



St. Joseph, MI September 20, 2017— National Alliance of Wound Care and Ostomy® (NAWCO®), the largest wound care and ostomy certification organization in the United States, invites you to join UOAA and the nearly 300 Affiliated Support Groups for this year's **Ostomy Awareness Day**, Saturday, October 7, 2017. This special day is designed to help change the public perception about this life-saving surgery.

This year's theme is **Navigate the Journey Together**. UOAA wants to champion the idea that ostomates are not alone as they navigate through their journey of living with an ostomy or continent diversion and recognize all those who have helped them along the way.

NAWCO® encourages all WCC®, DWC®, LLE® and OMS clinicians to help raise ostomy awareness and help to eradicate remaining stigmas about this life-saving surgery.

Here are a few of the ways you can get involved:

- Spread the word by getting an official [proclamation](#) passed in your town, county or state officially declaring Ostomy Awareness Day in your community.
- Generate buzz by submitting a [letter to the editor](#) of your local newspaper.
- Support, join or cheer a Run for Resilience Ostomy 5k near you or do a virtual run/walk in your favorite place to walk. You can now register at www.ostomy5k.org. Help us reach our virtual run/walk goal this year!
- Print and handout UOAA's [Ostomy 101 Infographic](#) to raise ostomy awareness.
- Ask your town if you can post ostomy awareness balloons, or request to light-up local landmarks in UOAA's official colors of blue and green. (Call toll free at 800-826-0826 to order Ostomy Awareness Day balloons.)
- Purchase a blue or green light bulb to light up the exterior of your house.
- Download [this year's logo](#) to use on your social media to spread the word.
- Get creative and carve an ostomy awareness pumpkin to display during the month of October.

[Click here](#) for more creative ideas

UOAA wants to hear from you! Email advocacy@ostomy.org and share how you raised ostomy awareness.

Questions? Call UOAA at 1-800-826-0826.

#OstomyDay2017