

**Secure Start** *It's personal.*

# Newsletter

**2015**  
SPECIAL EDITION



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## COVER STORY

# Positive Energy

## Alaina Fisher epitomizes a new, self-assured generation

Having lived with Crohn's disease since I was 10 years old, I never knew any other way of life than feeling sick all the time. An emergency ileostomy surgery in 2010, and another in 2012, saved not only my life, but also my quality of life. But, at 16 years old, I worried. Would my friends still like me? Could I ever admit I wore a pouch?

Little by little I started telling close friends. The funny thing is—they were jealous that I didn't have to poop anymore and actually wanted one! The first time I showed off my pouch at school was at the first football game of my senior year. We had a tradition called "Shirtless Seniors" where seniors would roll up their shirts and paint a football player's number on their tummies. I did it (pouch and all) and everyone loved it. People kept coming up to me to tell me how amazing it was. To have it all out there and be 100% comfortable with it was a really cool moment for me.

But what about the beach in Fort Lauderdale during spring break? I debated—should I get a one-piece suit that would cover up my pouch or the cute bikini I'd normally wear? I decided to buy the bikini and strut my stuff! I asked a random man to take a photo of my friend and me and he didn't even look twice at the pouch. That day it hit me—everybody has their own thing going on and your thing is no big deal.

By the time I got to college, I was really comfortable with my pouch. I hit it off with all the girls in my dorm, and I later joined a sorority. The girls were like, "Oh, can I see it?" and "Wow, that's so cool." I like when people ask me questions because once you know more about something different, the less weirded-out you are by it. In fact, I wear an opaque Hollister New Image pouch because I show it off so much.

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Alaina says, "Be confident!"



Alaina enjoys sorority life.

COVER STORY

# Positive Energy

*(continued)*

I've been to three proms and six homecomings, and I have to say that boys are especially fascinated with, and accepting of, my pouch. In fact, I met a new guy a while ago and when I told him about my pouch he said, "So, I'm assuming you have a bag like that model on Facebook." It's great that ostomies are all over social media—it makes it so much easier to explain. I love scrolling through Twitter or Facebook and seeing people so open about it.

Apart from saving my life, my ostomy has allowed me to do so many things. I'm taking a year off from school to get my real estate license, and I hope to establish my own business. If you're new to having an ostomy, take it from me—the most important thing is to embrace it and stay positive. Be confident in yourself, because if you think it's a cool thing, all your friends will think so, too. For example, if your tummy makes noise in front of people, roll with it and move forward like I have.

*Financial Disclosure: Alaina Fisher received compensation from Hollister for her contribution to this newsletter.*



**Alaina sharing her confidence at her high school prom.**



**The first time Alaina proudly displayed her pouch among friends.**

## NEWS FROM HOLLISTER

# Confidence Goes Viral

## People with ostomies take social media by storm

Facebook, Twitter and YouTube, along with other social media outlets, have revolutionized the way that we connect, catch up and support each other. People with ostomies have joined the revolution and the news has gone viral. After life-threatening illness and surgeries, people are coming out to the world with photos of themselves proudly showing their scars and pouches, along with stories of support and survival.

All it takes is one person to share his or her journey with a simple photo and a few words to inspire confidence in others.

The revolution began when a model from England posted a photo of herself lounging in a bikini revealing her ostomy pouch. The number of views went through the roof and sparked others to tell their stories. Go to [www.BuzzFeed.com](http://www.BuzzFeed.com), and [www.DailyMail.com](http://www.DailyMail.com) to read her story.

A man who aspired to become a body builder realized his dream after ostomy surgery, also inspiring others to share. Go to [www.People.com](http://www.People.com) to read his story.

Ostomy surgery and transitioning into everyday life can be tough, but articles like these show that people can

continue to live their lives, and their experiences have made them chase their dreams even harder. Thanks to those like Alaina (see cover article) who are not embarrassed to tell it like it is, others can hopefully feel comfortable in their own skin.

