



IA UPDATE

September 2023



Welcome

Welcome to IA's latest newsletter. It's great to have you with us as part of our growing and supportive community.

There's loads going on working with and for our members, so there's lots to update you about. From taking part in national conferences to enhance healthcare professionals' understanding of what it means to live with an ileostomy or internal pouch to what we've got planned for Internal Pouch Awareness Month in October, we're continuing to champion, encourage and advocate for our members, wherever they are on their journey.

On the road

October is our month dedicated to raising awareness and encouraging more understanding of internal pouches and what life is like for people who have them.

We're gearing up for a very busy October, when we'll be flying the flag for IA and all our members at key events for healthcare professionals.

From 8th to 10th of the month, we'll be on our stand at the Association of Stoma Care Nurses annual conference, in Brighton, straight after which we're heading to Birmingham for the Best Practice conference for GPs and other primary care professionals. Not only will we have our stand at this event, we'll be delivering a workshop focussing on what it's like living with an internal pouch.

As ever, we'll be giving out our literature, answering questions, building our network and generally making sure we convey our community's needs to the professionals who need to know so they can better serve their patients.



Spreading the news

Spreading the news while traditionally the aim of IA Update has been to keep our network of MO committees up to speed with all things IA, we want to encourage you to share the newsletter in its entirety with your all your members, if you're not doing so already.

Those of you who've been doing this for a while report that it's been well received, which is really encouraging to hear.

IA Professional

Caroline from our Marketing team has been busy filming content in September for more videos from ostomates to feature on our IA Professional website www.iaprofessional.co.uk.

The website is dedicated to helping educate GPs and those in primary care to understand patients with ileostomies and internal pouches. We will continue to build on this more, to support our members being truly understood in the primary care setting.



Peak Fitness

Whenever there's an opportunity to help spread the message that living with an ileostomy doesn't need to hold you back, IA's very own PR and Marketing Manager, Caroline Bramwell, is on hand to help by sharing her own inspiring story as well as encouraging others to do the same.

Earlier this month, having featured as one of the fearless women in former BBC Breakfast presenter Louise Minchin's book of the same name, Caroline and some of the other ladies Louise wrote about were followed by a film crew as they bravely took on the Yorkshire Three Peaks Challenge. Excitingly, part of the resulting footage, including an interview with Caroline, is set to be aired as part of an ITN news-style broadcast – 'Women's Health: the Future We Deserve' – on International Women's Day next March.



Reaching New Heights for IA

Yay, they did it! Huge thanks to our big-hearted friends at stoma products supplier Amcare, who recently took on the challenge of scaling Scafell Pike to raise funds for our charity.



Proudly sporting IA tee-shirts, the big-hearted group raised more than £400 (and counting!) in sponsorship by conquering England's highest peak, making every step matter for the services our charity provides.

If you'd like to show your support, it's not too late – simply make your donation of whatever you can afford via the group's Just Giving page.

<https://www.justgiving.com/page/amcarescafellpike>

If you, or any of your family and friends, would like to take on a sponsored challenge for IA, please let us know what you have in mind and (as long as it's safe!) we'll support you all the way.

Team Talk

This October we welcome a new face to our Marketing team! Rachel has an ileostomy and an internal pouch, and joins us bringing her life experience and knowledge of the stoma world to support our mission in helping our members.

Rachel says it is an honour to be able to work for a charity which makes a direct impact on the quality of life for ostomates. She hopes to meet lots of you along the way, and if you have any marketing queries, please use the email address:

marketing@iasupport.org



Internal Pouch Awareness Month!

October is our month dedicated to raising awareness and encouraging more understanding of internal pouches and what life is like for people with them. 3D models have been created, which we will use to provide visual aids at events we attend to educate and raise awareness. They will be used in Birmingham at the Best Practice conference where professionals from general practice and primary care attend to update their knowledge and skills. Whether you've recently undergone surgery to have an internal pouch or have been living with one for years, sharing your story via IA's social media could have a significant positive impact on someone else's journey. Simply email internal.pouch@iasupport.org if you can help in this way. Please join in by commenting on and sharing our social media posts. Let's raise awareness about internal pouches and help others navigate this unique journey.



Planning ahead for your events

IA's admin team is always ready and willing to supply you with the literature and promotional items you need for your events, so please continue to make them your port of call so they can kit you out. It's a huge help to these colleagues if you can reach out to them with plenty of notice though, so they have sufficient time to get your packages together while juggling this with their other work priorities. Thank you for your co-operation with this.

Keep in touch

Don't forget, we're keen to hear your news too, so if you have any events coming up that you'd like us to include in this newsletter or on IA's website, please get in touch with Paola at paola.simoneschi@iasupport.org.