

Hollister Secure Start Services

eNewsletter

Q2 2019

Never miss
an issue!

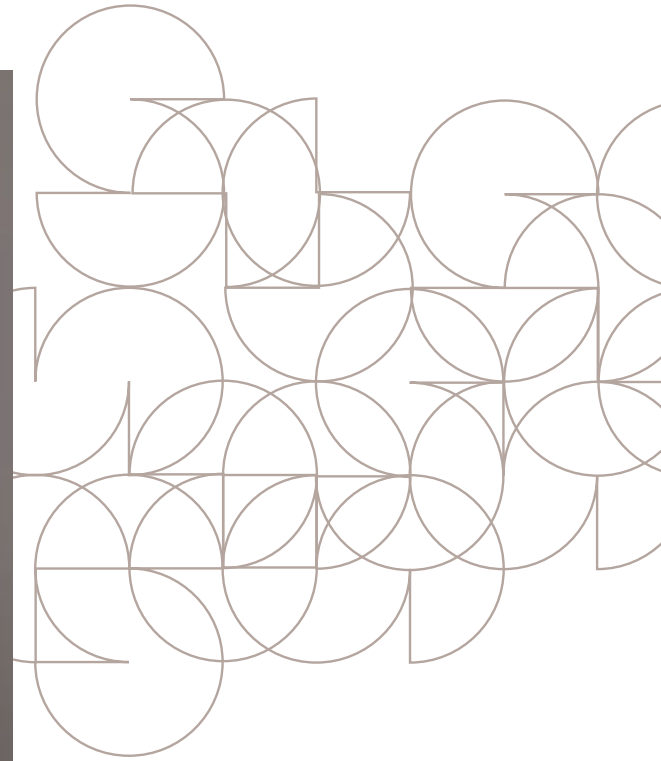
Easy sign-up at securestartservices.com/enewsletter

Your summer fun starts here

Highlights:

- 2 | **Crowning Glory**
- 6 | **Caregiver's Guide to Summer**
- 9 | **Bringing Awareness to IBD**
- 10 | **A Friend Just Like Me**

FEATURE STORY



Crowning Glory

Robin Brown spreads ostomy awareness beautifully

How does a wife, mother, and tomboy who loves fishing and camping find herself strutting down the runway proudly displaying her ostomy pouching system? Robin Brown, the reigning Mrs. Mason County, Washington, credits her winning the crown to taking the bait whenever the universe casts her a line.

Robin often experienced “stress tummy” through her childhood and was not diagnosed with a bowel disease until college. At age 21 she came down with septic salmonella. After an appendectomy, she lost portions of her intestines due to infection. A serious truck accident in 2014 further damaged her gut health. After over a decade of trying to manage her symptoms with medications and bowel resections, Robin underwent colostomy surgery in 2018.

“I was terrified at first, and scared of being known,” explains Robin. “I was afraid to go out, so I just didn’t.”

(continued on the next page)

FEATURE STORY

Crowning Glory

(continued)



Top: Robin and her husband Mike. Below: Robin recovering after ostomy surgery.



Though Mike, her husband of seventeen years, supported her 100 percent, she still needed something to help her heal emotionally. She got a sign from the universe when a friend invited her to join her beauty consulting team to pass the time during recovery. Back then Robin didn't even know how to apply her own makeup, but as a certified medical assistant with a passion for dermatology, the skincare aspect of the business hooked her. Through this opportunity, she began her personal transformation to regaining her confidence.

"I discovered that when I look good, I feel better," says Robin. "And I love helping other women feel beautiful—it's more than makeup, it's like creating community."

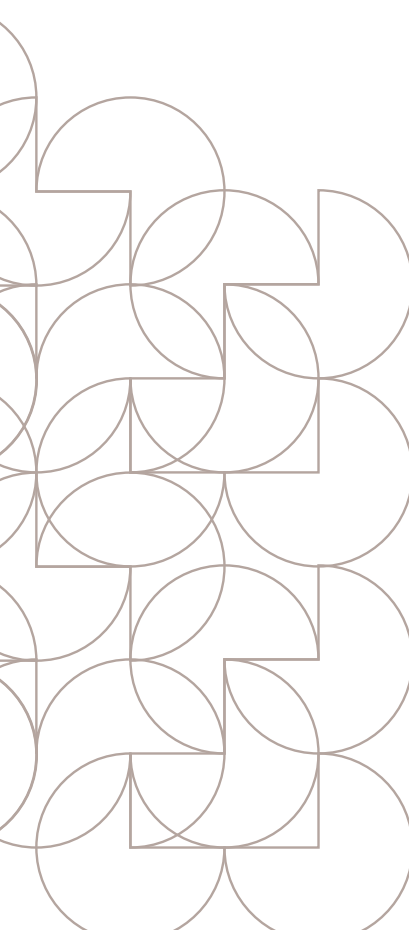
One of her clients, whose daughter competed in beauty pageants, suggested that Robin consider competing based on her inspiring story. Just six months later, a high school friend mentioned that she

was involved in the Mrs. Idaho pageant, and thought that Robin would make a great contestant.

"I wouldn't consider myself a beauty queen," laughs Robin. "But I couldn't ignore the signs and I applied to be Mrs. Mason County for the chance at the title of Mrs. Washington America."

