

Hollister Secure Start Services

eNewsletter Q3 2019

Ostomy resources at your fingertips

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Keep Moving Forward



FEATURE STORY



As one of the top distance runners on the Western Branch High School Cross-Country team in Virginia, 15-year-old Cooper Hurst loves the runner's high he gets when pushing his limits.

"It just feels so good," explains Cooper. "And the team I'm on is very supportive. Having super close friends that are like family is really helpful."

This incredible bond grew stronger when, in December of 2018, after running two miles at an indoor track meet and tutoring a friend that night, Cooper ended up in the emergency room due to terrible stomach pain. Doctors discovered that he had a congenital abnormality that caused mal-rotation of his small intestines which turned life threatening.

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Running the Distance

Cooper Hurst refuses to lose sight of his goal

FEATURE STORY

Running the Distance

(continued)

Over the course of the next 37 days, Cooper spent nine days in the intensive care unit in critical condition, lost 11 feet of his small intestines, received a feeding tube and a peripherally inserted central catheter (PICC line), and had multiple surgeries including ileostomy surgery.

Cooper's teammates and their parents rallied. They flooded the hospital to sing Christmas carols and play video games with him. Cooper's twin brother Cambel, who is also on the Cross-Country team, kept it real for him, playing ball and continuing to spar with him.

"They are very close," says Shannon, the twins' mom. "Cambel was stressed out about academics and his brother's health. So my husband and I tried to keep both Cambel and Cooper's lives as normal as possible."

When it came to managing Cooper's ostomy pouching system, Wound Ostomy Care Nurse Ferne Elsass put Shannon at ease.

"She was like Tinker Bell with her sparkly headband," remembers Shannon. "She taught us so much, like how to plan around the ostomy by creating a calendar to know when to change the pouch."

Cooper was not embarrassed to have his mom help him change his pouching system. In fact, they learned everything as a team and worked together 24/7. Ferne also introduced Shannon and Cooper to Hollister. Shannon read every one of the ostomy educational booklets to learn as much as she could about this foreign new experience.

On January 19, 2019, Cooper was released from the hospital with a PICC line and feeding tube, several medications, and home health nurses to support his care. Unable to go to school for six months, this National Honors Society scholar kept up his straight-A average with the help of a visiting teacher. At that time, his only goal was to go back to school for one day.

"The hardest part for me was waiting to get back to a normal life," explains Cooper. "It helped to have a schedule—change my bag, eat something small, relax, do schoolwork and play video games, then talk to friends at night to keep up with what was going on at school."

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Cooper with his family during his hospital stay

FEATURE STORY

Running the Distance

(continued)

When friends visited, Cooper didn't hesitate to show off his ostomy pouching system, and suggests that other teens with ostomies do the same.

"Embrace the change and tell your friends it's your new normal," says Cooper. "I knew my friends were questioning and I wanted them to know what was going on with me."

During a subsequent surgery for a painful blockage, doctors chose to perform an ileostomy reversal, which brought on another set of challenges.

"I had to learn how to go to the bathroom again and what foods I could eat," says Cooper. "On some days I wished I had the ostomy back."

It took time to adjust to the ileostomy reversal, but Cooper eventually achieved his goal of going back to school for one day, and actually went back for a month attending half days. But once an athlete reaches a goal, another appears on the horizon. For Cooper it was going back to Cross-Country, but doctors told his family that Cooper might never run again.

"Embrace the change..." —Cooper Hurst

"This was a big blow to us. We had to figure out how to help a kid whose whole identity was wrapped around being an athlete," explains Shannon. "Life will just throw you serious challenges and you have to find morsels of hope to help you get through."

Cooper's Coach, Ryan Carroll, was one such morsel of hope. During Cooper's 37-day stay in the hospital, Coach Carroll helped him re-learn how to walk due to leg weakness from his immobilization, attended physical therapy appointments with him, and became a continuous source of inspiration.

"He promised that I'd make State next year," says Cooper. "He gave me his medal when he ran State, and when I win mine I'll give it back to him."

Even though he still has a feeding tube, Cooper is now running and plans to train all summer for his upcoming season. With his determination, we have no doubt he'll make State.



Cooper Hurst is a straight-A rising Junior at Western Branch High School. He was presented with the 2019 Inspiration Award from his school and was invited to be a council member on the Kids as Partners Advisory Council (KAPAC) at his local Children's Hospital. When not studying, he can be found running with his Cross-Country team and playing video games. He lives with his mom, stepdad and twin brother Cambel in Chesapeake, Virginia.

