're here to help. Get to know the newest members of our team!

Margaret



**Title:** Customer Care Representative  
**Serving you since:** January 2018

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**What is your favorite fall food or beverage?** Hot apple cider is my "must have" fall drink.

**Favorite fall activity:** My favorite fall activity is heading out into the country with my family, finding a "pick-it-yourself" orchard, and filling up a basket or two with fresh apples.

**Jump into the pile of leaves, or worry about what might be hiding in there?**  
No doubt about it, I would jump into the pile of leaves.

Sharita



**Title:** Customer Support Coordinator  
**Serving you since:** January 2018

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**What is your favorite fall food or beverage?** Nachos and lemon drop martinis make a cool, crisp fall day even nicer.

**Favorite fall activity:** Bike riding is a great way to enjoy the changing of the seasons in the great outdoors.

**Jump into the pile of leaves, or worry about what might be hiding in there?**  
Jump into the pile of leaves, of course!

Samantha



**Title:** Consumer Service Advisor  
**Serving you since:** June 2018

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**What is your favorite fall food or beverage?** I treat myself to a coffee with pumpkin creamer. Doesn't everyone?

**Favorite fall activity:** Decorating the house with everything appropriate to celebrate fall, going to orchards, and, of course, going to haunted houses.

**Jump into the pile of leaves, or worry about what might be hiding in there?**  
Jump in, for sure! I'll worry about what may be hiding in the pile once I am in it!



NEWS FROM HOLLISTER

# Your Link to Healthy Skin

## Here's How The Peristomal Skin Assessment Guide for Consumers Can Help

Is your skin irritated or weepy under your pouching system's skin barrier? Wondering what causes it and how to resolve it? The Peristomal Skin Assessment Guide for Consumers may be able to help. It's an easy-to-use digital tool designed to help identify common skin problems through actual photographs, suggest next steps for care or management, and appropriately prompt individuals to seek advice from a Wound, Ostomy and Continence Nurse (WOCN) for additional support.

The original guide, sponsored by Hollister Incorporated, was developed by the WOCN Society for use by clinicians only. But it soon became clear that it would benefit people living with ostomies. The same development team put their heads together and created a new version for consumers.

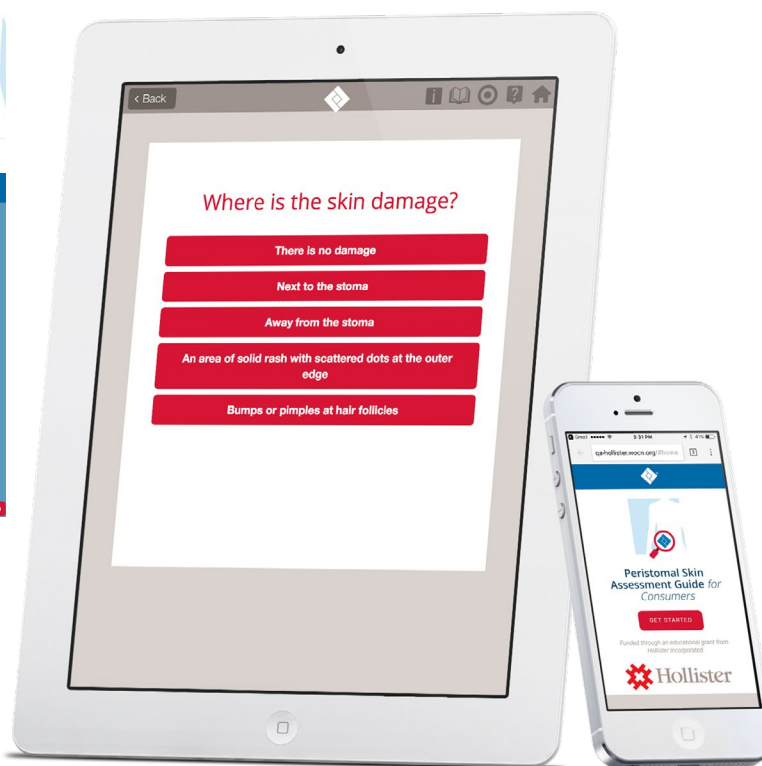
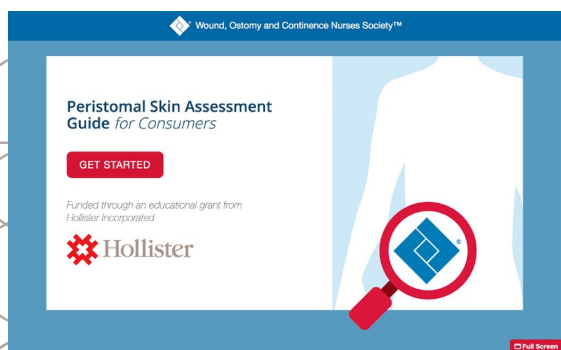
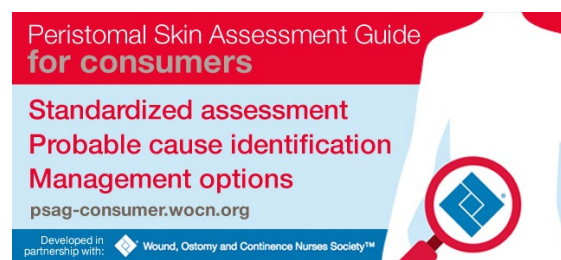
"Seventy-five percent of people with ostomies have a peristomal skin issue but don't know it's a problem and don't seek help," states Karen Spencer, Director Global Clinical Education Ostomy, Hollister Incorporated. "So having photos of what's normal and what's not is a good idea."

