

# Stoma-friendly society

As well as raising public awareness about stomas, this campaign is also about ensuring that the everyday needs of people with stomas (ostomates) are catered for. This means encouraging businesses and organisations to make practical changes to everything from the signs they use to the facilities they offer.

Our successes so far include:

## Accessible Toilets

You can find 'stoma friendly' toilets and/or improved signage in the following locations:



Salisbury City Côte Brasserie, INTU shopping centres, Sainsburys, Waitrose, Lord's Cricket Club, Great Dawley Town Council, Tesco, Asda, Medway Park, Morrisons, and many more.

## Air Travel

Ostomates get anxious going through airport security. In order to make air travel accessible to all, we are working with:



The Civil Aviation Authority and lots of UK Airports and their staff, including Heathrow, Gatwick, Stansted, Edinburgh, Birmingham, Manchester, Cardiff and Bournemouth.

[www.ColostomyUK.org](http://www.ColostomyUK.org)

# Get in touch

We hope this short booklet has given you a flavour of Colostomy UK's campaigns and projects.

To see all the latest news and developments, just visit our website

[www.ColostomyUK.org](http://www.ColostomyUK.org)

If you have ideas for future campaigns and projects then we would love to hear from you too:

adminline: 0118 939 1537  
[info@ColostomyUK.org](mailto:info@ColostomyUK.org)



24/7 stoma helpline:  
0800 328 4257



# Campaigns and projects



SUPPORTING AND  
**EMPOWERING** PEOPLE  
WITH STOMAS

## Our vision

Colostomy UK support and empower people with stomas.

We want hidden conditions to be understood and accepted by all.

Our vision is of a world where everyone is empowered to reach their full potential.

At the moment, this isn't the case.

There is a general lack of awareness about stomas and the needs of people (ostomates) with them. We seek to address this through our campaigns and advocacy work.

Sometimes ostomates also unwittingly restrict what they do, thinking that activities and things they used to enjoy are no longer possible after surgery. Their self-confidence can take a knock in other ways too, such as how they feel about themselves.

Our projects aim to help ostomates restore their confidence and get their lives back on track.

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## Fighting the poo taboo

We don't just want to raise awareness about stomas, we also want to make it okay to talk about life with a stoma. To do this, people need to be comfortable talking about poo.

We believe that if we can break the taboo then ostomates will be empowered to lead fuller lives and public understanding of their needs will grow too.

### Sharing Stories

We share positive stories to inspire ostomates and raise awareness.



Our reach is always growing. In 2018, our social media content had 2.6 million impressions and our online network exceeded 14k people. Each issue of Tidings, our quarterly magazine, was read by an estimated 60K people.

### Our Press Coverage

Making more of the general public aware of stomas, our stories have appeared in:



The Guardian, Daily Mail, Wales Online, Forty20, BBC Radio Foyle, Huffington Post, Proper Sport, The Metro, Rugby League Express, Chorley Citizen, South London Press, Kirkless TV and many more.

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## Our projects

Our projects help ostomates get their lives back on track and give them the confidence to take on new challenges.

There is overwhelming evidence that being active is good for your physical and mental wellbeing.

### Active Ostomates

We have delivered over 150 activity sessions to around 2,500 ostomates through support groups.



By delivering activity sessions free of charge, in familiar places and amongst people who know each other, we take away the barriers to getting active.

### Caring for a person with a stoma

Not all ostomates can care for themselves, and training for carers is minimal.



Our care workshops and supporting literature give professional carers and family carers practical advice and guidance, on looking after someone with a stoma.

[info@ColostomyUK.org](mailto:info@ColostomyUK.org)