Financial Disclosure: Cooper Hurst received compensation from Hollister Incorporated for his contribution to this eNewsletter.

WHAT'S SO FUNNY?

Putting the “HA” in Change with Danielle and Joe

Double Baggin' It uses lyrics and laughs to encourage legislation



“I’m just a bill, yes I’m only a bill, and I’m sitting here on Capitol Hill,” we sang during the 2019 Crohn’s and Colitis Foundation’s Day on the Hill advocacy event. It’s not every day two ostomate best friends sing *Schoolhouse Rock!* tunes—while dancing around dressed like a giant bill, literally on Capitol Hill. Or that those same best friends inform congressional staffers that they are also *sittin-with-an-h* on Capitol Hill to stress the importance of their mission.

We have participated in this event for over three years in support of the Foundation to “Cure Crohn’s disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases.” Each year

we join others in Washington, D.C., to help push for legislative changes. We spend the first day educating volunteers on the legislative priorities as well as on what to expect from the actual “Day on the Hill.” This includes *Civics 101*, which this year took the form of us performing the classic “I’m Just a Bill,” live with Dr. Tom Uhlman on guitar. We laughed, learned, and got pumped up to advocate for change!

We haven’t always been a Dynamic Duo willing to wear silly costumes and tell people we are pooping in front of them to make a point. Much like others in the ostomy community, we’ve faced challenges from everyday life, chronic illness, and surgery.

Joe says:

After my ostomy surgery, I didn’t think I’d ever be able to take the stage as an improviser again. It didn’t happen right away, but after about a year to recover and adapt, and with concerted effort on my part, I pushed myself and I got back on stage again. The audiences never know that I’m literally pooping on stage, but sometimes their responses indicate that I’m figuratively pooping on stage.

Danielle says:

Living with severe ulcerative colitis for over a decade before ostomy surgery, I was a shell of myself. I never knew if I’d be able to get back to doing the things I loved. Boy was I wrong! My ostomy gave me back my life. My family and I ceremoniously paraded my car toilet (yes, I had a toilet in my car!) onto the lawn for garbage pickup. After time to heal I found myself getting back to everything I enjoyed and more. My daughter Lauren, 3 years old at the time, proudly told everyone “momma poops out of her belly.” Even at that age she was my biggest advocate. She helped me realize that my ostomy was truly my super power. Stella, my stoma, allows me to live my life fully - and has helped lead me to a life of advocacy and awareness.

As Double Baggin’ It, we share our stories to encourage people to push themselves to live their best lives. We know that living with inflammatory bowel disease (IBD) and/or an ostomy isn’t easy but it doesn’t have to hold us back from living life to the fullest. So, get out there and rock out with your bag out!

Follow Danielle and Joe [@DoubleBagginit](#) on Facebook and [@doublebagginit](#) on Instagram



Danielle Gulden and **Joe Teeters** are best friends who met in an ostomy support group in Columbus, Ohio. Together they are the dynamic duo Double Baggin’ It, 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.

Financial Disclosure: Danielle and Joe received compensation from Hollister Incorporated for their contribution to this eNewsletter.

“I’m Just a Bill” was written by Dave Frishberg

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!



Rachael

Title: Consumer Service Advisor

Serving you since: November 2015

How does feeling empowered make a difference in your role?

When I am educating and empowering the people I serve, they feel more confident and are able to tackle their new lifestyle. The best feeling is after weeks of telling them they *can* handle their situation, they call back and tell me their successes of changing their pouch on their own, getting back to activities they love, and feeling confident.

Which organizations are you currently volunteering with, and why?

I love working with my son and his now best friends as a Tiger Cub Scout Den Leader. We do so many fun events that teach the children new skills such as fishing, camping, and orienteering (navigation with map and compass). Together, the boys learn how to be good civilians and caretakers of the environment.

Who did you look up to while you were in school? I looked up to my dad who would help me with homework late at night. He instilled in me the importance of education and love for continued knowledge.

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NEWS FROM HOLLISTER INCORPORATED

Hollister Secure Start Services Corner

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Tanjay

Title: Consumer Service Advisor
Serving you since: November 2018

How does feeling empowered make a difference in your role? Feeling empowered allows me to make more decisions and continue to think of ways to help others. I'm confident that I can make a bigger difference to contribute both to the people I serve and also the company.