Since its launch in June, more than 5,486 people have accessed the guide from across the globe - the U.S., Canada, United Kingdom, Saudi Arabia, Australia and Brazil. And the numbers are growing every day.

"Hollister believes in helping people with ostomies move on with life," says Karen, "and peristomal skin health is one important step in the journey."

### What are you waiting for?

Find the guide on the WOCN Society website at [psag-consumer.wocn.org](http://psag-consumer.wocn.org).



## HOLLISTER RESOURCES

# A Beacon of Hope

## BCAN sheds light on bladder cancer awareness

Did you know that bladder cancer is estimated to be the sixth most diagnosed form of cancer in the U.S. in 2018? Actually, some people never heard of it before they received their diagnosis. Actually, some people never heard of it before they received their diagnosis. The Bladder Cancer Advocacy Network (BCAN) is changing that perception. As the only national advocacy organization devoted to advancing bladder cancer research and supporting those impacted by the disease, BCAN has been a beacon of hope since 2005.

Like a beacon, the organization is far-reaching. BCAN works collaboratively with medical and research professionals who are dedicated to the prevention, diagnosis and treatment of bladder cancer. It also empowers the patient community with educational resources such as webinars and support services to navigate their bladder cancer journey. And BCAN can be found on the front lines advocating for more research and changes in the healthcare system. In fact, the U.S. Senate recently passed a resolution naming May as National Bladder Cancer Awareness Month.



The Walk to End Bladder Cancer in San Francisco, Las Vegas and Washington, DC

Diane Zipursky Quale, BCAN Co-Founder, addressing the 2018 Think Tank



Speaking of awareness, BCAN is making sure that the community at large knows about bladder cancer with several events and initiatives:

### The Walk to End Bladder Cancer

What began in 2011 as a national Walk for Bladder Cancer has expanded to 27 locations across the country, engages close to 3,000 participants annually, and has raised more than \$3.7 million toward bladder cancer education, awareness and research. The 2018 walk held this past May raised \$740,000! Check out the 2018 video [here](#). Stay tuned for the 2019 walk at [bcan.org](http://bcan.org).

### “Shine a Light on Bladder Cancer” Campaign

BCAN has launched a campaign to have structures in cities around the country be illuminated in the color orange to raise awareness about the symptoms, signs and risk factors of bladder cancer. Some locations include: Niagara Falls, the Philadelphia PECO building, Wells Fargo’s Duke Energy Center in Charlotte, the Peace Bridge in Buffalo, and the capitol building in Harrisburg, PA.

### My Bladder Cancer Story Campaign

BCAN wants to hear the stories of bladder cancer survivors, patients and caregivers to unify and strengthen the bladder cancer community. If you have a story to share, please send it to [bcan.org/my-bladder-cancer-stories](http://bcan.org/my-bladder-cancer-stories).

Though the organization has focused a lot on awareness this year, research is always top of mind for BCAN. In August, 250 medical experts and 20 patient advocates gathered for the 13th Annual Bladder Cancer Think Tank organized by BCAN. Discussions were held about clinical trials, groundbreaking immunotherapies, urinary diversions and how to improve them, and more.

“It’s a very exciting time because things are changing between new immunotherapies and the targeting of tumors with precision medicine,” says Stephanie Chisholm, PhD, Director of Education and Research at BCAN. “We are excited to foster research and collaboration because we never know where the next treatment for bladder cancer is going to come from.”