Every contestant is required to have a platform: a cause to which she volunteers her time. Still unsure how a platform around gastrointestinal disease or living with an ostomy would be received, she soon learned while conversing at a pageant Christmas party. A fellow contestant, shocked by Robin's personal story and poise, took her aside and revealed her fear that an ostomy might be in her own future due to Crohn's disease, and then asked for advice. Robin knew then her platform had to be gastrointestinal health and disease prevention.

(continued on the next page)



FEATURE STORY

Crowning Glory

(continued)

Robin's beauty, two-thumbs-up attitude, and inspiring platform impressed the judges and she won! She reached out to her surgeon for advocacy ideas and learned that some patients refuse ostomy surgery.

"It saddened me to think the stigma is so great that some people would quite literally rather die than have an ostomy," says Robin. "There's clearly not enough information out there, and I knew I had to be a voice."

When a tragedy in the ostomy community reached the mainstream media in January 2019, a now more confident Robin publicly showed her support.

"I remember saying to a friend about a year ago 'If you think I am going to be one of those girls posting on Insta with my bag out you are wrong.' And then a year later I posted on behalf of Seven."

In a social media video on her public page she offered to answer any questions people may have about ostomies. She even went so far as to show her stoma, which she calls "Bruce Wayne" as the Batman to her Robin.

As Mrs. Mason County she visits classrooms to discuss anti-bullying. And depending on the grade level, she talks about her ostomy. The admiration of her seven-year-old son reinforces her confidence to speak to other kids about diversity and acceptance.

"He keeps me laughing," says Robin. "He thinks it is the *greatest thing ever* that his mom poops in a bag – it makes

me special. I've spoken at his school about anti-bullying. We discussed that my ostomy makes me 'cool-different.'"

Robin also volunteers at the Seattle Children's Hospital to mentor kids with ostomies. She plans on doing more Facebook Live events and an online fundraiser towards Ollie Ostomy teddy bears and Shadow Buddy dolls to distribute to kids with ostomies.



Her advice to others faced with the option of ostomy surgery? "Do it. Don't hesitate. Look at the way your life is now and imagine even just one thing being better. Because with an ostomy at least one thing is going to change." She stresses the importance of finding the right ostomy appliance for you, and to learn to change it yourself as soon as possible. "Most importantly, don't let the ostomy define you," advises Robin.

This beauty queen refuses to give up her reign. She'll compete for the Mrs. Washington crown on June 15, 2019, and hopes to triumph her way to the Mrs. America pageant in Las Vegas, where she'll be required to wear a two-piece swimsuit.

"I'm going to bedazzle my bag and wear it proudly!" concludes Robin.

And don't think for a moment that she's giving up fishing. Robin is thrilled that her stoma is on the left side so it doesn't get in the way of setting her hook. However, we have a feeling she'll be reeling in a lot more than fish this year. We wish her the best of luck!

Follow Robin's journey on Instagram: [@robin_browns_beauty_barn](https://www.instagram.com/robin_browns_beauty_barn)



Robin Brown is the reigning Mrs. Mason County, Washington, and a beauty consultant. She lives with her husband and seven-year-old son on 10-acres in Belfair, Washington. When not working, she can be found fishing, gardening and tending her chickens.

Financial Disclosure: Robin Brown received compensation from Hollister Incorporated for her contribution to this eNewsletter.

NEWS FROM HOLLISTER INCORPORATED

Hollister Secure Start Services Corner

Meet the smile behind the voice

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

Giovanni



Title: Consumer Service Advisor
Serving you since: January 2019

What was your favorite toy/book as a child? *Where the Wild Things Are* by Maurice Sendak

Why did you decide to do the work you are doing now? Working in the medical field for 4 years prior to Hollister made me realize how much impact I can have on a patient's journey. Choosing to work for Hollister as a Consumer Service Advisor was a perfect place to continue my career and contribute to the team. Hollister has a great culture and has always been a place I wanted to be.

Best way to spend a summer weekend? Spending the day fishing from a boat, sitting around a bonfire, or working on my veggie garden

Alice



Title: Consumer Service Advisor
Serving you since: July 2009

What was your favorite toy/book as a child? *Charlotte's Web* by E. B. White

Why did you decide to do the work you are doing now? It gives me the opportunity to assist and engage with our consumers. I enjoy providing personalized support and developing a one-to-one relationship with the people I serve. I believe that people should be able to live their life to the fullest after ostomy surgery.

Best way to spend a summer weekend? Going to the beach, biking, hiking, or similar activity, then ending the day with family and friends enjoying a barbeque while reflecting on the day

William



Title: Consumer Service Advisor
Serving you since: January 2019

What was your favorite toy/book as a child? My Razor scooter

Why did you decide to do the work you are doing now? I enjoy being able to make a tangible difference every day I am at work. I am able to help people through a stressful and vulnerable journey by being a contact that is familiar with what the next step might be. It has been beyond satisfying to be able to help our members live a more dignified life.

Best way to spend a summer weekend? Grilling and cooking with friends and family

ASK THE EXPERT

Caregiver's Guide to Summer

Tips for children with ostomies

By Teri Coha, MSN, CWON



Summertime brings warmer temperatures and fun in the sun! It may also bring new experiences for someone living with or caring for an ostomy. Here are some questions I am asked by parents who are caring for their child with an ostomy. These suggestions apply to adults as well.

