Feature Story
Breaking the Record
FEATURE STORY

Breaking the Record

Collin Jarvis is running full speed ahead

In his first race after recovering from ileostomy surgery, Collin Jarvis came in last. Though other runners competing in that NCAA (National Collegiate Athletic Association) race would have been disappointed, Collin burst into tears of joy.

“I realized that running competitively was possible again,” explains Collin. “And if I was able to do that type of thing, so could other people with ostomies. It instantly gave running more meaning for me.”

Collin was diagnosed with ulcerative colitis as a junior at the University of California, Berkeley. Drug treatment just wasn’t working. He lost 30 pounds, was sleeping 15 hours a day, and had to withdraw from his senior year. One day his condition got so bad that he headed to the emergency room where the doctor, fearing a perforated colon, recommended surgery.

Though Collin had the support of his college teammates, his mom and girlfriend, the first few months after surgery were psychologically difficult.

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Collin Jarvis

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“I felt that running defined me as a person, and I was genuinely worried that I wouldn’t be able to do it again,” says Collin. “Then I told myself that it was best to focus on the elements in my life I could control, and I developed a game plan.”

He went home to San Diego to recover from surgery. Then, six months later after getting clearance to run again, he started jogging and doing light exercises to avoid a hernia. The next hurdle was getting back to school, but the university insisted that he take a full year off to make sure he was healthy.

Never one to rest, Collin decided to take himself out of his comfort zone and explore the limits of what he could do. He and a friend went backpacking in New Zealand for 33 days. Collin packed enough New Image two-piece pouching systems and Adapt barrier rings to get him through the adventure and off they went. After walking and hitchhiking 30 miles a day, he stayed in hostels overnight. Because of the close quarters, Collin was forced to talk to strangers about his ostomy.

“The more I talked about it, I noticed that they didn’t care,” Collin explains. “They were actually in awe of what I was doing.”

After his year off, Collin went back to Berkeley and, post-graduation in 2015, made the decision to become more involved with the ostomy community. He began by making an effort to run professionally and pursue sponsorships. His personal website and blog attracted the attention of two investors—one of whom had completed the Ironman Triathlon after having ostomy surgery. The three of them formed Hurdle Barriers LLC, a foundation whose mission is to help facilitate the transition to an active lifestyle after major medical events. When the opportunity came up to partner with Stealth Belt®, a company that makes custom ostomy support belts Collin uses while running, Collin and his partners jumped at the chance.

Collin became vice president of Stealth Belt and moved to Tennessee to assist the president of the company with daily operations and marketing. Collin’s work with the company has opened doors for him to speak publicly. He tells his story at local ostomy support groups (often through Skype), and was proud to present at the United Ostomy Associations of America
Collin Jarvis is an active member of the ostomy community, presenting at the 2017 UOAA National Conference. He took first place in the Run for Resilience Ostomy 5K two years in a row. Collin lives in Tennessee where he works as vice president of Stealth Belt, and continues to run daily.

Financial Disclosure: Collin Jarvis received compensation from Hollister Incorporated for his contribution to this eNewsletter.
Hollister Secure Start Corner

Meet the smile behind the voice

Our team is passionate about helping Hollister Secure Start members over the phone or by email. If you have a question about your ostomy, they’re here to help. Get to know our team!

Paulina

Title: Consumer Service Advisor
Length of Service: 3 months

If you could be in any movie, which one would you choose and what character would you play? I would play Black Widow in *The Avengers*.

If you were stranded on a desert island, what three items would you want to have with you? Music player, hammock, and sunglasses.

If you were to create a slogan for your life, what would it be? Flirt with adventure!

Gerrit

Title: Consumer Service Advisor
Length of Service: 3 months

If you could be in any movie, which one would you choose and what character would you play? I would choose *Beverly Hills Ninja* in the role of Haru, played by Chris Farley.

If you were stranded on a desert island, what three items would you want to have with you? A hatchet, a magnifying glass and a Wilson brand volleyball.

If you were to create a slogan for your life, what would it be? Sink or swim!