Which organizations are you currently volunteering with, and why? I love animals, and have been exploring getting involved with a local animal shelter.

Who did you look up to while you were in school? My mom, aunt, and my grandmother – all strong women with key qualities I admired while I was growing up. They have always modeled perseverance, wisdom and success for me.

Jamie

Title: Customer Care Representative
Serving you since: August 2018

How does feeling empowered make a difference in your role? Feeling empowered helps me in my role by enabling me to assist people faster and more thoroughly. I am able to make decisions quickly, which allows me to deliver a five-star customer service experience.

Who did you look up to while you were in school? I looked up to many people because I was very fortunate to be around several role models doing great things. They empowered me to do the same. Some examples would be my parents, some older friends, and a couple of impactful professors.

Name a time that you went out of your comfort zone. At age 18, I went to Germany to stay with a host family I had never met. I was extremely nervous and was way out of my realm. However, it was an indescribable experience and I wouldn't have traded it for the world! I learned so much from my time there – I believe it shaped part of who I am today.



ASK THE EXPERT

Managing an Ostomy at School

Tips for school-age children and teens with ostomies

By Teri Coha, MSN, CWON

There are so many things to juggle when at school, but even more so when a student has an ostomy. It's natural for questions to come up regarding managing busy class schedules with short breaks, participating in activities, and being prepared for urgent situations. The following are some frequently asked questions along with tips and advice.

Q: Is there anyone at school who should know that I have an ostomy?

A. It is best to schedule a meeting with the staff at school before returning to classes. The school nurse or someone who helps at the school when a nurse is not available (not all schools have a nurse on site every day) need to know that you have a stoma. None of them need to see your stoma though. So, don't worry that you are going to have to show everyone. The school nurse may want to see your stoma, but if you are independent in your care and you don't expect to have to change your ostomy pouch at school, then the nurse does not necessarily need to see it. They are there to help you.

In order to make your day at school as stress-free as possible, you might want to let all your teachers know that you have an ostomy too. This way, if you must leave the classroom unexpectedly, you can easily step out without disrupting the class. You may also need a pass

that you always keep with you to show a hall monitor. Hall monitors may change a lot and this will make getting to the bathroom or nurse's office a little quicker.

Establish a plan with your school for how substitute teachers will be made aware that you may have to leave the classroom. Of course, you do not want to take advantage of this plan. If you need to leave one certain class while in session every day, then you may want to consider a different plan for changing or emptying your ostomy bag.

Q. What information will the school nurse need to help me with a pouch change?

A. This depends on how comfortable you are with changing your pouch on your own. If you're still adjusting or use the assistance from a parent or guardian, then it may be helpful to change your pouch alongside the nurse so they know all the steps. If you feel comfortable changing the pouch on your own, need minimal assistance, or would like more privacy, ask if you can come to the nurse's office to change it yourself.

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ASK THE EXPERT

Managing an Ostomy at School

(continued)

Q: Sometimes it is a challenge to make it to the restroom in between classes. What advice do you have?

A: I've heard that some young adults find it easier to leave a class a few minutes early than arriving to a class late. Look at your schedule and decide the best times, based on your output, for emptying your ostomy pouch or changing the pouch if you are using a two-piece pouching system. Figure out how much time you need. Then plan on leaving that class early enough to have plenty of time to empty/change the full pouch and get to your next class. To make it easier, you could share this plan with your nurse or administrator who could let your teachers know too.

Keep all your supplies in a small bag in your backpack. If you go to a large school, you may not have enough time to go to your locker between classes, so feel at ease by being prepared.

Q: What about gym? Can I participate? Is there a way to change for gym without classmates knowing I have a stoma?

A: First, you need to be sure that your surgeon thinks you are ready to return to gym activities. Next, consider how comfortable you will be in the locker room with the other students and what sport you would like to try. If you are able and want to participate, athletic shorts, running shorts or yoga pants can be worn to cover your stoma. When you change for gym, you can leave these on under your gym clothes.



Q: Are there any special considerations for participating in sports or physical activities?

A: Again, first be sure the activity is approved by your physician. They may allow you to participate in some but not others. For example, once you have recovered from the operation, the surgeon may allow you to play baseball but not high-impact contact sports such as football or rugby. If you have your stoma for a longer period, other activities will be allowed. The coach or gym teacher, just like your other teachers, should know that you have a stoma in case you need to step out.