For all summer activities, anyone wearing a one-piece pouching system style (barrier and pouch are one piece) may want to consider a two-piece pouching system (barrier and pouch are two separate pieces). Playing on the beach or traveling by air? No need to find a bathroom, use a porta potty, or empty a pouch in a small airplane restroom.

It takes some planning to get different supplies and try them before your travel or activity, so plan in advance. Call your Hollister Secure Start services representative to get some samples to try, and allow enough time to get supplies from your medical supply company.

We are traveling for vacation this summer! What should I pack for my child with an ostomy?

An ostomy should not prevent any form of travel for your family. Below are tips to keep your vacation fun.

I am always the one who brings too much on vacation and often brings unused clothing home. But I never regret being prepared. When it comes to ostomy supplies, bring twice as much as you would normally use for the days you will be away from home. No one wants to spend part of their vacation searching for a supplier in the area or having supplies shipped to their hotel... or tent. You might bring all the extras home, but it is definitely better than the alternative.

Remember, keep your child's supplies in a cool area at all times so they do not melt. If you are traveling by car, consider storing them in a cooler with ice. A cooler also works well if you are camping.

If you are flying, keep all your supplies in your carry-on luggage. Shortly before boarding the plane, empty the pouch and add some lubricating deodorant. Be sure to carry on small packets or a travel-size bottle of lubricating deodorant so it is not confiscated.

(continued on the next page)

Small sachets of lubricating deodorant can be helpful for travel



ASK THE EXPERT**Caregiver's Guide to Summer***(continued)***Warm weather is here – time to break out the shorts and sandals!
Are there any clothing considerations for my child with an ostomy?**

Children don't need any special clothes. However, there are a few items that may keep them more comfortable. Rash guards or swim shirts – the ones that fit snugly against the body – are great for keeping the pouch close to the body. Layering T-shirts is certainly a fashion trend, so if your child likes something looser, a simple, cotton, loose-fitting top over the snug one works well.

If you or someone you know has a sewing machine and can sew some simple seams, swimwear fabric is inexpensive and available at stores that sell fabric. Bands made out of swimwear fabric are cool and comfortable and will hold the barrier in place. Swimwear fabric is available in fun colors.

Also, the internet is full of people who make pouch covers for children. Find his/her favorite.

**My family loves to spend time at the lake or pool in the summer.
Any suggestions regarding swimming with an ostomy?**

Again, plan ahead. Knowing the “wear time” or the usual length of time your child's barrier stays in place will help. Swimming toward the end of his/her usual wear time is not a good idea. Immediately after a pouch change may also not work as the barrier may not have fully adhered to the skin. If you are going to swim first thing in the morning, try changing the pouching system before your child goes to bed. Always empty the pouch just before swimming and frequently while swimming.

Test out the pouching system in water before a swimming outing by having your child play around in the bathtub while wearing his/her pouching system. Another option would be to add a barrier ring to help extend wear time and/or barrier extenders around the edges of the barrier.

(continued on the next page)

Barrier extenders can be used to help enhance the seal on the outer edge of the pouching system

ASK THE EXPERT

Caregiver's Guide to Summer

(continued)

Summer is a time for cookouts and campfire treats. Are there any dietary considerations for my child with an ostomy?

Dietary changes can be challenging on any vacation. Try to stick with foods that don't affect stool output or at least limit the ones that cause an increase in stool output or an increase in gas. It will be tempting to allow more sweets and high-sugar beverages but these can lead to looser stools.

Warm temperatures and outdoor activities increase everyone's need for fluids, especially a child with an ileostomy. Many beverages are strong if made according to the directions. Diluting them will increase water intake while still providing flavor, as well as some sugar and electrolytes they may need.

Fast-food restaurants are convenient when traveling, but if your child is not used to eating those foods, he/she may experience an increase in gas or stool output. Bring foods along that your child eats at home and limit the number of foods not regularly eaten.

My child is going to a sleepover event. Any suggestions?

Your child should only go on a sleepover if they are old enough to manage their own stoma care, including emptying and changing the pouch. While sleepovers are great activities and every child wants to experience them, the fun may be ruined by an embarrassing situation.

The parents of the family he/she is staying with need to be aware that your child has an ostomy and comfortable helping your child if needed. Your child may also have dietary preferences that will require some advance planning. If your child has foods they have to avoid, make sure they have foods they can eat. They should have enough to share so they don't feel different.

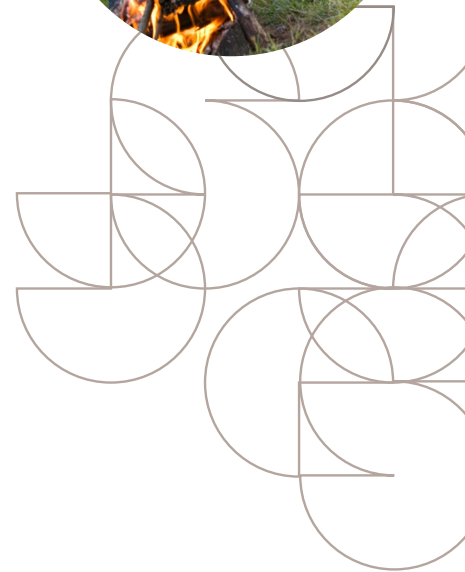
Summer weather can be hot and humid! Is there anything specific I should be doing to help take care of my child's peristomal skin?