Margaret

Title: Customer Care Representative
Length of Service: 3 months

If you could be in any movie, which one would you choose and what character would you play? I would play Hermione Granger in any of the *Harry Potter* films.

If you were stranded on a desert island, what three items would you want to have with you? I would want my Kindle with all my books, my journal, and a blanket.

If you were to create a slogan for your life, what would it be? Read, write, and repeat.
When questions arise, expert advice is just a phone call away

Top 5 Ostomy Concerns

Lynn Sacramento, RN, BSN, and WOC Nurse, wears many hats at Hollister Incorporated. As Clinical Support Educator, she provides educational support to the entire Hollister Secure Start team. This includes training new sales associates and educating staff on new products for ostomy, continence, wound care and critical care. However, clients, clinicians and caregivers know her as the helpful voice at the other end of the phone as one of the Hollister Secure Start clinicians. Here, Lynn shares the top five concerns of her callers, along with questions she might ask to help find a solution.

1. **I’m having leakage under my pouching system.**

   To help solve the issue, I would need to ask several questions including the current pouching system being used, and the frequency of it being changed. Other questions that would assist us in problem solving might be—How are you preparing your skin before putting on your pouch? If the products are not being properly applied, it could cause adherence issues. Are you cleaning out your pouch or do you put anything in it? Most important, where is the leakage occurring? If it’s always in the same area, evaluate the area for any creases or uneven surfaces such as scar tissue, incisions, or your belly button that may cause an uneven surface under the barrier. If this is the cause, you might try a barrier ring as a filler to even out the surface area. However, make sure that the stoma size is correct in the barrier. You’ll know it’s a correct fit when the barrier fits where the skin and the stoma meet. There should be no skin exposed between the stoma and the opening of the barrier.

2. **My skin is irritated and weepy.**

   This can be a problem for many people with an ostomy. A person should not have skin breakdown, open wounds, or a rash under the barrier. Where exactly is the skin breaking down? How long has it been going on? Is there a situation that may have led to this irritation, such as leakage or was your barrier removed too quickly? What product are you using to prepare your skin for the barrier? Try using stoma powder to absorb moisture from broken skin around the stoma, which may help allow the skin barrier to get better adherence. The cause of the skin irritation needs to be addressed in order to find solutions.

3. **I am noticing an odor and I’m concerned others will too.**

   There can be an odor associated with emptying your pouch versus odor caused by leakage and we need to determine which one you are experiencing. A lubricating deodorant is a great choice for neutralizing the odor of the stool when the pouch is emptied. You might also consider a pouch that has a filter, which neutralizes odor caused by gas in the pouch. Make sure that no stool drainage gets on the outside of your closure system. If neither of these situations is the issue your barrier might be starting to lift off the skin, which can allow odor to escape and can be the beginning of a leakage.

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ASK THE EXPERT

Top 5 Ostomy Concerns
(continued)

4 My pouching system is not staying on. What can I do?

It may be a problem with your barrier seal. Make sure you have one that you can count on. Everybody is different when it comes to wear time. A good rule of thumb is to determine how many days you can rely on the product to provide a secure seal without experiencing leakage. Monitor the back of the barrier when you change the pouching system. If you see stool or urine from the stoma that has leaked under the barrier, it’s a sign that the barrier seal is compromised and the barrier can begin to lose adherence to the skin. If this occurs the barrier should be changed. It’s important to change your product on a routine basis, which can be determined by the lack of stoma drainage under the barrier as well as the condition of your skin.

5 It is important that my pouching system is discreet. What can you recommend?

When a pouch fills with gas or drainage it will start to balloon out and might show under clothing. A pouch with a filter can help release the gas. I also recommend emptying your pouch when it’s a third to a half full. When a pouch is full it could cause weightiness on the barrier, which might lead to leakage. When it comes to discretion, it’s important that you find the right pouching system for your body. Hollister offers both one- and two-piece systems. For a person with a colostomy or ileostomy, there are drainable and closed-end pouches in various lengths and options of transparent, ultra-clear and beige pouch films. Those with a urostomy can also choose from pouches with transparent, ultra-clear or beige film depending on the product they are using.

