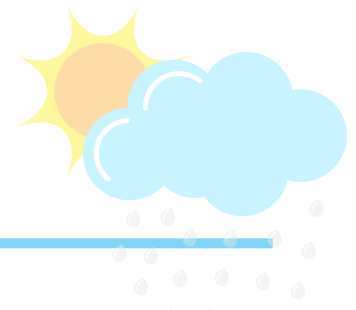




IA UPDATE



August 2026

Welcome

News from a Guinness World Record holder, a Great North Run fundraiser, and a reminder to join two major Information Days this autumn, plus the first public announcement of plans for our IA Information Day 2027!

August's round-up covers events from around the network, volunteering news and more. Don't forget, we love hearing from you too so please get in touch, whether it's to share your story, give us feedback or let us know about your events: marketing@iasupport.org

Fundraising efforts for IA in September's Great North Run

Hats off to IA member Lynn Baker, who will be raising funds for IA in the Great North Run half marathon on 13 September 2026.

The annual event, which follows a route from Newcastle city centre to South Shields, has attracted millions of runners since the inaugural race in 1981. This year, Lynn (*shown right*) is one of 63,000 participants, and we were thrilled to learn that IA would benefit from the gruelling training she has undertaken.



"Lynn smashed her £1,000 target weeks ahead of the event, and at the time of publishing, donations stand at £1,620 thanks to a small army of generous supporters. She said: "The Great North Run is my first half marathon and I wouldn't be able to do it without my ileostomy saving my life and giving me a second chance. I entered the ballot for the run along with some of my running club and I was the only one who got a place. I do Parkrun most weeks and I've done a few 10ks before. My training is going well. My husband is also running it and as always is really supportive.



"As it's my first and maybe my last half marathon, I thought I might as well fundraise! IA, both national and particularly local, has been a great source of information and support to me over the last 12 years since I got my stoma, so I thought I would give a little back, hopefully raising some money along the way to help and inspire others."

Grateful thanks from all at IA and best of luck out there, Lynn! We will report on Lynn's achievement in the winter edition of the IA Journal.

There's still time to support Lynn!

[Lynn's Just Giving page is still live if you wish to donate.](#)

Bag, pouch, appliance... what do you call your stoma device?

Recently, some of our members raised whether “bag” is the right way to describe a stoma device. It’s a simple question, but the answer is less straightforward. Emma Greenwood, IA’s Stoma and Pouch Care Specialist Nurse, said: “I’ve researched and considered IA’s response carefully as I’m aware of the importance of the use of language and the impact it can have.



“Why does the word matter? Studies show that stoma surgery can influence body image perception and self-esteem, and research tells us that how we talk about life with a stoma can influence how people feel about themselves. Person-centred care includes the type of language used, which can shape how people feel about their bodies and their condition day to day. Currently, the reality is that stoma -bag, -appliance, and -pouch are used interchangeably and inconsistently by many.”

Share your thoughts about stoma device terminology in our online survey

To have your say about the terminology you prefer to use to describe your stoma device, please visit bit.ly/4x5CTXL to complete our short online-only survey, which will remain open until 31 December 2026. The results could shape IA’s communications, and we hope to share the findings more widely to help inform how stoma care is discussed across the NHS and beyond.

There is no requirement to provide your name or other identifying details. IA will update members on how we plan to proceed based on the survey outcome in due course.

Hot air balloon pilot breaks Guinness World Record



When air balloon pilot Jo Bailey learned that she would need ileostomy surgery last summer after developing a twisted bowel, she assumed it would be the end of her thrill-seeking lifestyle.

Having recently sold her long-established passenger balloon business, Jo said: “For the last year, I genuinely believed that the woman who flew those balloons had disappeared. At one point I thought I’d never get home, let alone return to the world of ballooning.”

While stoma surgery initially knocked Jo’s strength and confidence, it didn’t diminish her spirit of adventure, and she decided to undertake a record-breaking challenge to remind herself of what she could still

achieve: “Before all of this, flying a ‘hopper balloon’ (with a seat instead of a passenger basket) would have felt easy, but now it’s a genuine challenge,” she said. “I still get tired very easily and flying even a small balloon takes a huge amount of concentration.”

To make it official, Jo worked with Guinness World Records who set her a target of 30 ascents of over 10ft in the hopper balloon, landing with both feet on the ground, within an hour. On 7 August at Bristol International Balloon Fiesta, Jo achieved her goal – smashing the world record with 68 ascents. “This isn’t about the record,” she said. “It’s to show that life after stoma surgery can still be adventurous, fun and full of possibilities.”