WORLD OSTOMY DAY

# Gear Up for World Ostomy Day

Raising awareness takes many forms this year



People with ostomies, their families and friends worldwide are gearing up to celebrate **World Ostomy Day** on October 6, 2018—and you're invited to join the excitement!

Sponsored by the International Ostomy Association (IOA), this special day is celebrated every three years to raise awareness of the needs and aspirations of people with ostomies.

During the month of October, we invite everyone to join us in spreading awareness or engaging in education that can impact the day-to-day lives of people living with and caring for ostomies. There are many ways to show support or get involved – here are some of the opportunities in the U.S.!

**Check out what's planned .....**

WORLD OSTOMY DAY

(continued)

# Hollister: We are #AllinforOstomy!

At Hollister Incorporated, we are proud to stand with the broader ostomy community to show how we are **#AllinforOstomy**.

**Join a free educational webinar!** We have developed a virtual conference that promotes skin health. Webinars will be available through the month of October starting on World Ostomy Day, and include:

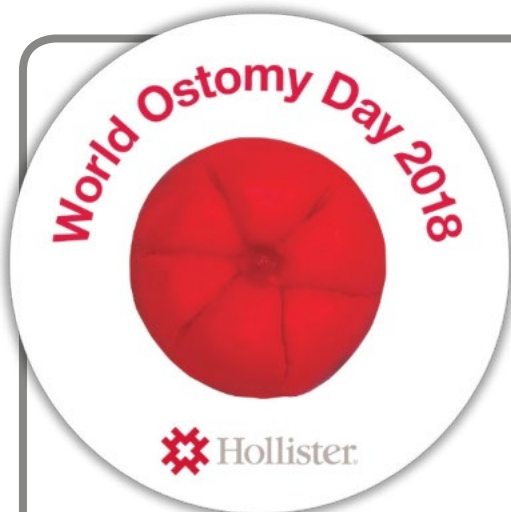
- **How to Use the Peristomal Skin Assessment Guide for Consumers**  
[psag-consumer.wocn.org](http://psag-consumer.wocn.org)  
A brief walk-through of how to use this important free resource from the WOCN society for teens and adults living with an ostomy. Led by Laurie McNichol, MSN, RN, CNS, GNP, CWOCN, CWON-AP, FAAN with Christine Kim, ileostomate since 1994 and founder of OstomyConnection.
- **Itching: The Invisible Peristomal Skin Concern**  
A two-part series on causes and management
- **It Begins with Skin: A Global Perspective**  
A short film featuring clinicians and people living with stomas from around the world

Sign up for a webinar at [hollister.com/worldostomyday](http://hollister.com/worldostomyday)



**Show off your Stoma Sticker!** Follow us on social media to see how else we'll be celebrating World Ostomy Day!

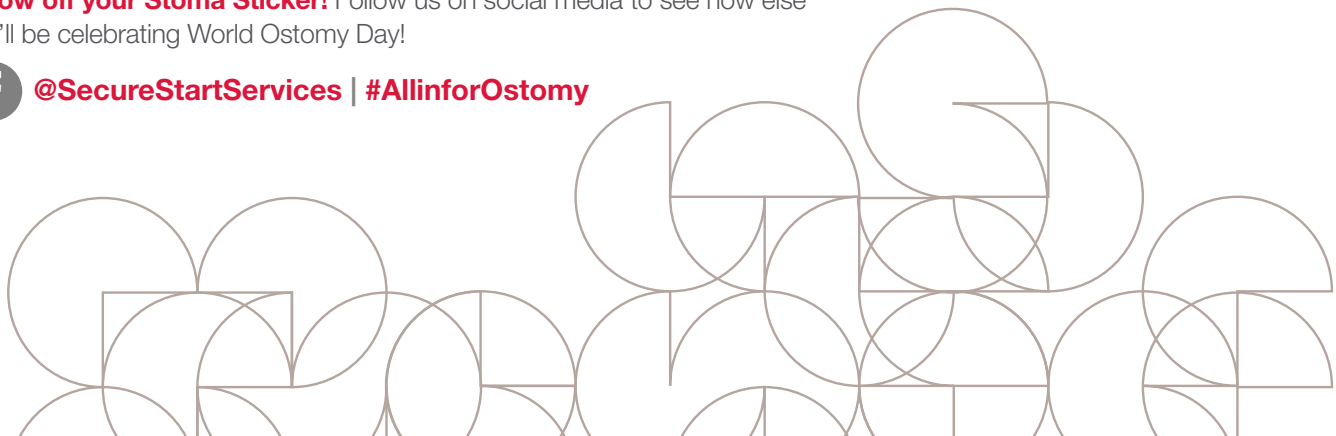
 [@SecureStartServices](https://www.facebook.com/SecureStartServices) | [#AllinforOstomy](https://www.facebook.com/AllinforOstomy)



### Wear a Stoma Sticker – Share the Love

Stoma Stickers are a great way to educate, start a conversation, or show support for people living with or caring for ostomies. To show yours off, place the sticker over your clothes, on the lower right or left side between your hip and navel, where ostomies are typically located. Then, take a photo and share it on social media with the hashtags **#AllinforOstomy** and **#WorldOstomyDay** to help raise awareness and show your support!