Barriers may melt quicker in hot weather, requiring more frequent pouch changes. If your child is using a standard wear barrier, an extended wear barrier may be helpful. It is designed to be more resistant to break down. However, insurance companies may not cover as many extended wear barriers. It may be easier to add an extra layer around the stoma with a barrier ring and around the barrier edges with barrier extenders.

If your child develops a rash, contact your ostomy care provider. A fungal rash would need to be treated with medicated ostomy powder and sometimes oral medications.

Contact Hollister Secure Start services at 1.888.808.7456 or visit www.securestartservices.com.

Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions.



A barrier ring can be used to add an extra layer around the stoma



Teri Cocha, MSN, CWON, is a pediatric nurse at Ann & Robert H. Lurie Children's Hospital of Chicago, Illinois, with more than 35 years of experience. Her practice has focused on the care of infants, toddlers, and teens with ostomies.

Financial Disclosure: Teri Cocha received compensation from Hollister Incorporated for her contribution to this article.

NEWS FROM HOLLISTER

Bringing Awareness to Inflammatory Bowel Disease



World IBD Day 2019 was honored worldwide

World Inflammatory Bowel Disease (IBD) Day takes place on May 19 each year to unite people worldwide in the fight against Crohn’s disease and ulcerative colitis, common types of IBD. This year, Hollister Incorporated joined forces with organizations from over 50 countries on 5 continents to shine light on these digestive diseases that impact more than 10 million people worldwide.

“Our goal is to bring awareness to those living with IBD, and show them that they have options that might help them get back to life,” says Jill Dancewicz, Senior Consumer Marketing Manager at Hollister.

IBD Awareness Town Hall

In support of IBD awareness, Hollister invited a panel of engaging speakers to discuss life with IBD and an ostomy, as well as what inspires them to embrace every day with confidence. The session was shared on social media for World IBD Day.



Click here to view a recording of the 2019 IBD Awareness Town Hall on the Hollister YouTube channel.

Showing Support

People all over the world wore purple ribbons as a symbol of awareness and support for those living with Crohn’s disease and ulcerative colitis. Hollister encouraged supporters to share a photo of themselves wearing a purple ribbon on social media using the hashtags **#IBDawareness** and **#makingtheinvisiblevisible**. There were more than 15,200 social posts across 115 countries in support of IBD awareness.

Understanding IBD

The symptoms of these two illnesses are similar, but the gastrointestinal (GI) tract impact and other aspects are different.

A Quick Comparison of The Two Diseases

Crohn’s

- More prevalent between ages **15-35, but can occur at any age**
- May affect any part of the **GI tract** (mouth to anus)
- Can affect **entire bowel wall thickness**

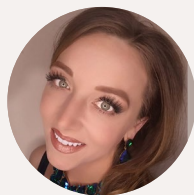
Ulcerative colitis

- Most diagnosed in **mid-30s, but can occur at any age**
- Only affects **Large intestine (colon)**
- Affects the **innermost lining of the colon**

For more information about World IBD Day, visit www.worldibdday.org.

For more information about Crohn’s disease or ulcerative colitis, visit the Crohn’s and Colitis Foundation website at www.crohnscolitisfoundation.org.

Meet the Panelists



Robin Brown is the reigning Mrs. Mason County, Washington, and will be competing for the title of Mrs. Washington State in June 2019. She is proud to be representing

those living with an ostomy through her competition platform on gastrointestinal health and disease prevention. She also volunteers at the Seattle Children’s Hospital.



Danielle Gulden and **Joe Teeters** are best friends who met in an ostomy support group in Columbus, Ohio. Together they are the dynamic duo **@doublebagginit**, sharing

their humor and personal experiences on social media since 2015. They have also led several advocacy initiatives on behalf of the Crohn’s and Colitis Foundation.



Krista Deveau is a kindergarten teacher from Calgary, Alberta, Canada, who has been fighting Crohn’s disease since being diagnosed at the age

of 9. On her Instagram **@my.gut.instinct** she brings a fresh perspective and positive attitude to living with an autoimmune disease and an ostomy.

COMMUNITY SPOTLIGHT

A Friend Just Like Me

The Shadow Buddies Foundation celebrates 24 years

One day, Miles Postlethwait, a little boy with an ostomy, came home from school and said, "You know, Mom, I'd like to have a friend just like me." His mom, Marty, immediately went to work and created the very first Shadow Buddy, a doll with heart-shaped eyes depicting love, along with a big smile.

This first doll led Marty on a mission to provide emotional support for children with various medical conditions and disabilities. The Shadow Buddies Foundation, a not-for-profit organization founded in 1995, now offers over 30 different condition-specific Shadow Buddies, including Ostomy Buddy, Self-Cath Buddy, Oncology Buddy, Pre-Op Buddy, and more. The Ostomy Buddy, available through an exclusive sponsorship from Hollister, includes a pouching system that can be attached and removed.