There are many different product options to choose from and two-piece pouching systems have shorter, closed-end pouch options available. These are often preferred when participating in sports because they can be quick and easy to change. Also, using products such as barrier extenders to hold your barrier in place during activities is important. And don't forget to drink plenty of fluids.

For more helpful information, **see previous issues of this eNewsletter**. If you have any other questions, feel free to call Hollister Secure Start services at **1.888.808.7456** or visit **securestartservices.com**.

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



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.

COMMUNITY SPOTLIGHT

These Girls Have Guts!

Girls With Guts challenges the “unladylike” stigmas around IBD and ostomies



The stigmas surrounding inflammatory bowel disease (IBD) and ostomies remain a significant social issue for women, despite the fact that this diagnosis or surgery is common and can occur at a young age. This situation can be further complicated by societal expectations of beauty and behavior that might frown upon bathroom talk. Girls With Guts (GWG) aims to ensure that women with IBD and ostomies know their value as a woman is not diminished. Instead, GWG welcomes them into a community that fosters connection, self-confidence, and self-advocacy.

Girls With Guts is a 501(c)(3) nonprofit organization whose mission is to support and empower women with IBD and/or ostomies by building sisterhood and self-esteem. It strives to make a meaningful impact on the lives of these women by providing them with the tools, resources, and connections they need to cope with their diagnosis and the challenges of daily life with chronic illness, including:

- Mental health resources
- Self-care resources
- Advocacy strategies
- Patient education tools for medical decision-making
- Information about medications, IBD and pregnancy, and surgeries

“Women come to Girls With Guts from all parts of the IBD and/or ostomy journey,” explains Kristen Weiss Sanders, Director of Development, who is also a third-generation IBDer with a permanent ostomy. “Some are struggling with learning to love their new post-op bodies. Some are struggling with the weight of chronic illness on their professional and family lives. Some have been diagnosed for years, but still feel isolated, despite support from healthy family and friends. What they all find with GWG is a community of women ready to listen, support them, offer advice, and above all, remind them that they aren’t alone.”

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COMMUNITY SPOTLIGHT

These Girls Have Guts!

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Girls With Guts also offers a broad array of events and programming to meet the needs of their community, including:

Annual Retreats

Each year GWG hosts an intimate New Attendee Retreat and a larger Annual Retreat. Held at various camp-like locations across the United States, these retreats offer a chance for GWG community members to connect in person with each other, and with doctors, social workers, and other clinicians to talk about the current trends in the IBD community. Women bond with each other through team building exercises and fun recreational activities, such as yoga, high ropes courses, and even an upcoming Halloween costume contest.

Post-surgical Butt Baskets

GWG raises funds and partners with various companies who give donations to create custom packs of IBD-related goodies called “Butt Baskets” for women who are either undergoing or recovering from ostomy surgery. These packs are perfect for a purse or a car glove compartment, particularly in the early post-op days. Each pack includes a card written by another GWG member providing personal support and encouragement. A woman can fill out an application to receive a Butt Basket for herself or someone can apply on her behalf.

Philanthropic Ostomy Outreach Program (POOP)

POOP is a partnership between GWG and Kindred Box, another woman-run organization, where women with ostomies can donate their unused ostomy supplies to those in need. For the many women who have a temporary ostomy that is later reversed, this program is a way for them to pass along their excess items without them going to waste. Products are then distributed to individuals without insurance or steady access to these essential supplies.



In addition to these programs, GWG has a vibrant social and digital community that enables connection and education:

An **online blog** dedicated to sharing stories of empowerment, struggles, and triumphs by a diverse group of contributors. The blog also includes an “IBD Academy” educational series that provides an overview of IBD basics, guides to current diagnostics and treatments, and highlights of new research in the field.

A **Private Facebook Forum** enabling women to make connections, share stories, and ask questions in a positive and productive setting. GWG recently added a private **Teen Forum** to make a similar space for teens.

A **GWG Map Application** which helps connect women from around the country, and facilitates in-person meet-ups with other GWG sisters locally and while traveling. Women can browse for other members in their area and instant message them within the app.

If snail mail is more your style, GWG has a **Pen Pal program** that connects a participant with another woman of a similar age and diagnosis to exchange cards, gifts, and words of encouragement via traditional post. A subprogram called **Pen Pal Angels** offers support for women who are going through a difficult surgery, hospitalization, or other exacerbation of their IBD.