Request your free sticker at [stomasticker.com](http://stomasticker.com)





## WORLD OSTOMY DAY

*(continued)*

## UOAA: Celebrating #OstomydayUSA

United Ostomy Associations of America (UOAA) is thrilled to join the IOA's national efforts with the rest of the world.

"With more people speaking out for ostomy awareness, we are optimistic that one day in the future everyone in America will know that October is Ostomy Awareness month," says Jeanine Gleba, UOAA's Advocacy Manager.

This year's theme is "Speaking Out Changes Lives," and UOAA offers a host of ways to jump in and do just that.

### The Run for Resilience Ostomy 5K

Now in its fifth year, UOAA's annual Run for Resilience Ostomy 5K has grown nationwide and our team at Hollister Incorporated will be right beside UOAA as the Exclusive Diamond Sponsor of the event. A total of nine events are planned on Saturdays October 6 and 13 ranging from Durham, North Carolina, to Portland, Oregon. Much more than a walk/run, the Run for Resilience has become a family-friendly event that people look forward to all year. Many races feature a DJ, kids' activities, a division for people with ostomies, and awards. Donations go directly to UOAA.

### The Worldwide Virtual Run for Resilience Ostomy 5K

You can celebrate World Ostomy Day on October 6 anywhere you wish. Walk or run on a nearby trail, high school track or even a treadmill to raise donations and awareness. This event is free and participants receive an official race bib, and "Ask Me: What is an Ostomy?" sticker to promote ostomy awareness year-round.

### The First Annual Virtual Day on the Hill

UOAA is supporting the theme of speaking out this year by launching the first annual Virtual Day on the Hill—a contest to raise ostomy awareness in the days leading up to October 6th. Participants are urged to write to Congress to support a National Ostomy Awareness Day; ask for a proclamation from federal, state or local elected officials; or just create a buzz on social media the day of by sending a quick "tweet" to legislators with **#UOAAHillDay18**. Simply click **here** for an easy way to find your legislator.

"The idea is to share the cause with friends and speak out," says Ed Pfueller, UOAA's Communications Manager. "Not everyone can get out and run a race but anyone can get involved with this."

Are you ready to speak out and change lives? Find a run near you at **ostomy5k.org**. Learn more about the Virtual Day on the Hill at **ostomy.org**. And be sure to let UOAA in on all of your efforts. Tag them on Instagram or Twitter with **#OstomydayUSA**.



### 2018 Run for Resilience Events "Speaking Out Changes Lives"

#### October 6

Birmingham, AL  
Durham, NC  
E. Stroudsburg, PA  
Harrison Township, MI  
Mesa/Phoenix, AZ  
Nashville, TN  
Pennsauken, NJ  
Portland, OR

Virtual Ostomy 5K—  
Anywhere USA or the World!

#### October 13

Boise, ID

For complete details and to register and/or donate, visit **ostomy5k.org**

EVENT UPDATES

# Events Update

Stay active and help change lives



ALL AGES • NATIONWIDE  
OCTOBER 6 & 13, 2018

**United Ostomy Associations of America (UOAA)**

## Run for Resilience Ostomy 5K

Celebrate World Ostomy Day by participating in one of UOAA's annual Run for Resilience Ostomy 5K events! A number of Ostomy 5Ks will take place across the U.S. on October 6 and 13. These events are held to educate, support and raise community awareness about ostomies. Interested in participating in a run/walk, but unable to physically attend an event? You can sign up and run or walk your own virtual Ostomy 5K wherever you are on October 6th. Hollister Incorporated is the proud Diamond sponsor and all proceeds benefit UOAA. Go to [ostomy5K.org](http://ostomy5K.org) for more information and to sign up!