What started on Facebook caught fire on Twitter and the revolution continues as more and more people with ostomies inspire each other and the general public with their bold photos and stories of struggle, transformation and new lives. It's a new year, and a new you. If Alaina and those who came before her can do it, so can you!

*#GetYourBellyOut*

## NEWS FROM HOLLISTER

# Make Plans for the New Year

## Here's what's happening in 2015

### Get Your Guts in Gear Ride— June & August, 2015

If you've done the ride before you know how empowering it can be. If not, now is your chance. Get Your Guts in Gear (GYGIG) is an independent, national, not-for-profit organization that raises awareness of Crohn's disease, ulcerative colitis, and related conditions through multi-day cycling events that benefit and support inflammatory bowel disease (IBD) organizations and patient advocacy groups. Whether you are an experienced cyclist looking for a great ride for a worthy cause, or a novice rider who is affected by one of these diseases, you'll enjoy our scenic, fully supported rides.

Join GYGIG in 2015 in New York or Ohio. Ride or volunteer Saturday, Sunday or the full weekend. There are mileage options of 100, 62.5, or 30 miles, plus an additional under-10-mile ride on Sunday.

#### **12th Annual Hudson Valley, New York Ride:**

June 13 & 14, 2015

#### **2nd Annual Sandusky, Ohio Ride:**

August 15 & 16, 2015

For more information, go to [www.igotguts.org](http://www.igotguts.org).



### Youth Rally— July 13-18, 2015

This year's summer camp for young people ages 11 to 17, with any sort of bowel or bladder dysfunction, will take place at the University of Colorado, Boulder. It provides a nonthreatening environment filled with fun events, sports, educational sessions, products, and management techniques as well as invaluable bonding. Campers leave understanding that everyone has the same opportunities to achieve their goals regardless of medical or physical differences.

Know a young person who would benefit from this life-changing experience? Go to [www.rally4youth.org](http://www.rally4youth.org).

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## NEWS FROM HOLLISTER

## Make Plans for the New Year

*(continued)***Fifth UOAA National Conference –  
September 1-6, 2015**

The United Ostomy Associations of America, celebrating a decade of caring and sharing, will host their fifth biennial conference in St. Louis, Missouri, at the Hyatt Regency St. Louis at the Arch. Plans are now being solidified for exciting events, including an opening night ice cream social, a free stoma clinic, motivational speakers, educational workshops, panels, vendors, a closing night extravaganza with live entertainment and more.

For details and to register, online visit [www.ostomy.org](http://www.ostomy.org).

**World Ostomy Day – October 3, 2015**

The aim of World Ostomy Day: Many Stories, One Voice is to improve the rehabilitation of people with ostomies worldwide by bringing their needs and aspirations to the attention of the general public and the global community. It will feature educational programs, seminars, support meetings and demonstrations. You'll also find personal visits and lobbying activities, official government proclamations, plus activities with allied agencies and professional health associations. Look for newspaper and magazine announcements and articles, along with handout materials and brochures.

For more information, go to [www.ostomy.org](http://www.ostomy.org).

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NEWS FROM HOLLISTER

## Share Your Story

Are you interested in having your story potentially featured in the Secure Start newsletter? Email us at [securestartnewsletter@hollister.com](mailto:securestartnewsletter@hollister.com)

## Secure Start Newsletter Resources

### Secure Start Services

1.888.808.7456  
[www.hollister.com](http://www.hollister.com)

### United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826  
[info@uoaa.org](mailto:info@uoaa.org)  
[www.ostomy.org](http://www.ostomy.org)

### Wound, Ostomy and Continence Nurses Society (WOCN)

1.888.224.9626  
[www.wocn.org](http://www.wocn.org)