So far, 1.6 million Shadow Buddies have comforted kids across the United States, United Kingdom, France, Holland, and Australia. The foundation has also grown to include various charity programs. Pink Parties are dreamy

afternoons of pure pampering for little girls in the hospital and their sisters. Volunteers bring in hair accessories, makeup, nail polish, costumes and more. These parties were started 10 years ago with the support of Tony Gonzalez, former tight end for the Kansas City Chiefs and the Atlanta Falcons, and his wife. Soon other NFL wives got involved and now various teams fund Shadow Buddies.

Little boys are not left out! Superhero Parties now take place in Kansas City, Chicago, and Texas. Attendees design their own courage capes and receive swag like Hot Wheels and other boy-coveted toys. Sometimes there's even an appearance by a live superhero!



The Summer Backpack Program is now in its 16th year. The foundation donates over 1,000 backpacks a year to medical specialty camps to help kids get over the first day of camp jitters. They include a Shadow Buddy, water bottle, toothbrush and even a little note of encouragement.

Every year, donors hit the course for The Shadow Buddies Golf Classic to help fund several different initiatives. Miles, who is now 32 years old, married and works at Shadow Buddies full-time, spearheads this wonderful event.

"It sounds cliché but everything happens for a reason," says Miles. "Look what we've been able to do with Shadow Buddies to help kids who are like me. It makes me happy to know that children who are going through a frightening experience are not alone."

To learn more about The Shadow Buddies Foundation, please visit shadowbuddies.org.

Ostomy Shadow Buddies are available exclusively through sponsorship from Hollister Incorporated. For more information, call us at **1.888.808.7456**



Gianna, (featured in previous issue), and her ostomy buddy, who wears hair bows just like her.

EVENT UPDATES

Join Us in Philly

UOAA's 7th National Conference rings true



From August 6 through 10, people with ostomies from all over the country will converge in Philadelphia for United Ostomy Associations of America's (UOAA) 7th National Conference. This year's theme is "Celebrate Your Independence."

"It's the event of the year for the ostomy community, but people come back year-after-year because of the camaraderie with new friends that truly understand what they are going through. Newcomers are welcomed with open arms," says Ed Pfueller, Communications & Outreach Manager of UOAA.

The week is packed with something for everyone within the ostomy community. Hear from top medical professionals, listen to inspirational stories, and sign up for the free stoma clinic with Wound, Ostomy and Continence (WOC) nurses. There are even dedicated sessions for caregivers, as well as pediatric patients and their parents, and a special young adults track. Hollister is proud to be the Platinum Sponsor of the conference.

"It's the event of the year for the ostomy community."

—Ed Pfueller

Fun social events are also on the agenda. Don't miss the Roaring Twenties Casino Night; a hilarious improv comedy show featuring Danielle Gulden and Joe Teeters, the dynamic duo known as *Double Baggin' It*; live music with Melissa Marshall; and a Saturday evening fashion show, desserts and dancing.

And, of course, there's always time to see the sights in the City of Brotherly Love including the Liberty Bell, the Philadelphia Zoo, and the Betsy Ross House. Isn't it time you created your independence? Sign up for the conference today! Go to ostomy.org.

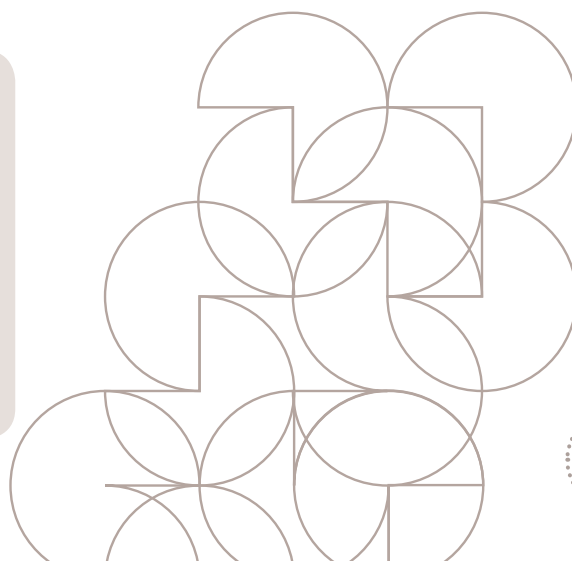
While you are there, be sure to check out these educational sessions sponsored by Hollister.

Skin Barrier Formulation "Cooking" Show

August 9 at 1:00 pm
Led by Wil Walker, MBA, BSN, RN, WOC Nurse.

How to Use the Peristomal Skin Assessment Guide for Consumers

August 9 at 3:00 pm
Led by Margaret Goldberg, MSN, RN, CWOCN, a member of the guide development team.



WHAT'S SO FUNNY?

Kids Say the Honest Things

Brenda introduces her children to her ostomy

My kids and I had an adjustment period to my new ostomy. Even though I had been working with a colostomy for a few months, I was trying something new for me called irrigation. I heard that some people actually moved around with an ostomy belt on while irrigating, and that sounded a little complicated, so I never planned on doing it. Besides, an hour in the bathroom without children might be a welcomed break.

One day, my kids, ages 4 and 6 years old at the time, yelled at me through the bathroom door. "When are you coming out of the bathroom, Mom? We're hungry!" my son whined.

I said, "Give me a minute; I'll be out to help you soon."