As always, it’s important to follow up with your healthcare professional or Wound, Ostomy, and Continence Nurse for more support and recommendations.

Have a concern that wasn’t mentioned here? Check out the helpful tips from Hollister Incorporated, Routine Care of Your Ostomy or go to Hollister.com and navigate to the Ostomy Care Learning Center to find accessory sheets, helpful brochures and videos.

Need someone to talk to? Secure Start services is here to help! Call us today at 1.888.808.7456.
Global Impact

Friends of Ostomates Worldwide-USA changed more lives in 2017

Do you know about the global impact that Friends of Ostomates Worldwide-USA (FOW-USA) makes? This volunteer-run, non-profit organization’s mission is to provide ostomy supplies and educational resources at no cost to ostomates in need around the world. How does FOW-USA get these products? They’re donated from organizations, facilities and individuals like you who have surplus ostomy supplies they no longer need.

2017 was a banner year for FOW-USA. They made 106 shipments totaling about 23,000 pounds with a retail value of over $1.1 million—the most in their 30-year history. These shipments went to Nepal, Monrovia, Zimbabwe, Laos, Mexico, Kenya and Ukraine, just to name a few of the over 80 countries that FOW-USA serves.

“One hundred and six shipments is one thing, but when you think about how many people are impacted by them, that’s what it’s really about,” explained FOW-USA President Ann Favreau. “These shipments change lives.”

Ann loves reading the letters of thanks that pour in. The stories of the lives they’ve touched keep her and the other FOW-USA volunteers going:

• A nine-year-old girl in Nepal can now attend school.
• Children in Uganda, where congenital abnormalities of imperforate anus are on the rise, received supplies to meet their basic hygiene needs.
• Adults in many developing countries were able to return to work and participate in social situations.

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FOW-USA not only donates supplies, but also provides educational materials with each shipment to support recipients, caregivers, and health care providers in using the products. Some physicians in underdeveloped countries can perform ostomy surgery, but are not trained in aftercare, such as how to use the supplies and keep the skin around the stoma healthy.

Hollister Incorporated is proud to be one of the manufacturers that participates in the FOW-USA program. “They understand our mission because it’s similar to theirs,” says Ann. “Making sure their product goes to those in need, and doesn’t end up in a landfill is just as important to Hollister as it is to us.”

“These shipments change lives.”
—Ann Favreau, President of FOW-USA
EVENT UPDATES

Boulder than Ever

Applications are now open for Youth Rally 2018

From July 16 to 21, 2018 the University of Colorado Boulder will be rocking with over 200 excited Youth Rally campers, counselors and nurses. This life-changing summer camp provides a safe and supportive environment for young people ages 11 to 17 with any sort of bowel or bladder dysfunction. Youth Rally’s ultimate goal is to encourage self-confidence and independent living.

Many Youth Rally counselors and CITs (counselors in training) were once campers themselves. Through their own life experiences with medical and surgical challenges, counselors and CITs have first-hand knowledge of what the campers are or may be facing and can provide the needed support to promote self-confidence and independence.

“Being a counselor is as much an amazing honor as it is a huge responsibility. Seldom does one get the opportunity to be a mentor, friend, care provider, confidante, and at the same time have the ability to make a lasting impression on another human being who has overcome similar challenges,” says Paul Hastings, Youth Rally President and CEO.

Hollister Incorporated is proud to sponsor Youth Rally 2018!

Everyone who participates in the Youth Rally, whether as a counselor, nurse or camper, comes away inspired and ready to take on any challenge.

Applications are now open for prospective campers, counselors and CITs. If you know of a young person who would benefit from participating in the Youth Rally, please encourage them to apply. Sponsorship is available for campers, but all participants are encouraged to fundraise for themselves or others.

Be “Bould” and sign up today at youthrally.org/applications.

Youth Rally 2018 Application Deadlines!