### Crohn's & Colitis Foundation of America, Inc. (CCFA)

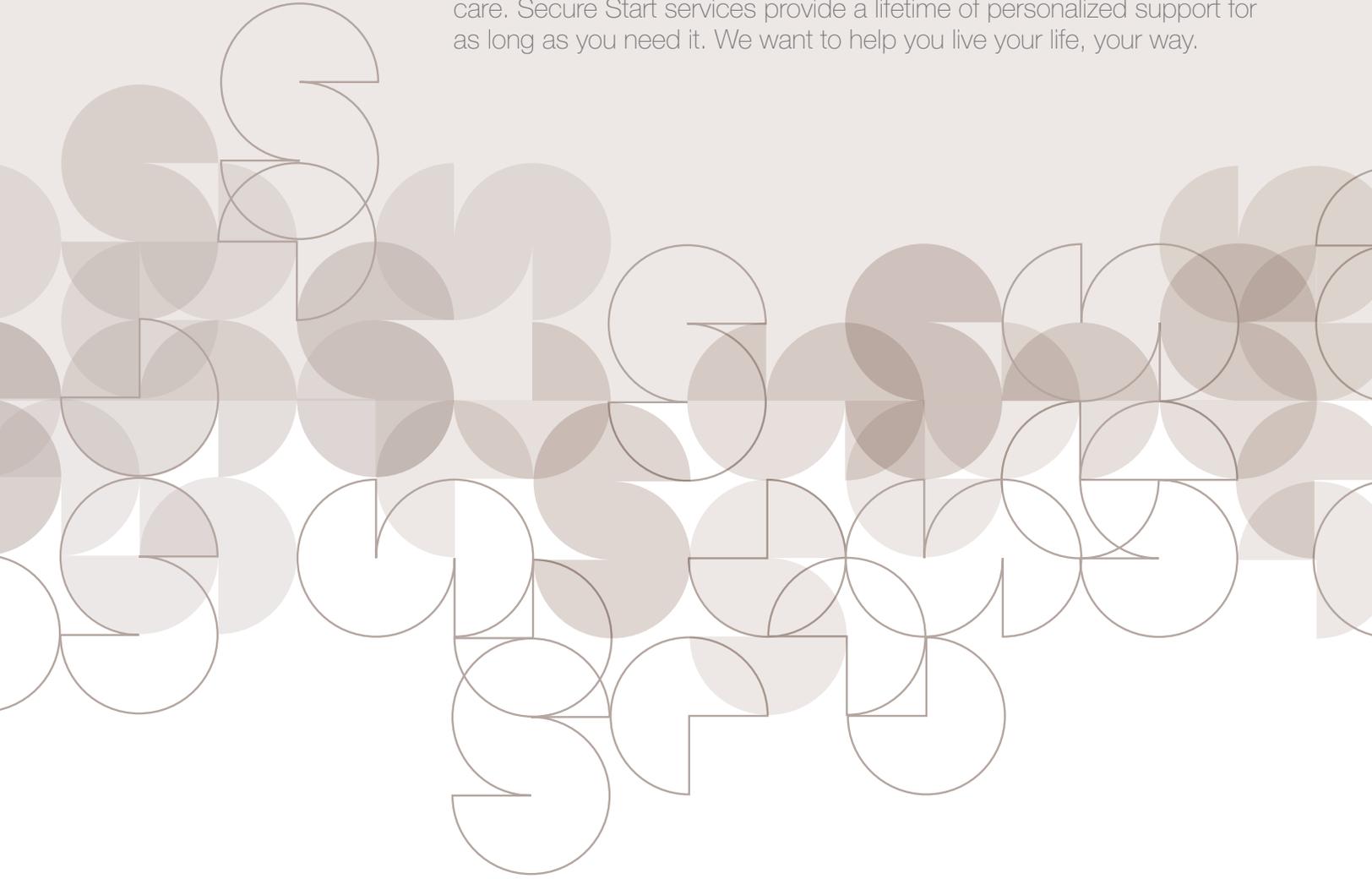
1.800.932.2423  
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## It's Personal.

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