

OstomyAid's newest ambassador



Ostomy Lifestyle are proud to present OstomyAid's newest ambassador – 'Mercy'.

'Mercy', a model of an African woman, was created by artist Heidi Yssennagger, to represent a typical patient in the Addis Ababa Fistula Hospital in Ethiopia, where stoma surgery is frequently performed. She is made from spare ostomy appliances from



Dansac and dressed in former NHS bedding sheets, embodying the central message of OstomyAid, which is to put unwanted medical supplies to good use.

'Mercy' will be used to raise awareness and funds for OstomyAid. Her debut was scheduled for the Fortnum and Mason Charity Christmas Party last night but bad

weather prevented her from attending. The Christmas Party was still an amazing night and kicked off our project fundraising, bring in more than £2000. We were also able to promote Ostomy Lifestyle and OstomyAid to

people who would otherwise never have heard of us. A video of the making of 'Mercy' can be seen on our website.

Introducing OstomyAid!

Ostomy Lifestyle's newest project, OstomyAid, gathers surplus ostomy bags and accessories from across the UK and puts them to good use in developing countries:

- Providing people in developing countries with the resources to support and improve their long term well-being
- Reducing wastage of usable ostomy supplies in the UK

We are securely shipping donated supplies to countries such as Ethiopia, Malawi and Sudan where demand is ever increasing, and plan to follow this up with an education project, twinning professional stoma care nurses with local hospitals most in need.

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British London 10km Run

We have 6 places available for people who would like to run in the British London 10km event on July 10th 2011, and raise funds for Ostomy Lifestyle. Places cost £30, which is refundable once runners

have successfully more than £150 in sponsorship. For more information contact Helen on 0118 324 0069 or email helen.bracey@ostomylifestyle.org

NEWS FLASH

Ostomy Lifestyle Awards 2010

Nominations will close on 31st January and public voting for the winners will then commence. Visit our website to nominate!

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Introducing **OstomyAid!**

Since the project started in October we have received overwhelming support from patients, nurses and manufacturers. We have currently received over £45,000 worth of stock with more arriving every day!

Our first shipment is to the Addis Ababa Fistula Hospital in Ethiopia. Since 1974 the hospital has restored the lives of over 32,000 women, providing free care to women who have suffered fistulas following childbirth injuries.

We are gathering information about hospitals around the world in greatest need. If you:

- know of a hospital that can benefit from this project
- are a stoma care nurse interested in helping overseas
- have unused supplies to donate

We would love to hear from you. Please contact Amber on amber.dixon@ostomylifestyle.org or 0118 324 0069.

New **Apprentices**

This edition we welcome two new staff members to the Ostomy Lifestyle team; Jasmin & Amber.



Amber: Project Administrator for OstomyAid

Jasmin: Office Administrator



Both are taking part in the National Apprenticeship Scheme, enabling them to pursue qualifications in Business Administration at the same time as working for the charity.

Fundraising on JustGiving

Congratulations to John Edwards who has raised over £800 for Ostomy Lifestyle by cycling 360km from London to Brussels with a team of colleagues!

John chose to fundraise for Ostomy Lifestyle because "My mother had a colostomy due to Crohn's disease and I wanted to show my support." John set up a fundraising page on **JustGiving** to collect his



sponsorship money, a quick and easy way to raise funds. A big thank you to John and his sponsors for their efforts!



Just Giving

We now have our own **JustGiving** page!
www.justgiving.com/ostomylifestyle

JustGiving is the place to create your online sponsorship page for your fundraising efforts. Simply head to our page and follow the instructions from there.



New training & workshops

Our patient workshop, 'Understanding Your Stoma', has proved incredibly popular; nearly 200 people affected by stoma surgery enjoyed the session this year. It has also been educational; 95% of attendees said that they understood their stoma better afterwards. As a result of this excellent feedback we are expanding our education programme and will be offering patient workshops on a variety of new topics in 2011, including travel and healthy eating. Get in touch for more details.

We are also introducing a new training day for local support group organisers. A one day session, focussing specifically on the needs of people running support groups is being piloted on Thursday 27th January, with further sessions scheduled throughout 2011. If you would like to be involved in the pilot please call Helen on 0118 324 0069 or email training@ostomylifestyle.org.

Online Directory

Our online Directory has been active for several months now and many local support groups have been enjoying the benefits of the service, which allows groups to promote themselves and their upcoming events in their own customisable web space.

Wessex Stoma Support Group started making the most of their Directory entry in July this year. Michael Slater from the group has told us that “The Directory is easy to navigate and update. Our members think our page looks excellent and it’s extremely useful for getting the word out about what we offer potential new members. We have forged some good

contacts with other support groups through the Directory which means we can liaise and help each other. We update our entry every couple of months to publicise details of our support meeting and fundraising efforts. I would definitely recommend the Directory to other support group organisers, it is a valuable resource to us now.”

If you would like to use the Directory to promote your group activities please contact Lance on 0118 324 0069, or email lance.salter@ostomylifestyle.org.



