# Hollister Secure Start Services

### eNewsletter Q1 2017

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### Feature Story Climbing Higher

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#### FEATURE STORY



Cover photo and above photo: Chris Ganser at the top of Longs Peak, CO

# Climbing Higher

# Chris Ganser scales great heights from the Rockies to the steps of the U.S. Capitol

At 14,200 feet, Chris Ganser's trek up Longs Peak in Colorado turned into rock climbing. He was exhausted both physically and mentally and wanted to turn back. While trying to empty his urostomy pouch into an empty Gatorade bottle with one hand, and clinging onto a rock with the other, he thought, "I didn't survive cancer twice just to fall to my death." So he pushed through his fears and finally made it to the summit.

How could a man who had his second cancer surgery just eight months earlier to remove more of his colon, prostate and bladder achieve such a feat? He didn't stop working out! As Director of Training Strength and Conditioning for Athletic Republic in Winston-Salem, North Carolina, thirty-nine-year-old Chris coaches individuals every day. He figured out how to adapt exercises to reduce strain on his ostomy and has been working hard to rebuild himself. He wears the Hollister New Image two-piece urostomy pouch because, in his experience, this product offers him the flexibility and security he needs for his active lifestyle.

"My biggest hurdle was convincing myself that this was my reality; I had to get over it and do what I had to do to press on," explains Chris.

#### FEATURE STORY

### Climbing Higher

(continued)

This was no easy task since he had lost 52 pounds after surgery and his energy level was not what it used to be. Chris was not a novice to illness. At 24 he was diagnosed with rheumatoid arthritis, and thanks to an experimental drug and exercise, he was cured. Then he was diagnosed with stage III colon cancer at 34, resulting in his first surgery.

Chris' wife Jennifer has been his guiding light through the peaks and valleys. Their son Christopher Jr. was 12 years old at the time of his father's first surgery. Just 15 days later, his grandfather passed away from esophageal cancer, so worry set in. Chris and Jennifer were not quite sure how to approach the subject.

"A cancer diagnosis is not something you want to say to a child," says Chris. "He had to grow up a bit quicker in the world of oncology."

"My biggest hurdle was convincing myself that this was my reality; I had to get over it and do what I had to do to press on."

#### -Chris Ganser

After Chris' second diagnosis, he and Jennifer walked into their son's room together and reassured him that the surgery would be a successful procedure. They also encouraged him to openly ask questions and to vent if he needed to.

Chris never knew that his journey with cancer would lead to a passion to help others affected by the disease. Following his first battle with cancer, he got involved with the Colon Club, an organization whose mission is to educate young adults about the risk factors, genetic precursors and symptoms of colorectal cancer. After hearing his story, the Colon Club asked to feature him in the Colondar 2.0, their magazine featuring young adult colorectal cancer survivors and their stories.

During the photo shoot, Chris was introduced to Fight CRC, an advocacy group that gave him the opportunity to participate in their Call-On-Congress. This three-day event brought together

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Sponsored by Fight CRC, Chris made the trek to Estes Park to climb Longs Peak.

#### FEATURE STORY

### **Climbing Higher**

(continued)

colon and rectal cancer survivors, caregivers and loved ones from all over the U.S. to push for better policies and to support research, education and awareness for all those touched by the disease. Chris publicly shared his story there, which fueled him to continue his advocacy.

That's where the trek up Longs Peak comes in. Fight CRC sponsors the annual trek to encourage their advocates to get out and move and to support all those going through colorectal cancer. Chris procured sponsors and flew to Estes Park, Colorado, this past August to join his fellow advocates. He wondered if he was really ready for a 15-mile hike that goes up 14,259 feet in elevation.

"I started to realize that this was not about my ability. This hike was about promoting and encouraging health and wellness within the colorectal cancer community," says Chris. "It was also about building hope and encouragement among survivors and those touched by this disease."