Through these and other activities and platforms, Girls With Guts has built a strong community with a powerful voice that can stand in the face of stigma and taboo to normalize the conversation about IBD and ostomies.

To learn more about Girls With Guts, visit: girlswithguts.org

Follow Girls With Guts on social media:

[@IBDgirls](#) on Facebook or [@ibdgirls](#) on Instagram

NEWS FROM HOLLISTER

Find What You Need When You Need It

Free personalized support – now online

Our NEW and IMPROVED Hollister Secure Start services website is up and running! As a member of Hollister Secure Start services, you can gain access to support, connections, product information, and educational resources that will help you live the life you want to live, regardless of the brand of ostomy or continence products you use. Create an account or log in today to see the enhancements we've made.

New and interactive features include:

- Educational resources based on your needs and interests - Enter or update your account information with your preferences so that we can provide articles and videos you care about.
- Product sample tracking information and order history – View your sample order history or be advised when you can expect to receive Hollister product samples you have ordered.
- Upcoming events calendar - Find out what's going on near you and throughout the ostomy community. From summer camps and conferences to national sporting events, you'll be in the know.

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Hollister BASKET WHERE TO BUY USA - ENGLISH HI, LORI

PRODUCTS OSTOMY CARE CONTINENCE CARE CRITICAL CARE SECURE START SERVICES ABOUT

Consumer Services > My Services

Welcome Lori. We're glad you're here.

As a member of Hollister Secure Start services, you now have access to support, connections, product information, and educational resources that will help you live the life you want to live.

Order a product sample

My Sample History > My Account >

Welcome to Hollister Secure Start Services

We've enhanced our website experience to provide you with more options.

Get started

JUST FOR YOU

Here are some articles you may find helpful.

The Ostomy Care and Continence Care Learning Centers on our website feature educational resources that can help make your life easier and better. Below are a few articles that we thought you might like.

<p>Trying New Activities</p> <p>Are you worried that your stoma will hold you back from trying new activities? In this video, Keisha, a gymnastics coach with a double ostomy, shares her inspiring perspective...</p> <p>☆ 20 Recommended</p>	<p>Getting Back to Activity</p> <p>Do you want to get back into sports and fitness after your ostomy surgery? Keisha, a gymnastics coach with a double ostomy, offers her perspectives on achieving your activity ...</p> <p>☆ 3 Recommended</p>	<p>Popular Wheelchair Sports</p> <p>If you're looking for competitive action, or just want to enjoy a group activity, there's a wheelchair sport for you.</p> <p>☆ 8 Recommended</p>
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Why did we pick these articles?

WHAT WE DO

Hollister Secure Start services provide personalized support. We offer free, dedicated support for as long as you need it, regardless of the brand of ostomy or continence products you use.

On our website, you can find information we've selected just for you, based on your unique needs and interests. You can also order product samples, review your sample order history, and track samples that are on their way to you!

What support is available?

Once you join Hollister Secure Start services, you're matched with a Consumer Service Advisor who can answer questions about our services, including helping you find ostomy or catheter products, explaining insurance coverage for products, identifying supplier options, and suggesting educational resources.

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NEWS FROM HOLLISTER

Find What You Need When You Need It

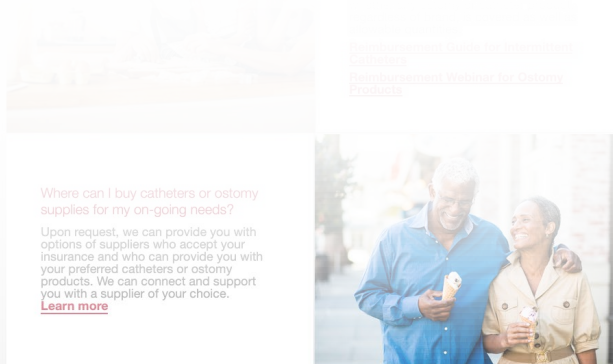
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Custom features still available to you:

- A personal Hollister Secure Start Consumer Service Advisor (who you know by name) – They can answer any questions you may have about products, tell you what is or isn't covered by your insurance plan, inform you of supplier options, or connect you with support groups or organizations. You don't have to figure things out on your own.
- Ostomy Care and Continence Care Learning Centers exclusive to our website – Find an abundance of educational resources that are designed to help make your life easier and better.
- Access to past issues of our eNewsletter – Each issue features inspirational stories about fellow ostomates who are pushing the limits to lead meaningful and active lives. In addition, there is product and lifestyle guidance from experts in the ostomy care community, as well as news, event updates, and humor.