You can read the full [story here on our website](#).

Information Days: dates for autumn

Learn about stoma and internal pouch care from medical and wellbeing experts at two key events this autumn



Pouch Information Day, 3 October 2026

Leonardo Royal Hotel, 245 Broad Street, Birmingham B1 2HQ

10am-4pm (registration from 9am). **Advanced booking required: tickets £10** (non-refundable)

If you have an internal pouch or are considering one, come and meet the experts! The event will comprise presentations, discussion with experts, and the opportunity to learn more about internal pouches, both from a medical and lifestyle perspective. This is the place to address any concerns you may have and hear from those who have undergone surgery. Our hope is to provide the facts, advice and support to help you make an informed decision on whether an internal pouch is right for you.

Lunch and refreshments included. Booking in advance is required to allow us to manage numbers, and we will be closing booking around 10 days before the event to finalise numbers with the hotel. Please book early and don't miss out! In the event of being unable to complete your registration online, please contact IA National Office on 0800 0184 724 who will assist with booking.

Book your place today at: pouch.iasupport.org/pouchday26

Scottish Information Day, 10 October 2026

Voco Grand Central Hotel, Glasgow G1 3SF

10.30am-5pm (registration from 9.30am)

Advanced booking required: tickets £10 (non-refundable)

The annual Scottish Information Day returns this autumn in Glasgow and will once again host a mix of speakers, workshops and ostomy company representatives. This informal event provides a great opportunity to catch up with old friends and make many new ones! There'll be surgical presentations and Life Coach Rosie Lawson (pictured) will make a welcome return to provide relaxation tips and advice.

Book your ticket at: <https://iasupport.org/scotland26/>



IA Information Day, 24 April 2027

SAVE THE DATE ***** SAVE THE DATE ***** SAVE THE DATE ***** SAVE THE DATE

IA Information Day, Saturday 24 April 2027, 9am to 5pm

Radisson Blu East Midlands Airport, Herald Way, Pegasus Business Park, Derby DE74 2TZ

We're thrilled to announce that we have reserved a venue for IA's AGM and Information Day 2027. After the wonderful turnout at our 70th anniversary meeting this year, we hope you'll be keen to join us once again for more expert insight in the form of presentations and workshops, and the chance to relax and socialise with friends old and new.

IA's Information Day is *the* event of the year for anyone seeking advice and support on all things ileostomy and internal pouch. Product reps will also be in attendance to showcase the latest innovations in stoma care and management, so don't be shy about approaching them with any questions you may have.



By the close of the event, it is our hope that you return home with renewed confidence, new contacts and stacks of information to support your current stage of health, whether that's pre-surgery anxieties or post-surgery recovery.

Concluding Information Day, our gala dinner at the same venue is a popular way to wind down, followed by live entertainment into the evening. Dancing shoes at the ready!

While it's still early days in our planning, we will release more information very soon, including booking information and *(for company law members and board trustees only)* details of our AGM which will also take place at the Radisson Blu East Midlands Airport on Friday 23 April 2027.

If you're new to IA and would like an idea of the topics covered at Information Day, please see some [past presentations on our website](#).

Support Cheshire nurse Emma Raynes' ultramarathon challenge to raise funds for stoma care services

A staff nurse from Leighton Hospital, Cheshire is preparing to take on a 100-mile ultra marathon challenge to raise funds for the hospital's Specialist Stoma Service that has supported her throughout her own journey living with Crohn's disease.

Emma Raynes underwent ileostomy surgery eight years ago and regularly supports patients who are adjusting to life with a stoma, often sharing her own experiences to help reassure and inspire them.

Emma's ultra marathon challenge, taking place on Saturday 26 September, is the latest in a remarkable year of fundraising and endurance. She has already completed two ultra marathons this year – covering 30 miles and 52 miles respectively – meaning she will have raced more than 180 miles in total if she completes her latest challenge.



She said: "Having a stoma has enabled me to live life to the fullest, continue working as a nurse and take on challenges that once felt impossible.

"The Specialist Stoma Service has supported me every step of the way over the last eight years, and this challenge is my way of saying thank you. I also want to show other people living with a stoma that it doesn't have to define or limit you. Over 180 miles of ultra running in one year certainly proves that."