Well, I thought, this might be a good time as any to try out moving around with this thing attached. I got out the trusty clip and attached it on the bottom, washed up and made sure everything was in place. I felt like I was cheating time, because irrigation can take anywhere from 45 minutes to

an hour before it's complete. I felt pretty confident as I went downstairs in my nightgown. I got out the bowls, milk, corn flakes, cut up some bananas for their cereal, and was talking to them as they sat on their stools at the kitchen bar. We were laughing about something when all of a sudden, PLOP! My bag slid down out of place without me knowing it, and now a pile of poop was on the floor. They appeared shocked for a moment trying to comprehend what had just happened. Then John with the spoon almost to his mouth, stopped and said, "Gross!" then continued eating his cereal. Of course I was honest with them about what I was going through in language that they would understand. From a very early age they knew that most people didn't go through this but their mom did. I knew they were adjusting okay when I could hear them through the bathroom window the following month.

"Stay right in the front yard while I'm in the bathroom," I yelled through the window.

(continued on the next page)



Brenda, her husband and her (now) adult children and daughter-in-law

WHAT'S SO FUNNY?

Kids Say the Honest Things

(continued)

They had a friend over from next door and I heard him ask, "How come you are talking to your mom through the window?"

My son answered, "She has to sit in the bathroom because she poops through her tummy!"

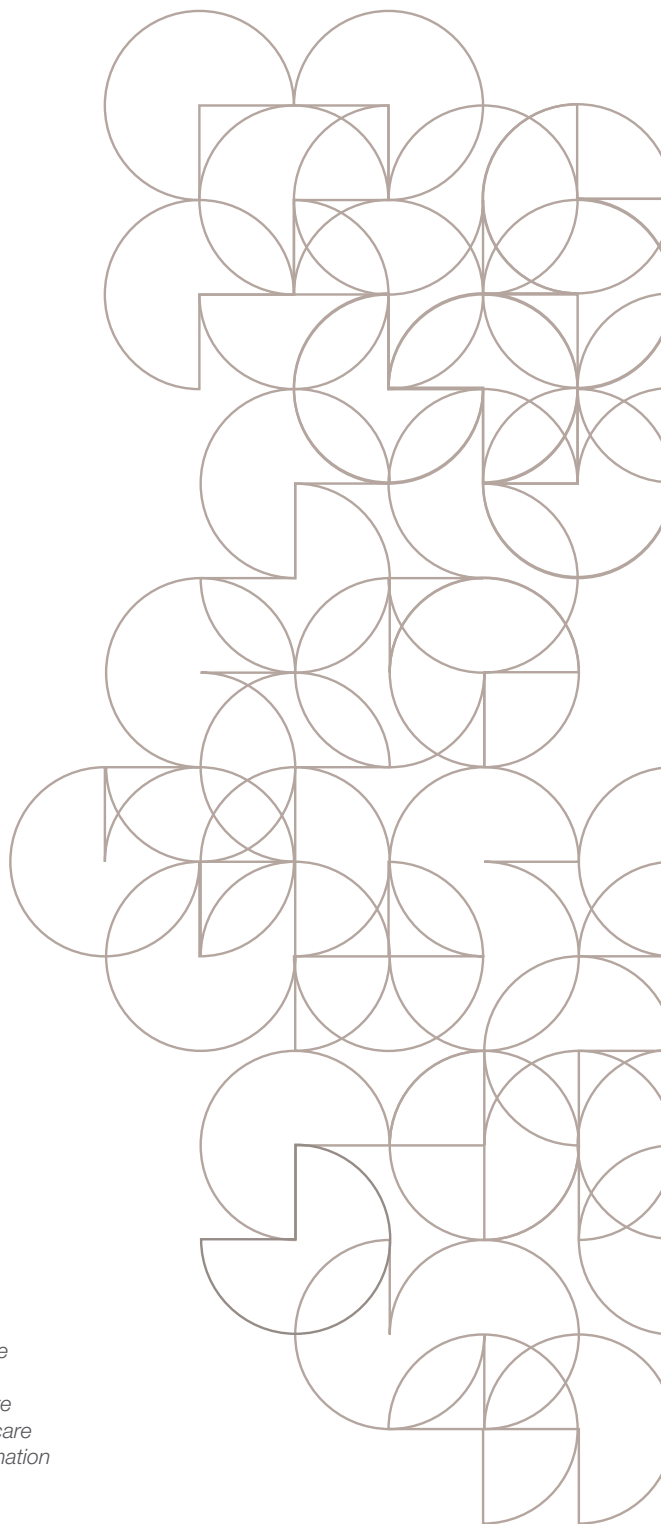
Then I heard them all giggling. Now I had some explaining to do to the neighbors. As far as I know my children never needed therapy over it.

"Our life experiences, although difficult at times, can sometimes turn out very good in ways we never imagined."

—Brenda Elsagher

My kids are now 29 and 26 and both of them went into healthcare professions. John became a Qualified Rehabilitation Consultant working with people who have been injured on the job, and is married with a daughter and another baby on the way. My daughter, Jehan, is single and sets up scheduling for a spine doctor. They have a lot of compassion and have worked with people with many kinds of disabilities. Maybe my having an ostomy actually helped them. After all, they grew up with medical talk, and went to national ostomy conferences with us in the early days. Our life experiences, although difficult at times, can sometimes turn out very good in ways we never imagined. I have been most grateful for my ostomy because it gave me the opportunity to see my family (and me) grow older.