To create an account, update your information, or simply explore all the ways we can support you, go to securestartservices.com.


Hollister Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Hollister Incorporated reserves the right to change Hollister Secure Start services at any time.



Where can I buy catheters or ostomy supplies for my on-going needs?

Upon request, we can provide you with options of suppliers who accept your insurance and who can provide you with your preferred catheters or ostomy products. We can connect and support you with a supplier of your choice. [Learn more](#)

How do I connect with a support group?
 How do I connect with a support group?
 How do I connect with a support group?
 How do I connect with a support group?



Reach out to a Consumer Service Advisor directly using the email form below, or call us at 1.888.808.7456

We are available Monday thru Friday from 8am-5pm CT.
 We'll respond to your email within 2 business days.

Subject:

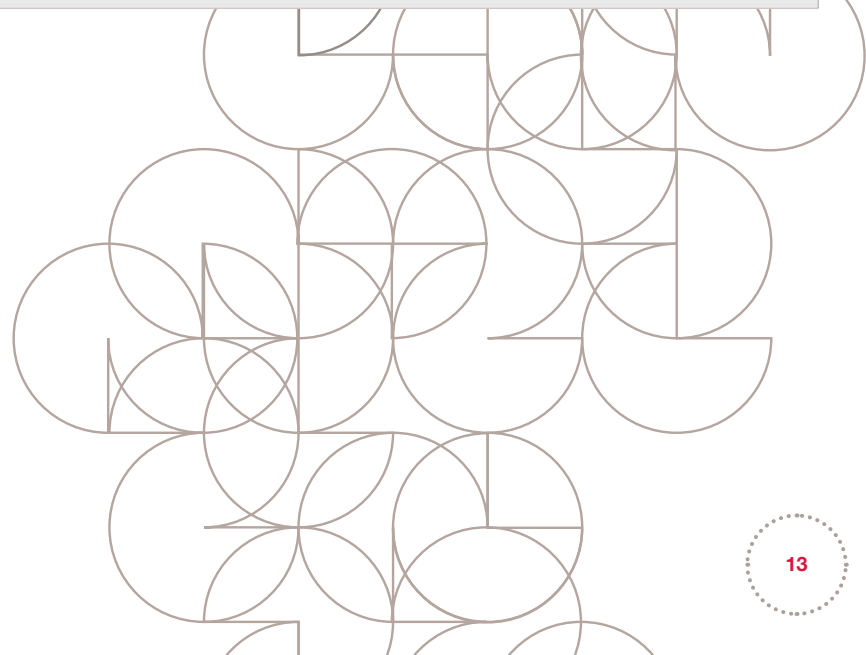
Message:

Hollister Secure Start Services eNewsletter

Thank you for subscribing to our electronic newsletter, which features inspirational stories, expert product and lifestyle guidance, news and event updates, and more.

Upcoming Events

 Abilities Expo - New York Metro Area New York Metro area	 Abilities Expo - Houston Houston, TX	 UOAA 2019 National Conference Philadelphia, PA
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OSTOMY AWARENESS DAY 10/5/2019

Ostomy Awareness Day is Coming Soon!

Get ready for Ostomy Awareness Day on October 5, 2019



Every year in October is a time the ostomy community comes together to celebrate and support ostomy awareness. Here are a few suggestions on how to get involved this year. Learn more about Ostomy Awareness Day at www.hollister.com/ostomyawareness.

I Support Ostomy Awareness



Hollister.

Wear a Stoma Sticker

Stoma Stickers are a unique way to show your support for people living with or caring for ostomies. They make great conversation starters and recognize and celebrate the ambitions and achievements of the ostomy community. We suggest you wear one over your clothes, on the lower right or left side between your hip and navel, where ostomies are typically located. Share a pic on social media using the hashtags **#AllinforOstomy** and **#OstomyAwareness!**

You can request free educational Stoma Stickers at stomasticker.com.

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OSTOMY AWARENESS DAY 10/5/2019

(continued)

Stoma Sticker Spotlight: Saying “I Do” on World Ostomy Day 2018

For many, living with an ostomy can be a life-changing experience. That’s why Jessica Naumann chose Saturday, October 6, 2018 to be her wedding day.