- **April 1** Counselor Position
- **May 1** Nursing Position
- **June 1** Camper Application

Youth Rally activities include: educational sessions, physical activities, field trips, motivational speakers, a fashion and talent show and lots more.
2018 Coming Attractions

Don’t miss these ostomy community events

The Crohn’s & Colitis Foundation of America (CCFA)

**Take Steps for Crohn’s & Colitis™**

Take Steps walks offer a wonderful way for family, friends and the inflammatory bowel disease (IBD) community to celebrate the hard work and dedication of their participants to raise funds toward their mission. These walk events are filled with live music, food, kids’ entertainment and educational materials. Take Steps is a nationwide event in more than 120 communities across the country. Register at [cctakesteps.org](http://cctakesteps.org).

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.

New in 2018! 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. This year, 45 events are planned across the nation. Find the one near you at [coloncancercoalition.org](http://coloncancercoalition.org) or create your own local event!

Ostomy Related Events

2018 is heating up with ostomy-related regional events from health and supplier fairs to education days and conferences. See below for a Regional Event near you!

**April 7**

* Iowa Ostomy Education Day
  * Sioux City, Iowa

**May 4-6**

* 2018 Regional Ostomy Conference—Mid-Atlantic Region
  * Sterling, Virginia

For more information on these or other upcoming regional events go to [ostomy.org/Conferences_and_Events](http://ostomy.org/Conferences_and_Events).

Youth Rally

**July 16-21**

* Boulder, Colorado*

More than 30 years after its inception, the Youth Rally remains a community for young people to meet others who live with similar medical conditions. Lasting friendships are formed in an atmosphere that promotes self-confidence and independence. Learn more about Youth Rally 2018 at [youthrally.org](http://youthrally.org).

United Ostomy Associations of America (UOAA)

**Run for Resilience Ostomy 5K**

**October 6 & 13, 2018**

* Various locations from coast to coast*

UOAA’s fifth annual Run for Resilience Ostomy 5K event will take place on World Ostomy Day, October 6, 2018 in Durham, North Carolina. A number of additional Ostomy 5Ks will take place across the country on October 6 and 13 as well. These events are held to educate, support and raise community awareness about people living with an ostomy. In fact, participants are given an ostomy pouch in their race packets and are encouraged to wear it during the race! Interested in participating in the 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 6th. All proceeds benefit UOAA. Go to [ostomy5K.org](http://ostomy5K.org) for more information and to sign up!
EVENT UPDATES

Five Years Strong

Girls With Guts Celebrates Sisterhood and Support

Almost 80 women gathered in Chicago from September 22-24, 2017 to commemorate five years worth of unbelievable memories. The mission of Girls With Guts is to empower women with Inflammatory Bowel Disease (Crohn’s Disease & ulcerative colitis) and ostomies to share their stories of confidence and to promote self-esteem.

Not only was there plenty of time to bond, but participants could attend a medical panel discussion, a trip to Chicago’s Shedd Aquarium and a fancy Gut Gala. As an added treat, Justin Berkman, a comedian with Inflammatory Bowel Disease (IBD), performed for the group.

“The weekend was full of laughter and light,” says Alicia Aiello, new president of Girls with Guts. “And we are now working to make Girls With Guts even better than ever.”

Along with a new president, Girls With Guts has a beautiful new, easy-to-navigate website. Be sure to check out their programs. The Pen Pal Program connects Girls With Guts for correspondence and support and the Poop Program connects donors with groups that distribute unused ostomy supplies to people in need. Their new Butt Basket Program creates care packages filled with a variety of items to help make ostomy surgery and recovery a little more bearable.

What’s on the horizon? Girls With Guts is taking a break from event planning to work on smaller programming. Stay in touch at girlswithguts.org.
NEWS FROM HOLLISTER INCORPORATED

What I Feel Beautiful In

Fashionista Sandy Buday shares her tips and advice

As a subscriber to the Secure Start eNewsletter, Sandy Buday reached out to us with what makes her feel beautiful. She belongs to the Clearwater, Florida Ostomy Support Group and is a regular on the United Ostomy Associations of America (UOAA) discussion page. Sandy loves being a role model to others—and wanted to share her story with other women in the ostomy community. Enjoy!