**Please note: The content of this article is not meant as medical advice. Routine irrigation is done on a doctor's orders. Irrigation may be an option for a person who has a descending colostomy or a sigmoid colostomy, and is not appropriate for people with a urostomy or ileostomy. If you are interested in learning the technique of irrigation it is very important that you talk with your healthcare professional for more information. Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions.*



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.

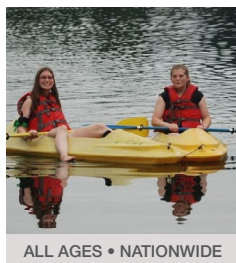
Her books include: *If the Battle is Over, Why am I Still in Uniform?*; *I'd Like to Buy a Bowel Please!*; *Bedpan Banter*; *It's in the Bag and Under the Covers*; and *Your Glasses Are on Top of Your Head*. You can find out more about her at livingandlaughing.com.

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

EVENT UPDATES

Create Your Summer Fun Plan

Don't miss these ostomy community events



ALL AGES • NATIONWIDE

The Crohn's & Colitis Foundation of America (CCFA)

Take Steps for Crohn's & Colitis™ and Camp Oasis

Take Steps walks offer a wonderful way for family, friends and the inflammatory bowel disease (IBD) community to come together to raise funds toward their mission. It's a nationwide event in more than 120 communities across the country. Register at cctakesteps.org.

Camp Oasis is a co-ed, residential summer camp program that provides kids with Crohn's disease or ulcerative colitis a safe and supportive camp community. Camps are held in 12 states. Find one near you at crohnscolitisfoundation.org.



AGES 11-17 • SEATTLE, WA

Youth Rally

Youth Rally 2019

More than 30 years after its inception, the **Youth Rally** remains a community for young people to meet others who live with similar medical conditions. Lasting friendships are formed in an atmosphere that promotes self-confidence and independence. Learn more about Youth Rally 2019 at youthrally.org.

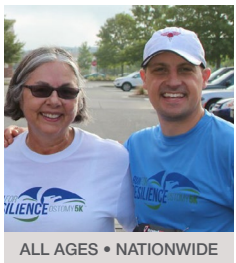


ALL AGES • NATIONWIDE

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. This year, 45 events are planned across the nation. Find the one near you at coloncancercoalition.org or create your own local event!



ALL AGES • NATIONWIDE

United Ostomy Associations of America (UOAA)

2019 National Conference & Run for Resilience Ostomy 5K

Don't miss the seventh national **UOAA Conference** in historical Philadelphia. Attend inspiring talks, educational workshops and exhibits. New this year: tracks for Pediatric, Young Adults and Caregivers. Enjoy a Roaring Twenties party socializing with new friends from around the country, or explore all the area has to offer. Be sure to stop by the Hollister booth and also visit our educational sessions! Go to ostomy.org for more information and to register.

UOAA's annual **Run for Resilience Ostomy 5K** events are held to educate, support, and raise community awareness about people living with an ostomy. These races will feature a DJ, kids' activities, incentivized fundraising, an ostomate division, and awards. Go to ostomy5K.org for more information and to sign up!

NEWS FROM HOLLISTER INCORPORATED

Share Your Story

We love hearing all perspectives!

Your ostomy experience is as unique as you are. We'd love to hear all about it, and your story might just inspire someone else.

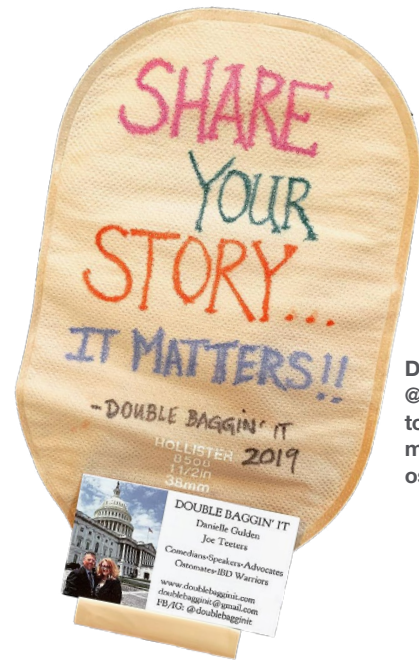
Have you...

- Traveled somewhere exciting?
- Taken up a new sport?
- Found new ways to connect with the ostomy community?

Please share your unique experience with us. We might just profile you in an upcoming eNewsletter!

"I started sharing my story with Crohn's disease before I had my ileostomy. Once I had surgery, I continued to share and I realized how much of a community of ostomates are out there, and they helped me so much during my recovery. I thought I could do the same for someone else. I've received messages from many people saying how it has helped them."

—Krista Deveau, @my.gut.instinct



Danielle and Joe @doublebaggin it love to write inspirational messages on their ostomy bags!

Submit your story today at securestartnewsletter@hollister.com

Thanks for Your Feedback!

In the previous issue, we asked for your feedback on the Hollister Secure Start services eNewsletter in a short survey. Thank you again for sharing your thoughts with us! Your input will help us to better meet your needs, enhance our resources, and support you along your ostomy journey.