ALL AGES • NATIONWIDE

**Colon Cancer Coalition**

## Get Your Rear in Gear

Walk, run or ride in the largest colon cancer-focused event series in the country. Get Your Rear in Gear Run/Walk and Tour de Tush Bike Ride are sponsored by The Colon Cancer Coalition, a nationally recognized partner in the fight against colon cancer. Participants are invited to add a personalized sign to the "Blue Mile" to honor those diagnosed with cancer, remember loved ones and celebrate the important people in their lives. Find one of 45 national events at [coloncancercoalition.org](http://coloncancercoalition.org) or create your own local event!



ALL AGES • NATIONWIDE

**Crohn's & Colitis Foundation**

## Take Steps for Crohn's & Colitis™

Take Steps walks offer a wonderful way for family and friends to empower and inspire each other, and help connect with the greater IBD community. These walk events are filled with live music, food, kids' entertainment and educational activities. Take Steps is a nationwide event in more than 100 communities across the United States. Find one near you! Register at [cctakesteps.org](http://cctakesteps.org).



ALL AGES • NATIONWIDE

**Crohn's & Colitis Foundation**

## spin4 crohn's & colitis cures

spin4 crohn's & colitis cures is an indoor cycling relay to find cures for the 1 in 200 Americans living with inflammatory bowel diseases. You and up to three team members reserve a stationary bike and pedal with a purpose during this two-hour, high energy fundraising event! This #partyonabike is taking place across the country – find an event near you! [crohnscolitisfoundation.org](http://crohnscolitisfoundation.org).



EVENT UPDATES

# Hollister Takes Steps

## Nashville associates joined together at Take Steps for Crohn's and Colitis

On May 19th, Hollister's Nashville National Distribution Center associates and their families laced up their shoes and opened their hearts to participate in the Take Steps for Crohn's & Colitis Walk sponsored by the Crohn's & Colitis Foundation.

Not only did Hollister have an onsite booth filled with educational materials for attendees, but also fundraising efforts combined with a corporate donation totaled over \$7,000! All funds went toward breakthrough research, public and professional education, and patient support services.

Take Steps is a family-friendly event where participants empower each other to continue the fight against Crohn's and colitis. Friends, families and co-workers form teams to fundraise, and on the day of the event inspire and motivate each other. The day is filled with live music, food, kids' activities and educational activities. Everyone leaves feeling good about making a difference, hopeful about the future, and connected to those they spent the day with.

"The Take Steps walk fits very well with our Hollister culture, since it allows us both to support our local community and give back to those living with an ostomy," said Mike Mercer, Manager of the NVDC. "We were proud to have our associates and their families participate in this event—thank you to everyone who helped make it a big success."

More than 100 local communities across the country hosted these inspiring walks. If you would like to host a walk or participate in an upcoming event, visit [crohnscolitisfoundation.org](http://crohnscolitisfoundation.org).



### About Crohn's & Colitis Foundation

Crohn's disease and ulcerative colitis affect more than 1.6 million Americans. The Crohn's & Colitis Foundation is a non-profit, volunteer-driven organization dedicated to finding the cures for Crohn's disease and ulcerative colitis and to improving the quality of life of children and adults affected by these diseases.



**TEAM HOLLISTER** walked with their families in the Take Steps event in Nashville

## EVENT UPDATES

# The Boulder The Better

## Youth Rally 2018 rocked Boulder, Colorado



From July 16 to 21, 2018, over 250 excited campers, counselors, and nurses from 43 U.S. states, and 4 countries descended on the University of Colorado at Boulder for the 2018 Youth Rally. This annual life-changing summer camp provides a safe and supportive environment for young people ages 11 to 17 living with conditions affecting their bowel and/or bladder systems. Though packed with fun, Youth Rally's ultimate goal is to encourage self-confidence and independent living. Hollister is proud to have been one of only two Platinum-level sponsors.

The week was filled with times of reflection, education and deep connection. Many of the volunteer counselors were once campers themselves and act as invaluable role models to the younger participants. Each camper attended a number of small group sessions with others their own age, gender, diagnosis, and management technique, allowing them to bond with peers dealing with similar challenges.

"For campers and counselors alike, there's nothing that emotionally matches the experience of being around people just like you," says Emily Mallar, Vice President of Youth Rally.



Even the fun activities proved to be healing. On a trip to Elitch Gardens Theme & Water Park, some campers revealed their scars and pouches in public for the first time. A twelve-year-old girl with a central line since birth, which prevented her from swimming in the ocean, experienced waves for the first time in Elitch's "Commotion Ocean"—her dream come true! Later, all campers had a chance to shine in the talent and fashion shows.