Chris is also a strong advocate in his hometown and state of North Carolina. He has shared his story to inspire others by advocating in commercials, news interviews and magazines. He won't stop there—he plans to keep climbing. Thanks to his passion for fitness, his zest for advocacy and his family, Chris can tackle any mountain.

Check out Chris's blog at **mycanceredlifeblog.wordpress.com** for all of his adventures.

Left: The Fight CRC advocacy group at Call-On-Congress in Washington, D.C.

Right: Chris Ganser advocating in Washington, D.C. after battling cancer for the second time.

#### **NEWS FROM HOLLISTER**

# Forecast for a Great Year

The year is already off to a great start at Hollister Secure Start Services



We're all buzzing about what's planned for 2017. We have to admit that we love what we do, especially partnering with you — the ostomy community. There's nothing like seeing the happy faces of those we serve, whether we're at conferences, walks, runs or ostomy educational events. We are fortunate to have so many solid partnerships with organizations that share our same vision of love and support for the ostomy community.

This year, you'll see us out and about alongside many amazing organizations. Plans are already underway to attend the 6th annual National Conference of the United Ostomy Association, August 22-26 in Irvine, California. We hope you'll join us for inspiring talks, educational workshops, exhibits and much more!

We like to stay active too! So we're lacing up our running shoes for the World Ostomy Day Run for Resilience, this October 7. And we wouldn't want to miss seeing all the campers at Youth Rally either, which takes place this year July 17-22 in San Diego.

We're also excited about the Hollister Secure Start eNewsletter for 2017. It's one more way we partner with the community through sharing our readers' inspiring stories. Chris Ganser starts us off with his tales of climbing Longs Peak in Colorado shortly after his ostomy surgery. And fashion designer Manny Cuevas, who was featured in our fall 2016 issue, is back with stories of how his article inspired so many others who are living with an ostomy.

We know you may have questions about caring for yourself or your stoma, so in every issue we will include an article from one of our clinicians at Hollister. This issue highlights healthy eating and articles about upcoming events. You'll even get to meet some of our Hollister Secure Start advisors.

Get ready for a fun, healthy year ahead. Remember-we're your partner all the way!

Best wishes,

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Amy E. Crihfield Director, Hollister Secure Start Services

#### **NEWS FROM HOLLISTER**

# Hollister Secure Start Corner

#### Meet the smile behind the voice

Title:

Length of Service: 3 months

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.

### Laura



**Favorite spring break memory:** Visiting a horse ranch in Santa Ynez, California for an extended family reunion. The area is home to a multitude of wineries and we also visited

**Customer Care Representative** 

a lavender farm, which is a sensory treat not to be missed! **If you could go on a road trip this year, where would you go:** I would enjoy driving down Route 66. Reportedly, this is the best place to get your kicks.

**Most binged-watched series**: I don't spend very much time watching television but, back in the day, the series everyone watched was "Dark Shadows."

### Merle



Title:Customer Care RepresentativeLength of Service:1 year, 5 months

Favorite spring break memory: Going to Miami with my best friend Linda.

If you could go on a road trip this year, where would you go: Grand Canyon – love everything about it! The colors, the smell and the amazement of what Mother Nature created.

Most binged-watched series: "The Kardashians". I just can't help but look.

### Rosa

Title:Customer Care RepresentativeLength of Service:3 months

**Favorite spring break memory:** Going to the local park to play soccer with my friends. **If you could go on a road trip this year, where would you go:** I would travel to

California to visit my family and visit the Yosemite Valley.

Most binged-watched series: My most binged series was "Ugly Betty"... ha ha!

#### MAKING A DIFFERENCE WITH MANNY

# Empowering Change

# Fashion designer Manny Cuevas connects with our readers near and far

We featured an article about Manny Cuevas' journey with his ostomy in the fall 2016 issue of this eNewsletter. Since then, Manny has been receiving touching emails, calls and texts from others in the ostomy community letting him know how his story inspired them.