Diagnosed with ulcerative colitis at age 19, and with worsening symptoms, Jessica finally underwent temporary ostomy surgery two years later. Despite being assured her surgery could be reversed, Jessica battled depression along with infections, which led to leakage problems and the need to frequently change her barrier.

Then, a few months following her reversal surgery and after regaining her continence and a renewed confidence in herself, it happened.

“Tale as old as time ...”

Jessica met Andrew. “Our first date was in March 2017. We went out for sushi, which works just fine with my colon, and then played video games.” When Jessica told Andrew about her health issues, “it seemed to bring us even closer together. Because in May 2017, he proposed.”

“Song as old as rhyme ...”

Jessica and Andrew wanted to have their wedding on a Saturday in the fall. “October 6, 2018 was a Saturday and also the two-year anniversary of my reversal surgery,” Jessica notes. “When we found out that was World Ostomy Day, we knew we had to choose that day.”

“Beauty and the Beast.”

At the reception of their Beauty and the Beast-themed wedding, every guest and even some of the venue staff were wearing stoma stickers. And, in an emotional speech, Jessica detailed her ostomy experience in front of a hushed crowd of family and friends. She admits that moment brought her to tears, “especially the sharing of my story in front of my uncle who has an ileostomy and was so supportive of me.”

Jessica encourages others in the ostomy community to advocate for themselves and to push their limits. “You are never put in a situation you can’t handle. Having an ostomy is just part of who you are and there is no reason to be embarrassed or apprehensive. After all,” she concludes with a twinkle in her eye and an obvious smile in her voice, “the right guy thinks I am perfect just the way I am.”



Financial Disclosure: Jessica Naumann received compensation from Hollister Incorporated for her contribution to this article.

Beauty and The Beast lyrics composed by Howard Ashman and Alan Menken.

OSTOMY AWARENESS DAY 10/5/2019

(continued)

Participate in a United Ostomy Associations of America (UOAA) Run for Resilience Ostomy 5K Event!

Bring family and friends with you to participate in one of these fun events nationwide. At each event, every participant pays a registration fee and receives a T-shirt and race bag. Many feature kids' activities, a DJ, a division for people with ostomies, and awards. Proceeds go directly to UOAA. Sign up at ostomy5k.org.



Birmingham, AL

New Date & Location!
Sat Sept 28, Avondale Park

Boise, ID

Sat Oct 5
Ann Morrison Park

Durham, NC

New Date! Sat Oct 12
Near Southpoint Mall

East Stroudsburg, PA

Sat Oct 5
Dansbury Park

Harrison Twp., MI

Sat Oct 5
Lake St. Clair Metropark

Mesa, AZ

Sat Oct 5
Red Mountain Park

Nashville, TN


Sat Oct 12
New Location! Shelby Park

Vancouver, WA

Previously held in Portland, OR
Sat Oct 5
SE Marine Park Way & Columbia Way

If you can't make it to one of the live events, you can still participate by registering for a **Virtual Run, Walk, or Roll** at a location near you. Even a treadmill counts! Visit runsignup.com/virtualostomy5k for complete details.

Hollister Incorporated is the proud exclusive Diamond Sponsor of the Run for Resilience Ostomy 5K events. When you're there, stop by our booth to say hello!

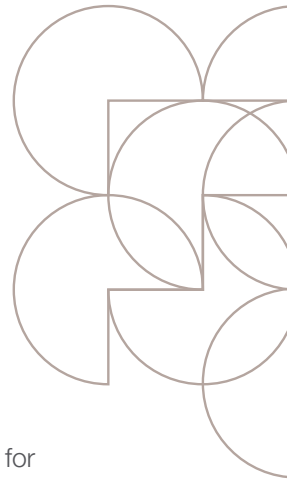
Looking to get in the mood for race day? **Check out the All in For Ostomy Spotify playlist from Hollister** 



EVENT UPDATES

Fall Event Forecast

Don't miss these ostomy community events



ALL AGES • NATIONWIDE
OCTOBER 5 & 12, 2019

United Ostomy Associations of America (UOAA)

Run for Resilience Ostomy 5K

Celebrate Ostomy Awareness 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 5 and 12 (as well as other dates). 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 5th. Hollister Incorporated is the proud Diamond sponsor and all proceeds benefit UOAA. Go to 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 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.



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 every 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.

Share Your Story

It's a great way to inspire others

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...