Inspiration is woven throughout the week including powerful motivational speakers. On Tuesday, fashion model Jearlean Taylor spoke about overcoming self-esteem issues as a childhood cancer survivor with two ostomies. She now owns her own modeling agency that focuses on models who are not stereotypical. And on Friday, powerlifter Chelsea Wrzesinski talked about her ostomy journey that took her from depression and substance abuse, to honoring her body. Both speakers also volunteered as counselors for the entire week.

The pinnacle of Youth Rally is always the end-of-week dance. This year's theme was "The Wild Wild Western," and cowboy hats were definitely in fashion. Campers gussied up that afternoon in the new beauty shop, and many chose outfits to wear and take home in the Youth Rally "dress shop."

"For some of these kids, it's their prom, and for that reason we go all out," says Emily.

Photo booth snapshots captured the magic, and are sure to be treasured all year long. The next morning phone numbers were exchanged, tears were shed, and campers went home promising to see each other again next summer!



2018 campers enjoy a wide variety of activities in a safe and supportive environment.

The 2019 Youth Rally is planned for July 8-13 in Seattle, Washington. For more information, to volunteer, or to sponsor a camper, visit [youthrally.org](http://youthrally.org).



## WHAT'S SO FUNNY?

# Speaking Out and Changing Lives

## Brenda speaks out on the many reasons to celebrate World Ostomy Day

I love a celebration—and World Ostomy Day on October 6 is the perfect reason for one! The United Ostomy Associations of America (UOAA) organizes the Run for Resilience Ostomy 5K events, and the Canada Ostomy Association runs the Stoma Stroll for Canada. The day is acknowledged and celebrated internationally, and the theme this year is **Speaking Out Changes Lives**. How true!

I have been speaking out in public about living with a colostomy since I was diagnosed with colorectal cancer at age 39. It has been 22 years. At first it was shocking for people to hear me talk about a subject that had always been considered taboo. Perhaps because at one part of my talk, I would ask the audience to all say, “Rectum, rectum,



rectum!” As I explained, it wasn’t for shock value; it was so they would get more comfortable talking about that part of their own anatomies. My mission was to educate people on getting their colons screened to

avoid colon cancer. My personal ostomy day is celebrated on October 24th. That’s the day I remember how grateful I am that I was privileged to have this life-saving surgery. It became life-enhancing along the way too. I got to see my 3 and 5 year olds grow up!

Every person gets to choose if they want to be public or not.

I can speak from personal experience that the decision to be vocal about having an ostomy has brought comfort to many. I was a young mom, now a grandma, small business owner, wife, long-distance bike rider, and world traveler. And I’m still all of those things today—okay, so I’ve been slacking on the long-distance biking. I have been fortunate to hear from many people that reading the stories in my books helped them to accept their ostomies and even laugh when things don’t always go smoothly. We all have them and we show our resilience by carrying on.

The theme of World Ostomy Day is great for spreading awareness because there are still people with ostomies who don’t feel they can leave their homes and live their lives. Sometimes, it’s challenging and takes awhile to adjust, and then it will be okay. Then it’s time to get back to living with gusto again. No guilt or shame will ever help—instead face the fact that you get to live more fully (pun intended)!

Our ostomies don’t need to stop us from doing almost anything. To celebrate them is to accept them and ourselves just as we are today. And that’s great! So if you are participating in a run or a stroll, or quietly reflecting on October 6, 2018, pause to feel grateful for what you’ve gone through and share that joy with the people you love. Next year let’s do that 5K together!



Brenda Elsagher is a loud and proud member of the ostomy community and a good friend of Hollister Incorporated. She is an international keynote speaker, author and comedian.

Her books include: *If the Battle is Over, Why am I Still in Uniform?*; *I'd Like to Buy a Bowel Please!*; *Bedpan Banter*; *It's in the Bag and Under the Covers*; and *Your Glasses Are on Top of Your Head*. You can find out more about her at [livingandlaughing.com](http://livingandlaughing.com).