International fashion icon Manny Cuevas is known for his opulent, exotic couture line—"Wear It Out by Manny." At first the name of the line was about wearing his designs out on the town, but since his ostomy surgery due to diverticulitis, it has become his mantra for getting out and looking great with an ostomy. Manny's outlook rang true to people with ostomies from coast-to-coast and overseas.

"It's amazing how my story touched people of all ages,



Shelly and Todd Weller during their road trip to Nashville.

not just my age group," explains Manny. "We're all a family of people with ostomies now, and the inspiration that I'm giving them pales to what they're giving me."

After reading his story and sharing it with her husband, Shelly Weller was moved to email Manny. She explained that she had sheltered herself since her ostomy surgery 15 years earlier. Manny

### "It's amazing how my story touched people of all ages."

-Manny Cuevas

invited her to call him and they spoke for hours amid laughter and tears. "Your words of encouragement have helped me lift a weight I haven't known how to lift," she said.

Shelly reached out again to tell Manny that she and her husband Todd were planning their first road trip in 15 years and asked if they could meet him in Nashville. This past October, Manny met with them for coffee and bagels.

"She is gorgeous inside and out," says Manny. "I told her she is model material!"

Manny explained his belief that each person with an ostomy is still the same beautiful person that they've always been. But, because of the ostomy, they feel that they have to cover themselves up.

"We have to get rid of the stigma of the stoma," Manny said. "And I plan on finding ways to do it with my fashion and words of encouragement."

At the end of their time together the travelers reluctantly left their new friend but called him a few hours later. Todd asked to speak to Manny and said: "You are an angel sent from above. What you've done for my wife is one thing, but what you've done for us is unbelievable."

Manny plans on encouraging each and every person who contacts him to "Wear It Out!". To read Manny's inspirational story in the Hollister Secure Start eNewsletter, **click here**.

#### ASK THE EXPERT

# Recipe for Good Health

#### Stir in these tips and advice when planning your next meal

by Wil Walker, MBA, BSN, RN, WOC Nurse Manager, Clinical Education, Hollister Incorporated

Many people think that having an ostomy requires a special, restrictive diet. Think again! We have cooked up some guidelines below to help you stay healthy while still enjoying your favorite foods.

# Will I be able to enjoy my favorite foods after ostomy surgery?

Immediately after surgery, you will most likely consume clear liquids. This will then be followed by a reintroduction of softer, blander foods to help your system readjust to your new ostomy. It is a good idea to reintroduce your favorite foods slowly to see how your body reacts. Once you are feeling better, and you have settled into a routine, you can start experimenting with your favorite foods.

#### I have heard that smaller, more frequent meals are a good idea while recovering from ostomy surgery. Is this true and why?

Smaller, more frequent meals (five or six meals per day) are recommended during your recovery. This helps to replenish protein sources that aid in the healing process and helps give you energy to keep you on the road to recovery!

#### How much water should I drink?

Aim to drink six to eight glasses of fluid each day to keep yourself hydrated. If you pass regular amounts of clear or pale, straw-colored urine you most likely have enough fluids in your system. If your urine becomes dark yellow or brown in color, it is wise to drink more fluids. Talk to your healthcare professional about any fluid restriction diets.

### I have an ileostomy—what foods might cause me problems?

After ileostomy surgery, most people will gradually resume their usual diet. Caution should be taken when introducing high-fiber foods as they may cause a food blockage. Some foods that can contribute to a blockage include: Chinese vegetables, corn, celery and nuts. It is important to know that you should chew food thoroughly and eat slowly.

# I am watching my calorie intake. What are my best choices for a healthy dinner?

You should make healthy food and beverage choices from all five food groups including grains, vegetables, fruits, protein foods and dairy to ensure a well-balanced diet. You should eat the right amount of calories based on your age, gender, height, weight and physical activity level.

# I tend to have loose output. What foods and fluids can help with this?

Foods that help to thicken loose output include: applesauce, bananas, cheese, cooked noodles, pretzels, white rice, white toast and marshmallows.

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#### ASK THE EXPERT

#### Recipe for Good Health

(continued)

#### Our office is very small and I worry about passing gas though my stoma, especially after lunch. Is there a way to lessen this?