When it comes to fashion, my mantra is “No matter what happens with your body, you have to love it for what it is.” I am 69 years old and even after having lupus, an ileostomy and my rectum removed, I make sure to love my body and wear the clothing and accessories that make me feel beautiful. Every day I look in my closet and decide what I’ll feel good in, whether I’m going to the gym or a social affair at church.

My ostomy is just part of me and makes life so much easier. Since the surgery, my husband Paul and I have gone on several cruises including one to Alaska and a three-week adventure to Hawaii, Australia, Tahiti and the Fiji Islands. I love dressing to the nines for the Captain’s Dinner or wearing my capris for sightseeing.

Once you learn what you’re comfortable in, you can go anywhere and not feel conspicuous because of your ostomy. I work out at Curves three times a week and everybody there knows I have an ostomy. Why hide it? It’s who I am and there’s nothing to be ashamed of.

What I tell people is “If you look good, you’ll feel good about yourself.” And isn’t that what life is all about?

Sandy’s advice for feeling beautiful:

- Longer lines and animal prints mask any slight bulge from your appliance.
- Always emphasize your best assets! If you have beautiful shoulders, draw the eye to them with a strapless top.
- Use longer scarves to cover any sign of your appliance.
- Uninterrupted lines in darker colors are a slimming option for any body type.

Financial Disclosure: Sandy Buday received compensation from Hollister Incorporated for her contribution to this eNewsletter.
WHAT’S SO FUNNY?

22 Minutes a Day

Brenda shares her latest
New Year’s resolution

Whenever the new year rolls around, I have a hard time keeping my resolutions. My problem is that I’m curious about almost everything. For example, how does electricity work? All right, I must admit that I take some things for granted. In my teens when my car broke down, I had a dad who was a mechanic so I didn’t need to know how to fix it. I needed to know how to style my hair, apply make-up or where to get the latest cute pair of jeans or shoes. I never thought much about things that mattered like global warming, although I did have to hug a tree in high school for an assignment. However, the whole time I kept thinking about the wood ticks and spiders that might crawl on me. To me, carbon footprint meant stepping on the sheet you put in the typewriter to make a copy. Okay, this was the seventies.

I spend less time worrying about the latest fashions or working on my appearance these days, but in actuality I probably should be buying stock in wrinkle cream! Did you know that even your ear lobes get wrinkles? These days I get more out of helping others. Whether it’s preparing food for the family, running a child to college or even making a meal for a sick friend, there’s always something to do. And that’s all good—but at times I find I’m not taking care of myself properly. It seems like in the beginning of the year I find myself looking at all sorts of magazine articles on the perfect diet, exercise or meditation. The new year feels like a fresh start, but the enthusiasm to improve often doesn’t last long enough. I get distracted.

“I helped my friend reorganize her kitchen cabinets in 22 minutes. What will you do?”

I wish I had an remote starter like my car does. It has good sense technology and turns itself off after 15 minutes. I imagine it saying, “No sense wasting gas on her.” I was probably looking at Facebook or hunting down a missing shoe, and by then my car is cold and I start all over again. I’m not absentminded, but get distracted because I’m just too curious about everything.

New starts need new habits. My heart doctor said the average adult needs 150 minutes of moving or exercise a week. That doesn’t sound as bad as exercising five times a week. So my New Year’s resolution is to do 22 minutes of moving each day, which isn’t too hard. I helped a friend reorganize her kitchen, and then I cleaned my own desk. I got that 22 minutes in for sure. Today I did the treadmill, which used to be boring, but time flies by when you can watch the Golden Buzzer Moments on YouTube. It’s a new day—I’ve got closets to clean, bathrooms to scrub, and there’s always something else to do around my house that takes 22 minutes. My husband has suggestions for me if I can’t think of anything. I don’t think he’s bothered by my wrinkled ear lobes at all! What are you going to do for 22 minutes today? Just curious …

Brenda Elsagher is a loud and proud member of the ostomy community and a good friend of Hollister Incorporated. She is an international keynote speaker, author and comedian.