Emma Robertson, Head of Mid Cheshire Hospitals Charity, said: "Every pound raised will help enhance the support available through the Specialist Stoma Service and make a meaningful difference for patients across our communities. We wish Emma the very best of luck with her 100-mile challenge and will be cheering her on every step of the way."

Emma has so far met 70% of her £1,000 target. **You can [help her across the finish line here!](#)**

Neil Smart Memorial Research Award

In memory of Professor Neil Smart, colorectal surgeon and IA trustee for many years, IA has established a dedicated research award, recognising Neil's commitment to advancing research and improving patient outcomes through knowledge and collaboration. Funds donated will directly improve quality of life for people living with an ileostomy or an internal pouch.

Donate online or via Text Giving

iasupport.org/neilsmartaward **OR**

Text NEIL to 70480 to donate £10 OR text NEIL plus donation amount of your choice, e.g.,

NEIL1 to 70480 to donate £1*

NEIL20 to 70480 to donate £20*

**Please ensure you have the bill payer's permission. Texts will cost the donation amount plus one standard network rate message. Text Giving allows the maximum of £20 per donation subject to maximum of £240 per month per mobile number. IA will receive the cost of your donation less processing fees charged by our third party suppliers. For online payments this is 1.5% (UK cards) of the donation amount plus 20p; for donations via Text Giving this is 5% of the donation amount plus a single monthly payment fee. Fees may be subject to change.*



IA Group News from Roy Bustin, Group Relationship Lead

A reminder to volunteers about expenses

As part of our commitment to providing ongoing support to volunteers, we want to remind you of the importance of regularly claiming for any expenses incurred as a result of volunteering with us. Volunteers should not be left out of pocket for their volunteering activities, and getting into the habit of regularly claiming ensures that we are consistent with reimbursements. Volunteers are not a cost-free resource, so regularly claiming expenses can help us to budget for the true cost of volunteering at IA.

You can find out more about how to claim expenses by downloading the expense claim form in the [IA Group shared resources](#) folders. Please note, to access the shared resources you will need an IA email address. If you volunteer with us and do not currently have an IA email address, please let us know and we will be happy to set one up for you.

If you wish to discuss your personal situation which may affect claiming expenses, please let us know at volunteering@iasupport.org and we will be happy to help.

IA Ireland meeting

We are excited to be hosting a meeting for all interested parties based in Ireland. The online meeting will be an opportunity to meet with existing and prospective members based in Ireland. It will be a chance to discuss what support is currently in place in Ireland, as well as what might be required going forward. We encourage people to put forward any ideas that you have or offer suggestions about any activities that you would like to see from such a group. If you are based in Ireland, we would love to see you there.

The meeting will be held online via Zoom, and it would be great if you were able to join us on 16/09/2026 at 7pm. To register your attendance, please email: ireland@iasupport.org



Group communications with WhatsApp

During our recent conversations with groups around our work on the volunteer journey, the topic of using 'WhatsApp' to connect with other volunteers and members was highlighted. You will appreciate that charities like IA have to be cautious with their use of WhatsApp due to privacy and consent laws (GDPR) and because it's so important that our volunteers and groups are not left vulnerable to risks. We will therefore soon be supporting groups with WhatsApp guidance to support their ongoing work. In the meantime, we're keen to understand how groups currently use, or intend to use WhatsApp, to ensure we can offer the most practical guidance and training.

If you volunteer with one of our groups, we would be grateful if you could [complete a short survey](#) to help contribute to this work. Please get in touch at volunteering@iasupport.org for more information.

Opportunities to get involved with One2One Support

Whether you've been told that you need to have an ileostomy or an internal pouch, are already living with one, or are a family member or carer of someone who is, the benefit of speaking to someone who has been through surgery shouldn't be underestimated. The thought of surgery generates a range of emotions such as fear, anger or worry, and speaking with an IA One2One Support Volunteer can help to alleviate those concerns.

We want to grow [One2One Support](#) so that we can meet the needs of diverse communities across the UK and Ireland. We are now actively recruiting One2One Support Coordinators to engage with local healthcare professionals and promote One2One Support to the wider community.

We offer full training and ongoing support as part of a friendly and encouraging team – our next course will run in November. If you've ever considered having the opportunity to give back and make a difference, now is a great time to get involved. For more details, contact us at volunteering@iasupport.org and we will be happy to have a chat about ways in which you may be able to help us reach more people through One2One Support.