To help reduce the amount of gas you are producing, you should be aware of the foods that may increase intestinal gas. Those foods include: beans, beer, carbonated beverages, broccoli, brussel sprout, cabbage, onions and cucumbers. Gas can also be the result of swallowing air. Drinking carbonated beverages, smoking, chewing gum and chewing with your mouth open can all increase the amount of air you swallow.

#### I have been experiencing some constipation with my colostomy. Is this normal, and are there ways to naturally unblock me?

Just like for someone without a stoma, constipation can be a common problem. A person with a colostomy, not an ileostomy, may suffer from constipation. You may want to increase the amount of water you drink (if you are not on a fluid-restricted diet). Foods that naturally help alleviate constipation include: bran, fresh fruits and vegetables, some spices, stone fruits (fresh and dried) and whole grains.

# I have read that people with an ileostomy may have a blockage. What causes this and how can I minimize my risk?

If you have an ileostomy, cramping and abdominal pain along with watery diarrhea or no stool output may indicate a food blockage or bowel obstruction. This can occur when high-fiber foods (such as raw vegetables, coconut, corn, nuts, dried fruit and popcorn) have difficulty passing through the intestine and exiting the stoma. Reducing high-fiber foods, chewing foods thoroughly and increasing fluid intake can minimize food blockage risk.

**Note:** If you have no stoma output and have vomiting, it is important that you seek care from your healthcare professional or seek care at an emergency room for evaluation.



Have a question that wasn't answered here? Check out a helpful new brochure from Hollister Incorporated. Living with an Ostomy: Healthy Eating. Or call us today at 1.888.808.7456.

#### EVENT UPDATES

# See You in San Diego!

#### Applications are now open for Youth Rally 2017

From July 17 to 22, San Diego State University will be teaming up with over 100 excited Youth Rally campers, counselors and nurses. This life-changing summer camp provides a non-threatening environment for young people ages 11 to 17 with any sort of bowel or bladder dysfunction. Its ultimate goal is to encourage self-confidence and independent living. Activities include motivational speakers, physical activities, educational sessions, field trips, a fashion/talent show and more.

Here's what camper Cody Mitchem says about his experience: "Each year at Youth Rally has been a fun adventure, but also an important part of me learning about my illness and how to take care of myself. This second family has become a vital part of my support system that I know I can always turn to when I need a lift."

Applications are now open for prospective Campers, Counselors and Counselors in Training (CITs). If you know of a young person who would benefit from the Youth Rally, please encourage them to apply.

What is required for Counselors and CITs? These amazing volunteers are adults, ages 18 and over, who live with similar bowel and/or bladder dysfunction as the campers and serve as positive role models. 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. Many Youth Rally Counselors/CITs were once campers themselves.

All first-time Youth Rally Counselors (of any age) are required to participate in at least one year of the Youth Rally CIT Leadership Program. Under the expert guidance of hand-selected Youth Rally leaders, the CITs learn the importance of mentorship while performing actions that are purposeful and meaningful.

Everyone who participates in the Youth Rally goes away inspired and ready to take on any challenge. We are proud to be a Gold Level Sponsor for this organization!

Does this sound like you or someone you know? Go to **youthrally.org** and click on Applications to apply.



#### **EVENT UPDATES**

# Resolve to Support a Cause

#### 2017 events are heating up!

#### Take Steps for Crohn's & Colitis™

The Crohn's & Colitis Foundation of America (CCFA) 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. By joining the Take Steps community, you will fundraise to support mission-critical research and patient support programs for the 1.6 million Americans living with IBD. Join them in 2017! Take Steps is a nationwide event in more than 120 communities across the country. Walk as an individual or gather your friends, family and coworkers to form a team. Register at **cctakesteps.org**.

