



IA UPDATE

October 2022

Welcome

As always, there's heaps going on for our very busy team at IA so lots of news to share with you, and though we're heading into the colder part of the year we still have plenty of hot topics! Not least among these is IA's Strategic Plan 2022-25, our roadmap for the next three years - you can read more about that here, as well as catching up on other latest happenings.

Strategic Plan 2022-25

World Ostomy Day, on 1st October, was the perfect time to launch our Strategic Plan for 2022–25.

We are proud of our history and the help we have provided to many thousands of people over the past 66 years, at a time when they've needed it most. While we recognise we have come a long way, we know that in an ever-changing world we need to do more to ensure IA can meet the challenges it faces and continue its valuable work into the future.

Our Strategic Plan is the result of 15 months of comprehensive consultation and discussion overseen by the IA's trustees. It describes what we must do to fulfil our vision and mission through

the setting of a number of strategic aims and objectives.

Our goals are ambitious, and we will work tirelessly to achieve them for the benefit of everyone who needs us, but we can't do this alone. We are looking forward to working with our members and wider community to make sure this plan becomes a reality.

You'll find our Strategic Plan 2022–2025 on our website at <https://iasupport.org/strategic-plan-2022-2025/>



Back to Better Living

Just a reminder that you can still sign up for our Specialist Core Rehab Program in which our clinical exercise specialist, Sarah Russell, provides free online core rehabilitation classes for any member with an ileostomy or internal pouch.

These sessions are based on physiotherapy-led clinical Pilates principles and are suitable for everyone: you must be able to get down onto the floor easily, be able to lie on your back and be able to kneel on all fours comfortably; you can be three to four weeks post-surgery to start the Foundations Class, and you can join a class if you have a hernia.

Sign up at:
www.iasupport.org/specialist-core-rehab-programme/

Your Appliances, Your Choice

It has come to our attention that some IA members are experiencing issues with getting their trusted supplies from their DAC (dispensing appliance contractor), where the provider has now decided to no longer stock the products.

If you are being told by your DAC that they are no longer stocking your regular appliances and suggest that you switch to their own brand, then it is your right to ask for the details of another provider who can supply your chosen appliances.

Under their Code of Conduct, the DAC must provide you with the contact details of at least two alternative appliance providers.

Any change in your appliances should also be done with the knowledge of your own stoma care nurse, to ensure the product is appropriate for you. So, if you are feeling pressured or obliged to switch, please let your stoma nurse know.

This is a matter of patient choice, and you have the right to choose which provider you get your products from. After all, if you normally get the brand of chocolate you like from Tesco, you wouldn't expect the supermarket to tell you that you could only buy their own brand.

Here we list all the providers, so you have full choice.

Ainsworth Surgical Supplies
(Independent DAC)
www.ainsworthsurgical.co.uk
0800 413172

B Braun Medical
www.bbraun.co.uk
0114 225 9000

Brunlea Surgical Supplies
(Independent DAC)
www.brunleasurgical.co.uk
0800 834712

Bullens Group
(Independent DAC)
www.bullens.com
0800 888501

Coloplast
(Own DAC - Coloplast Charter)
www.coloplastcharter.co.uk
UK: 0800 132787
Scotland: 0800 917 8639
N Ireland 0800 581220

CliniMed
(Own DAC - SecuriCare Medical)
www.securicaremedical.co.uk
0808 256 5400

Convatec
(Own DAC - Amcare Group)
www.amcaregroup.co.uk
0800 885050

Fittleworth
www.fittleworth.com
UK: 0800 378846
Scotland: 0800 783 7148

Oakmed Medical
www.oakmed.co.uk
0800 592786

Patient Choice
(Independent DAC)
www.patientchoice.net
0800 862 0686

Rapidcare
(Independent DAC)
www.rapidcare.co.uk
0800 181901

Respond Healthcare
(Independent DAC)
www.respond.co.uk
0800 220 300

Salts Healthcare
(Own DAC – Medilink)
www.salts.co.uk
0121 333 2000

If you or any of your local members have concerns about not getting your regular supplies, please talk to your stoma care nurse, who can always help you with switching to a new provider if you choose.