Her books include: If the Battle is Over, Why am I Still in Uniform?; I’d Like to Buy a Bowel Please!; Bedpan Banter; It’s in the Bag and Under the Covers; and Your Glasses Are on Top of Your Head. You can find out more about her at livingandlaughing.com.

Financial Disclosure: Brenda received compensation from Hollister Incorporated for her contribution to this eNewsletter.
You Have Rights

The United Ostomy Associations of America (UOAA) can help you advocate for yourself

Quality health care is a team effort. Patients should collaborate with their health care providers and facilities to ensure they receive the best care for themselves. Unfortunately this doesn’t always happen. That’s why United Ostomy Associations of America (UOAA) Management Board of Directors formally adopted their revised Ostomy and Continent Diversion Patient Bill of Rights at their 2017 National Conference board meeting.

Use the Ostomy and Continent Diversion Patient Bill of Rights as a guide for you and your family to facilitate the best outcome. While the bill is not mandated by law, it’s a valuable and useful document to help you advocate for your own health.

UOAA’s goal is to drive change across the country to help improve the quality of ostomy healthcare and promote higher standards of care in all health care settings. Their Ostomy and Continent Diversion Patient Bill of Rights is one more way they are working toward this goal.

Click here for the full version or download and print the condensed version in a wallet-card format to keep handy at all times.

Click here for the top 10 ways to use UOAA’s Patient Bill of Rights to achieve optimal care results.

Let’s Keep in Touch

We’re always here for you

Whether you have recently had surgery or are a veteran Hollister Secure Start services member, questions can come up. Can you help me understand the change in my insurance coverage? Are the products I’m using still right for me? How can I explain my ostomy to my grandson? We are committed to answering these questions and others to help you throughout your ostomy journey.

Need extra support in managing your ostomy? We can put you in touch with a Wound, Ostomy, and Continence Nurse—like Lynn Sacramento, featured in our “Ask the Expert” article in this issue. We are continually developing resources that can help you weeks, months and even years from now.

Click on the button below and share your contact information so we can be sure our records are up-to-date and continue to support you. It only takes a few moments—for a lifetime of personalized care. We look forward to hearing from you soon!

Update My Information Now
Share Your Story

Brighten someone’s life

Sometimes hearing another person’s story can shed light on a dark corner of life. Maybe someone out there has been struggling with an issue that you learned how to resolve. That’s the true power of sharing your personal story—it acts as an electrical conduit between two souls. Collin Jarvis shared his story in this issue of the Hollister Secure Start Services eNewsletter—is yours next?

Have you...

• Gotten back into a favorite sport or other activity?
• Learned a new way to manage your ostomy?
• Made a difference in the ostomy community?

“Now I can combine my two passions—running and helping others.”  —Collin Jarvis

Share your story with us. We just might profile you in one of our upcoming eNewsletters because your story can be someone else’s light.

Submit your story today at securestartnewsletter@hollister.com.

We’re here to help! If you haven’t already enrolled, call us today at 1.888.808.7456 or visit our website at securestartservices.com/ostomyenroll to get started.
Hollister Secure Start Services

Resources

Hollister Secure Start Services
1.888.808.7456
www.securestartservices.com
Hollister Secure Start Facebook Page

United Ostomy Associations of America, Inc.
(UOAA)
1.800.826.0826
info@uoaa.org
www.ostomy.org

Crohn’s & Colitis Foundation of America, Inc.
(CCFA)
1.800.932.2423
www.ccfa.org

Colon Cancer Coalition (CCC)
952.378.1237
www.coloncancercoalition.org

Friends of Ostomates Worldwide-USA
www.fowusa.org

Youth Rally
www.youthrally.org

Run For Resilience
www.ostomy5k.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 patient along the continuum of care. Hollister Secure Start services provide a lifetime of personalized support.