We always love hearing from you so call us at **1.888.808.7456** and let us know how we can help!



Hollister Secure Start Services

eNewsletter

Resources

Hollister Secure Start Services

1.888.808.7456

www.securestartservices.com

Hollister Facebook Page 

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org

www.ostomy.org

Crohn's & Colitis Foundation

1.800.932.2423

www.crohnscolitisfoundation.org

Colon Cancer Coalition (CCC)

952.378.1237

www.coloncancercoalition.org

Bladder Cancer Advocacy Network (BCAN)

888.901.2226

www.bcan.org

Friends of Ostomates Worldwide-USA

www.fowusa.org

Youth Rally

www.youthrally.org

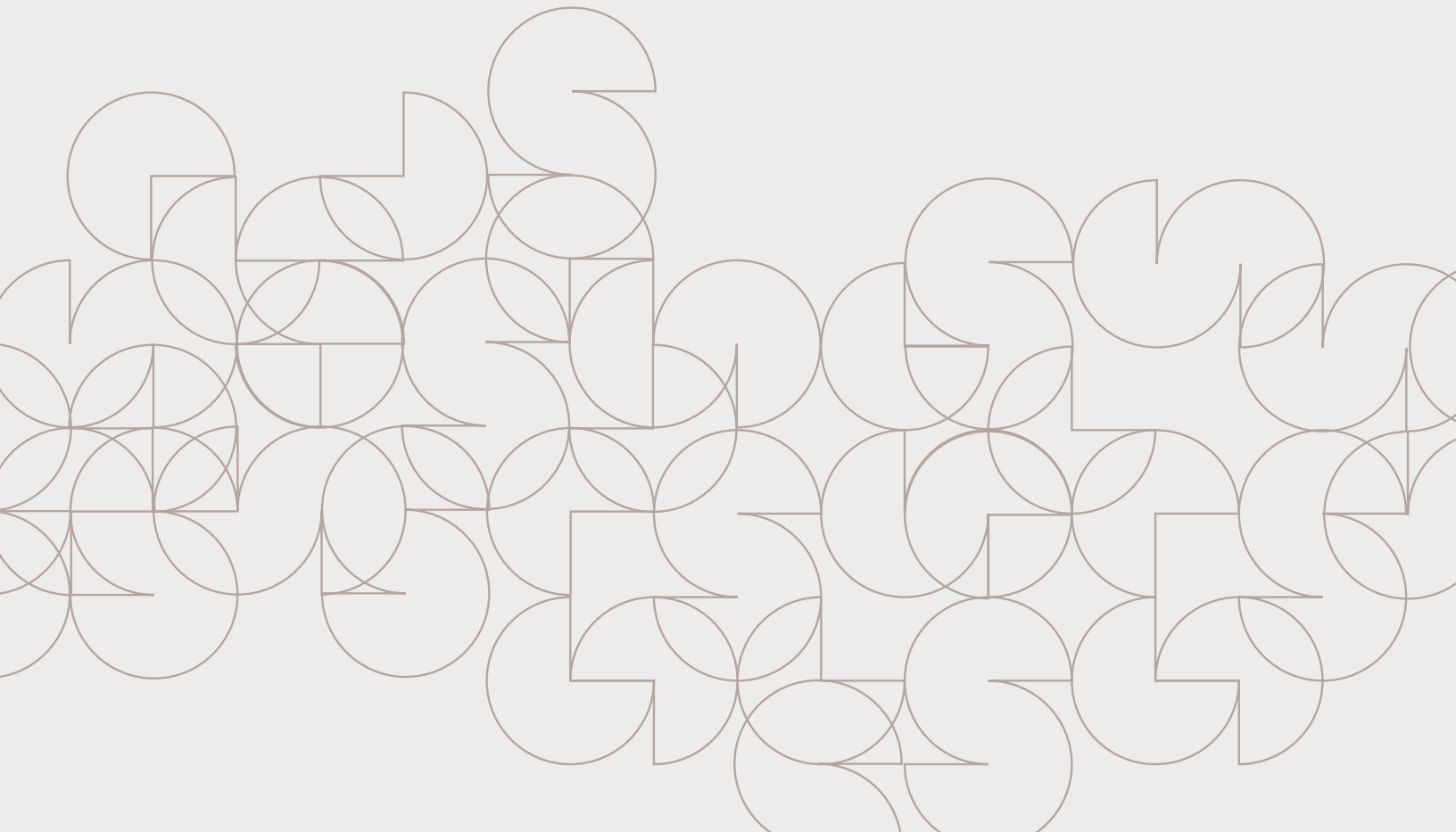
Run For Resilience

www.ostomy5k.org

Shadow Buddies Foundation

www.shadowbuddies.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.



Hollister Incorporated
2000 Hollister Drive
Libertyville, Illinois 60048 USA

www.hollister.com

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

Hollister Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Product samples are provided for the patient's trial use and cannot be resold or billed. There is no obligation to accept samples or participate in insurance-matching to identify supplier options. Hollister Incorporated reserves the right to change Hollister Secure Start services at any time.

The Hollister Logo and Secure Start are trademarks of Hollister Incorporated. All other trademarks are the property of their respective owners.

© 2019 Hollister Incorporated
PROMOCODE: SSNEWS0619