Helpline Review

Our Helpline is here to provide support and information to anyone affected by stoma surgery.

We aim to operate a professional and reassuring service. To ensure we are meeting our aims we conduct regular reviews. Our 2009 Service Evaluation found that 91 % of our callers found the service they received to be useful and 90 % would recommend it to others. One caller recently told us that she felt “more confident, less anxious and less isolated” as a result of talking to our Helpline Operators. Another said “It is comforting to know that there are people who can talk knowledgeably. I have rung several times and always found it helpful.”

Our 2010 Needs Analysis showed that 63 % of people with stomas felt they needed support at some stage of their patient journey. 22,000 people have

stoma surgery in the UK each year, so our research suggests that 14,000 people need access to services like our Helpline.

The Helpline is here to answer your queries on a whole range of topics, from pre-operative concerns to questions about clothing or travel. For some callers the Helpline is a vital resource when their feelings about living with a stoma become difficult to manage, “You have been there as a safety net for when I feel like I’m drowning.” And for others it is a useful sounding board, “I don’t like to tell people about my surgery, so talking to someone with a stoma is very reassuring.”

You can get in touch with our Helpline operators, who have all had stoma surgery, by calling free on 0800 731 4264 or by email – advice@ostomylifestyle.org

Gift Aid Declaration

I am a UK taxpayer and I would like the tax to be reclaimed on any eligible donations that I have ever made or will make to Ostomy Lifestyle until further notice.

By ticking the Gift Aid box we can reclaim tax you have paid on your donation, meaning we can increase the value of every £1 you give to £1.28 at NO cost to you. To qualify for Gift Aid, what you pay in UK income tax and/or capital gains tax must at least equal the amount we will claim in the tax year. Please ensure you have provided your name and address if you wish Ostomy Lifestyle to claim Gift Aid on your donation

Please debit my account number

Sort code _____
Signed _____
Date _____

Please pay CAF Bank,
(Sort Code 40-52-40) for the credit of **Ostomy Lifestyle**.
Account Number 00017083.

Please ensure you have also completed the contact details.
Alternatively you can donate or set up a standing order online.

To the Manager
(Bank name and address) _____

Postcode _____

Please pay **Ostomy Lifestyle the regular donation listed in the left hand column**

Starting on ____ / ____ / ____ until further notice.

Please accept my MONTHLY/QUARTERLY/ANNUAL* donation (*delete as appropriate)

£10 £20 £50

Or my own choice £ _____
Please complete the Standing Order Mandate.

I wish to make a SINGLE donation

£25 £50 £100

Or my own choice £ _____ . I enclose a cheque/postal order made payable to **Ostomy Lifestyle**.

CUT HERE

Ostomy News is the free quarterly publication from Ostomy Lifestyle, bringing you news, information and events updates for anyone affected by stoma surgery.

To order your own personal copy please tick the box below and return this slip to the address overleaf completing the contact details section.

Please send me Ostomy News

- Ostomy Lifestyle is the UK charity providing support to anyone affected by stoma surgery in any way.
- We provide a helpline, regional events, and training services for nurses, companies and support groups.
- Please support this work by making a donation using the form overleaf.

My contact details

Name _____

Address _____

Postcode _____

Daytime telephone _____

Email _____

CUT HERE

Upcoming events

Saturday 22nd January 2011

Wessex Urology Support Group general meeting (Fareham, Hampshire). Contact Mary Morris on 02392 361048 for more details

Saturday 19th February 2011

Wessex Stoma Support Group meeting (Salisbury, Wiltshire). Contact 01722 741233 or wessex.stoma@yahoo.co.uk for more details

Saturday 2nd April 2011

Stoma Care Open Day (John Radcliffe Hospital, Oxford). Contact Carol Johnston on 01865 221 839 for more details

Thursday 14th April 2011

Bowel Awareness Open Day (Walsall, W Midlands). Contact the Colorectal Nursing Service on 01922 656300 for more details

Ostomy Lifestyle Services Directory

- **Free & confidential Helpline**
0800 731 4264 or
advice@ostomylifestyle.org
(Mon-Fri, 10am-3pm)
- **Ostomy News**, free, regular newsletter from Ostomy Lifestyle, available in hard copy or email
- **Free Lifestyle cards**, available with a range of language cards, useful for travel and security situations
- **Free range of patient information sheets:**
 - Healthy Eating
 - Travel
 - Insurance
 - Appliance Guide
- **Free workshops** for local groups, on a variety of topics
- **Training sessions** for industry and medical professionals and staff and volunteers from support organisations
- **www.ostomylifestyle.org** featuring a directory of support groups, events, appliance and accessory manufacturers and delivery services.

Pleased to be supported by:



Ostomy Lifestyle 4 The Courtyard, Eastern Road, Bracknell, Berkshire, RG12 2XB.

Telephone 0118 324 0069 email admin@ostomylifestyle.org

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Helpline 0800 731 4264

www.ostomylifestyle.org