#### Girls With Guts Retreat Stay tuned for dates and location

The Girls With Guts 2017 Retreat is a weekend-long event providing opportunities for women ages 18+ with Inflammatory Bowel Disease (IBD) and/or ostomies to foster friendships and learn ways to improve their lives emotionally, mentally and physically. The main focus is to help women create an in-person support network and find a "sister" that they will bond with and ideally maintain that relationship until the next retreat. Activities include presenters and participant-led groups. For more information and to sign up go to **Girlswithguts.org**.

# Get Your Guts in Gear: The Ride for Crohn's & Colitis & Guts Across America

Get Your Guts in Gear (GYGIG) is an independent. national, nonprofit organization that raises awareness of Crohn's disease, ulcerative colitis and related conditions through multi-day cycling events that benefit and support IBD organizations and patient advocacy groups. New this year are participant-led and participant-driven Regional Rides. Team captains will create these ride locations, dates and details, while GYGIG will be there every step of the way to provide resources to create and execute each Regional Ride. Also new for 2017 is Guts Across America comprised of Team Guts and Relay Ride Across America. Team Guts is powered by volunteers and riders who accept the challenge of biking across the country. Relay Ride Across America allows volunteers and riders to choose segments within the ride to join Team Guts and pass the baton to fellow riders and volunteers. More information, details and registration for Relay Ride Across America will be available soon. Join the excitement! For more information and to view the Regional Rides that have been created so far, go to **igotguts.org**.

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Get Your Guts in Gear 2016.

#### **EVENT UPDATES**

### Resolve to Support a Cause

(continued)

#### UOAA 2017 National Conference August 22-26, 2017 Irvine, California

Don't miss the sixth national UOAA Conference in sunny California. Attend inspiring talks, educational workshops and exhibits. Lounge poolside under the palm trees while socializing with new friends from around the country, or explore all the area has to offer. Of course there is so much more the conference has in store, such as rap sessions, Tai Chi and even a sunset dinner cruise. Yachtswoman Pam Wall is slated as the opening night speaker and will regale attendees with stories of her time on the sea. Wound Ostomy Care Nurse Joanna Burgess-Stocks will finish the festivities, with her inspiring journey as a person with an ostomy. Go to **ostomy.org** for more information and to register.

#### Run for Resilience Ostomy 5K October 7, 2017

#### Various locations from coast to coast

The fourth annual Run for Resilience Ostomy 5K race will take place on World Ostomy Day on October 7, 2017 in Durham, North Carolina, as well as other locations. The races educate, support and raise community awareness about people living with an ostomy. In fact, participants are given an ostomy pouch in their "Swag Bags" and are encouraged to wear it during the race! Interested in running the race but unable to physically attend the events? You can still sign up and run or walk your own virtual 5K race on October 7. All proceeds benefit the United Ostomy Associations of America (UOAA). Go to **ostomy5K.org** for more information and to sign up!





#### Get Your Rear in Gear®

Walk, run or ride in the largest colon cancer-focused event series in the country. It's a great way to become a part of the movement to prevent, treat and beat colon cancer. 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. Funds raised are reinvested in the local community to promote awareness, education and screening. In 2016, the Colon Cancer Coalition hosted nearly 300 run/walk and bike events in 32 states. Below, you can review the events planned so far in 2017.

Fort Worth, TX – March 25 Tucson, AZ – March 25 Hampton Roads, VA – March 25 Tulsa, OK – March 25 Philadelphia, PA – March 26 Asheville, NC – March 26 Baton Rouge, LA – April 1 Mobile, AL – April 8 Oklahoma City, OK – April 22 Pilot Mountain, NC – May 6 Little Rock, AR – May 13 Orlando, FL – May 14 Denver, CO – May 15 Wichita, KS – May 28 Allentown, PA – June 10 Tinley Park, IL – July 23 Portland, OR – August 5 Victoria, MN – August 16 Twin Cities, MN – September 10 Winston-Salem, NC – September 16 Boston, MA – September 16 Kansas City, MO – September 17 Milwaukee, WI – October 14 West Palm Beach, FL – October 21 New York City, NY – October 22

Still nothing in your area? Check the website periodically or create your own event. Go to **coloncancercoalition.org** for more information.