*Financial Disclosure: Brenda received compensation from Hollister Incorporated for her contribution to this eNewsletter.*

## HELPFUL TIPS

# Be Prepared

## Make Sure to Plan Ahead for Natural Disasters

Emergency preparedness is important for everyone, but when wildfires, hurricanes or tornadoes hit, it's especially important for people with ostomies to have a plan. Here are some helpful tips:

### Pack an Emergency Kit

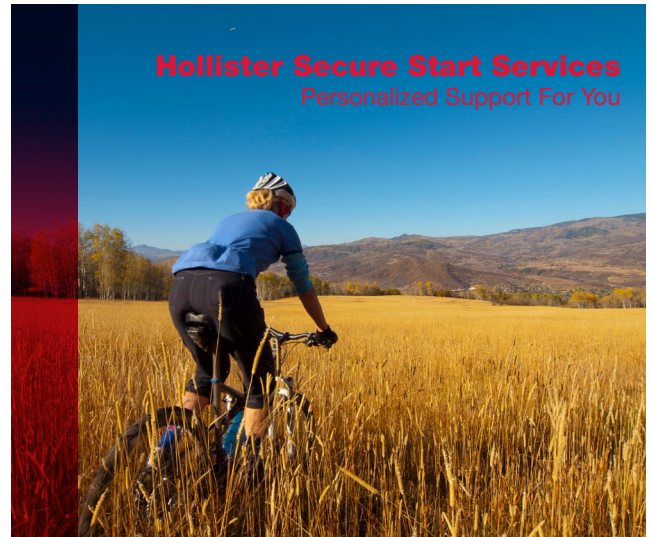
Have a kit packed at all times with your ostomy supplies, in an easily accessed place that you can grab as you run out the door in the event of an evacuation. Here's a suggested list of supplies to have on hand:

- ✓ Enough pouches for three weeks
- ✓ Skin barriers
- ✓ Medical scissors
- ✓ Clean water
- ✓ Cleanser without lotions, oils or added fragrance
- ✓ Ostomy disposal bags
- ✓ Adhesive remover wipes
- ✓ Skin prep wipes
- ✓ Exam gloves
- ✓ A plastic secure-close container to keep everything dry

It's also important to have your medical information in the kit:

- Your doctor's full name and phone number, including the hospital they are associated with
- Reference numbers for all supplies to make reordering easier
- Ostomy care instructions for family members in case you are unable to care for your ostomy yourself

For emergency preparedness, use UOAA's list of resources for emergency ostomy supplies at [ostomy.org/emergency-supplies/](http://ostomy.org/emergency-supplies/)



# Keep in Touch

## We'd love to hear what you're up to

Once you join Hollister Secure Start services, you're a member for as long as you want to receive the services. That means weeks, months or years from now, you can rely on our team to answer questions that may come up about managing your ostomy. Do you have questions about accessing the Peristomal Skin Assessment Guide? Or finding a local support group? We may be able to help! We're always here, hard at work to come up with solutions to help you live the life you want to live.

Click the button below and share your contact information so we can keep our records up-to-date. It only takes a few moments—for a lifetime of personalized care. We look forward to hearing from you soon!

[Update My Information Now](#)



# Share Your Story

**Show someone they're not the only one**

There might be someone out there who feels like the Lone Ranger when it comes to their situation. But what if your story is the one that changes all that?

Maybe hearing how you have dealt with your ostomy, or your child's, will make all the difference in someone's life. Megan Herrett shared her unique story of having two children with ostomies in this issue of Hollister Secure Start Services eNewsletter. Is your story next?

## Have you...

- Developed new, more daring interests since ostomy surgery?
- Found helpful shortcuts to dealing with your ostomy?
- Become more involved in the ostomy community?

Share your story with us. We may just profile you in one of our upcoming eNewsletters and help someone realize they're not alone.

Submit your story today at  
[securestartnewsletter@hollister.com](mailto:securestartnewsletter@hollister.com).



*"I feel it's our obligation to contribute to the conversation..."* —Megan Herrett

We're here to help! If you haven't already enrolled, call us today at **1.888.808.7456** or visit our website at [securestartservices.com/ostomyenroll](https://securestartservices.com/ostomyenroll) to get started.

# Hollister Secure Start Services

## eNewsletter

### Resources

#### **Hollister Secure Start Services**

1.888.808.7456

[www.securestartservices.com](http://www.securestartservices.com)

Hollister Secure Start Facebook Page 

#### **United Ostomy Associations of America, Inc. (UOAA)**

1.800.826.0826

[info@uoaa.org](mailto:info@uoaa.org)

[www.ostomy.org](http://www.ostomy.org)

#### **Crohn's & Colitis Foundation**

1.800.932.2423

[www.crohnscolitisfoundation.org](http://www.crohnscolitisfoundation.org)

#### **Colon Cancer Coalition (CCC)**

952.378.1237

[www.coloncancercoalition.org](http://www.coloncancercoalition.org)

#### **Bladder Cancer Advocacy Network (BCAN)**

888.901.2226

[www.bcan.org](http://www.bcan.org)

#### **Friends of Ostomates Worldwide-USA**

[www.fowusa.org](http://www.fowusa.org)