Pouch Impact!

October has been Internal Pouch Awareness Month and, boy, have we made some noise!

We've been busy on all fronts with our campaign, from engaging with 'pouchies' on our social media platforms to exploring opportunities for media coverage to send our messages far and wide.

Excitingly, we've also gone from 'lights, camera, action!' to 'press play' because we are just about to launch our videos featuring patients with an internal pouch. A few have now been released on social media.

Our thanks to all our 'movie stars' who appear in the videos - Julia Spanswick, Wendy Watt and Neil Crozier, who've shared what they wished their doctors knew. Huge thanks also go to our medical expert, Consultant Colorectal and General Surgeon, Richard Lovegrove, who kindly took time out of his hectic schedule to be interviewed for this important piece of education.

During October we also exhibited at not only ASCN - the conference of the Association of Stoma Care Nurses - but also Best Practice,



While this initiative is the result of us hearing from our internal pouch community that they often don't feel 'heard' by their GPs because doctors seem to have little or no understanding of what an internal pouch is, or how to treat them, we are moving in the right direction by creating a medical professionals' website, where GPs and those in primary care can view content and literature, and make it part of their professional development.

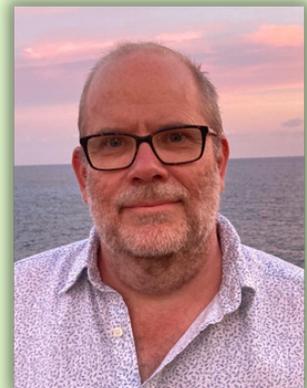
which is the UK's number one event for the primary care and general practice community, attracting over 4,000 decision makers from the primary care sector, including GPs and Practice Nurses.

From the conversations we had, it was clear we are on the right path with this education platform and many wanted to know as soon as it was available.

Justin Joins the Team

We're delighted to have welcomed another new face, Justin Bishop, to our Board of Trustees.

Justin is highly experienced in a variety of areas including project and change management, having spent the past 30 years working for brokers, tech companies and large investment banks in the City of London. So, he will be using his business skills to help our charity.



He joined Surrey IA in 2005, after his first surgery for Ulcerative Colitis, and recognising he'd received so much help and support both locally and nationally, joined the committee in 2015 as a way of giving back.

In his spare time, he enjoys holidays with his wife Jill, walking, watching cricket and rugby.

Running for IA

October was marathon month; yes, the London Marathon was back in full force with 42,000 runners. And IA was definitely well represented.

Having an ileostomy or internal pouch does not need to hold you back in life because, with the right care and support, you can continue doing things you've always enjoyed and even take on new challenges. While running a marathon with a stoma may not be for everyone, there are plenty of people who do, and for our very own PR & Communications Manager, Caroline Bramwell, sport is a great way of championing IA and all the people we support.

At the Marathon, there was even celebrity support for Caroline, from Radio 1 DJ Adele Roberts, who has an ileostomy and was DJing at the event, and TV presenter and journalist Louise Minchin.

Caroline said: "I loved every moment of it and will do it again! And wouldn't it be great if we could get an IA team doing it?"

5 Marathons in 5 days

As if one Marathon wasn't enough, what motivates someone to take on the herculean challenge of running five marathons in five days?

For Phodi Papa-Adams – the inspirational young man who prior to this had never run a single marathon - the answer is simple: his love for his mum, Rebecca. As he explains on his sponsorship page at GoFundMe, Rebecca has been fighting for her life for the last 17 years and has recently been through her ninth major bowel surgery as a result of Stage 4 cancer, leaving her with an ileostomy.

Phodi said: "We want to raise awareness to post-bowel surgery care, and what it means to live with these circumstances."

Well, Phodi, you certainly have, raising more than £9,500 for our charity in the process! You have done your mum and all of us incredibly proud, and we couldn't be more grateful for your fantastic support. It will do so much to help us reach more people who need us. Thank you!



Take Part?

We'd love to hear from you if this appeals and you'd like to be part of the action in 2023/2024. Together, let's go the extra mile (well, okay, 26.2 to be exact) to make a difference!