#### WHAT'S SO FUNNY?

# In Sickness and in Laughs

#### Brenda believes the healthiest partnerships include humor

I married my partner 28 years ago. I am blonde-haired (okay, truthfully, bordering on white-haired), Minnesota born and raised, and Catholic (I am a regular church goer, just not that often). He is from Cairo, Egypt, short, dark and handsome, a USA citizen since 1992 and a Muslim. We have totally different backgrounds, except for a few common characteristic traits that sealed the deal. Like me, he has a great family, likes to make jokes, travel and meet people from all over the world. It turns out that Bahgat (pronounced like a French baguette) is a pretty good partner. When I was diagnosed with colorectal cancer in 1995, I was the mother of our two small children and didn't want to leave this earth just yet. When I found out I would need a permanent colostomy to prolong my life, I saw it as an opportunity and it's been a lifesaver and, in many ways, a life enhancer.



Brenda and husband, Bahgat.

Brenda, and her family, during her battle with cancer in 1995.

cancer had spread to my organs and if they would continue with the drastic surgery of a permanent colostomy, vaginal reconstruction, hysterectomy and an appendectomy. I started lamenting, "What if it's gone into my liver, what will we do?" His response, almost like a quiet funny prayer—"Oh, liver alone!" Then we laughed at his corny comeback and shortly after I fell asleep. My husband's coping mechanism was humor every step of the way and it helped. After the seven-hour-long surgery, I had tubes and wires coming out from all over my body. Bahgat leaned down close to me as I awoke from surgery and said, "Brenda, honey, right now, you look like the back of my stereo system." I knew he would say the right thing to keep me laughing, even coming out of surgery.

Humor has been a coping tool for both of us. We decided early on to be honest about what it was like to deal with an ostomy. My first book, "If the Battle is Over, Why am I Still in Uniform?" illustrates how couples cope with adversity in different ways. One woman revealed to me that she was horrified each time her pouch made a noise, but her husband proudly stepped in to help. Each time a fluffy sound came out, he quickly said, "Excuse me!" and she fell more in love with him.

May you find the partners that help you lighten up, whether with friends, an ostomy or hospital support group or even medical professionals... they have excellent humor! Just ask my surgeon, known as The Rear Admiral! Partners are precious.

Brenda 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**.

Q1 2017

# Take our 75-Second Online Survey!

Hollister Secure Start services wants your input to help us continue to improve our offerings. Please take a moment and let us know a little more about your experience living with an ostomy.

Thank you in advance! Your friends at Hollister Secure Start services





# Welcome to Hollister Secure Start Services

No matter what time of the year it is, you can count on Hollister Secure Start services. Whether you have questions about your ostomy, how to care for your stoma, or how to keep on living the life you want to live, give us a call. We are proud to offer free and dedicated support for as long as you need it, regardless of the brand of products you use.

#### Here are a few ways we can help:

- Finding the right product fit
- Helping to navigate insurance coverage
- Identifying supplier options
- Accessing an ostomy nurse over the phone to find answers to your clinical product questions
- Providing product information and condition-specific education
- Finding local resources

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. We're here to help!



Hollister Secure Start members at the 2016 WOCN Conference.

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# Share Your Story

Do you have an inspirational story you'd like to share with us? We are always on the lookout to potentially profile new and interesting people in the ostomy community in our upcoming newsletters.

Submit your story today at securestartnewsletter@hollister.com.



### Secure Start eNewsletter 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 Inspire.com Ostomy Support Group www.inspire.com/groups/ostomy

**Colon Cancer Coalition (CCC)** 952.378.1237 info@coloncancercoalition.org www.coloncancercoalition.org

To download past issues of the Hollister Secure Start services eNewsletter, click here.

# **Secure Start**<sup>™</sup>

# It's Personal

We are proud to offer dedicated support for each and every patient along with a continuum of care. Hollister Secure Start services provide a lifetime of personalized support.



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#### www.hollister.com

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