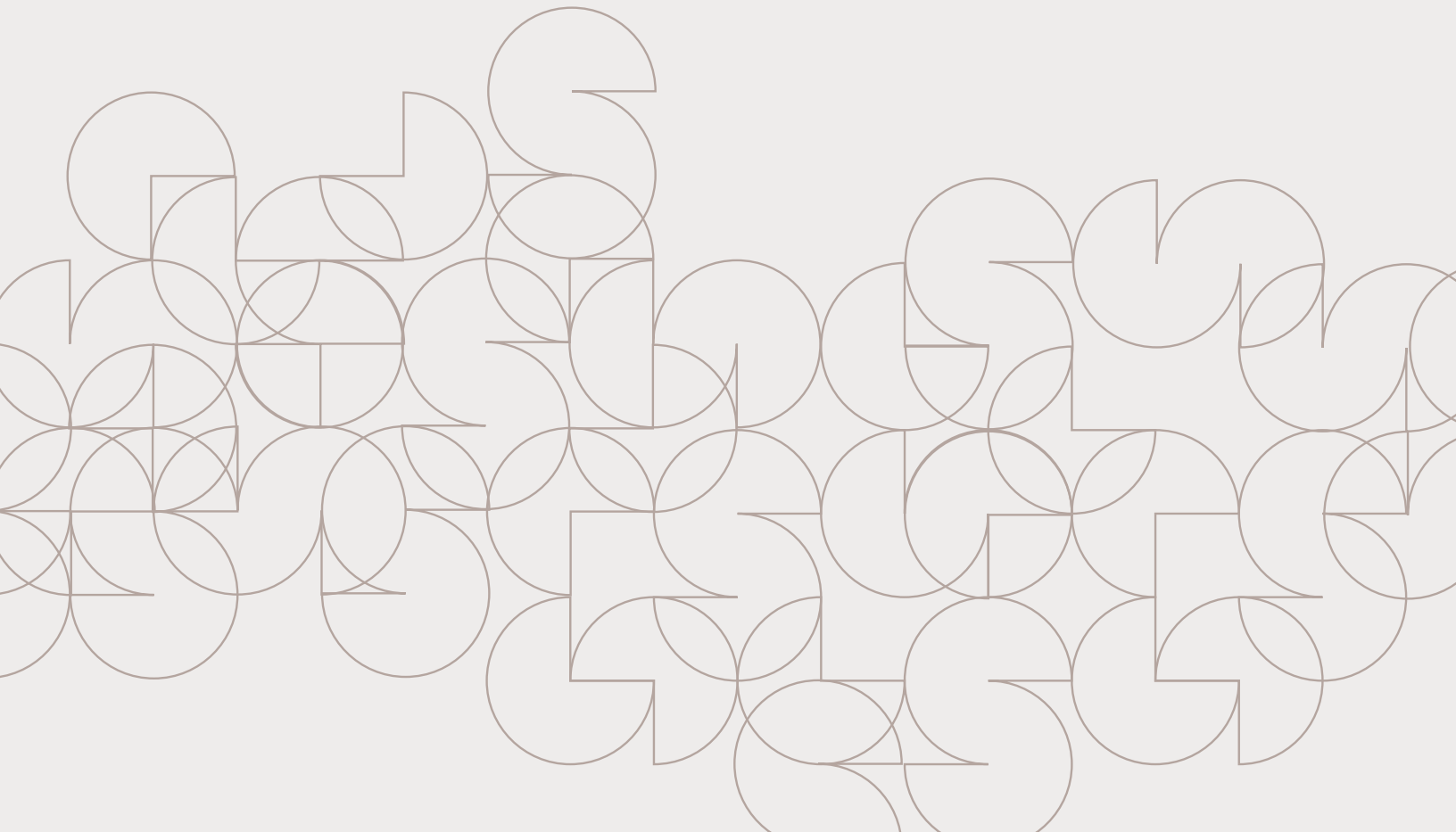
#### **Youth Rally**

[www.youthrally.org](http://www.youthrally.org)

#### **Run For Resilience**

[www.ostomy5k.org](http://www.ostomy5k.org)

**Click [here](#) to download past issues of the Hollister Secure Start services eNewsletter.**







**Secure Start™**

## It's Personal

We are proud to offer dedicated support for each and every ostomy and continence care patient along the continuum of care. Hollister Secure Start services provide a lifetime of personalized support.



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Nothing contained herein should be considered medical advice. Medical advice can only be provided by an individual's personal doctor or medical professional.

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