- Trained for a sporting event?
- Volunteered to support others with ostomies?
- Taken up a new hobby or art form?

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



Cooper Hurst returned to school with a fanfare of support from his classmates.

Submit your story today at
securestartnewsletter@hollister.com

“Embrace the change and tell your friends it's your new normal. I knew my friends were questioning and I wanted them to know what was going on with me.”

—Cooper Hurst

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

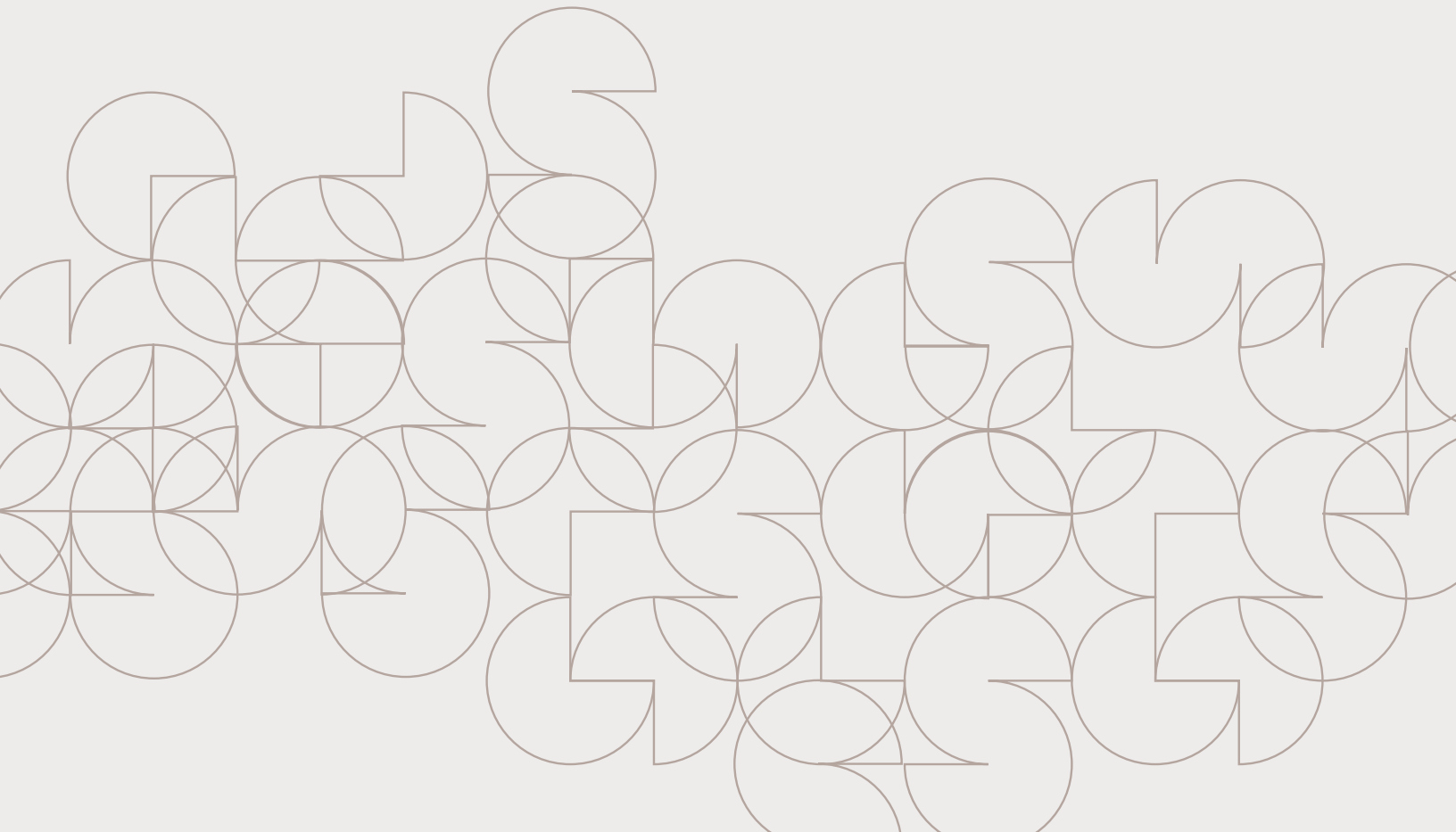
Run For Resilience

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.



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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.

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.

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PROMOCODE: SSNEWS0919