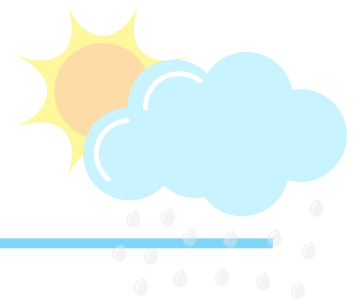




IA UPDATE



July 2026

Welcome

It's been a memorable month across the network, with IA volunteers attending a fashion show, funding much-needed hospital stoma care equipment, and organising an anniversary party – all amid scorching temperatures!

July's round-up covers events from around the network, volunteering news and more. Don't forget, we love hearing from you too so please get in touch, whether it's to share your story, give us feedback or let us know about your events: marketing@iasupport.org

Bag, pouch, appliance... what do you call your stoma device?

Recently, some of our members raised whether “bag” is the right way to describe a stoma device. It's a simple question, but the answer is less straightforward. Emma Greenwood, IA's Stoma and Pouch Care Specialist Nurse, said: “I've researched and considered IA's response carefully as I'm aware of the importance of the use of language and the impact it can have.



“Why does the word matter? Studies show that stoma surgery can influence body image perception and self-esteem, and research tells us that how we talk about life with a stoma can influence how people feel about themselves. Person-centred care includes the type of language used, which can shape how people feel about their bodies and their condition day to day. Currently, the reality is that stoma -bag, -appliance, and -pouch are used interchangeably and inconsistently by many.”

Share your thoughts about stoma device terminology in our online survey

To have your say about the terminology you prefer to use to describe your stoma device, please visit bit.ly/4x5CTXL to complete our short online-only survey, which will remain open until 31 December 2026. The results could shape IA's communications, and we hope to share the findings more widely to help inform how stoma care is discussed across the NHS and beyond.

There is no requirement to provide your name or other identifying details. IA will update members on how we plan to proceed based on the survey outcome in due course.

Researchers seek participants for colorectal cancer study

Can you help University of Strathclyde researchers with their study into quality of life for people who have colorectal cancer?

Although colorectal cancer is the fourth most common cancer in the UK, current research does not sufficiently explore quality of life after diagnosis. By sharing your insight and experiences with the research team at the university's Department of Psychological Sciences and Health, you will be contributing to the advancement of supportive care in cancer.

Find out more about how to take part [in the colorectal cancer study](#).



University of
Strathclyde
Humanities &
Social Sciences



PARTICIPANTS NEEDED

STUDY: INVESTIGATING QUALITY OF LIFE IN PEOPLE WITH COLORECTAL CANCER

PARTICIPANTS MUST BE:

- ✓ AGED 18 OR OVER
- ✓ PROFICIENT IN ENGLISH
- ✓ DIAGNOSED WITH COLORECTAL CANCER

THE STUDY INVOLVES:

- ✓ A 15-20 MINUTE ONLINE SURVEY
- ✓ AN OPTIONAL FOLLOW-UP INTERVIEW

Birmingham IA attends children's adaptive fashion show

On Saturday 13 June, patients from Birmingham Children's Hospital took part in an adaptive fashion show in the city suburb of King's Heath. Participants took to the 'Rodeo Runway' to model their own designs on the catwalk, to raise awareness of disabilities of all types. The New Irish Centre was a great venue for the event, with West Midlands Police displaying their horses, dogs and vehicles outside, to the delight of the children.



Alongside many other charities, Birmingham IA members Bogusha Bury and Georgina Tracey (above, left to right respectively) were delighted to join the show's exhibition with Birmingham IA's stand, and there was a lot of interest in terms of raising awareness of stomas and internal pouches.

But the highlight of the event was the fashion show itself, with the children modelling their own creations with considerable swagger. It was a fantastic event and Birmingham IA was proud to have been invited to attend.

Stoma trolleys delivered to Queen Elizabeth Hospital

What started as a simple question from North Eastern IA's Stuart Hay to Stoma Specialist Nurse Heather Wilson – *"How can we best support local patient care in your department?"* – has officially turned into a fantastic reality for Queen Elizabeth Hospital in Gateshead.

To help streamline patient care, the team identified a clear need: specialised stoma trolleys for both the stoma ward and the operating theatre. Thanks to successful matched funding, North Eastern IA was able to purchase two purpose-built trolleys for the hospital.



Recently, representatives from North Eastern IA officially presented the new trolleys to the stoma nursing team. Each trolley has been fully stocked with essential stoma supplies, ensuring that whether a patient is in surgery or on the ward, nurses have everything they need right at their fingertips.

This project is a brilliant example of collaboration between our association and local healthcare professionals to directly improve patient care. A huge thank you to everyone involved in making this happen.

Photo, left to right: Stoma Care Nurses Heather, Alice, and Pam, and IA North Eastern's Claire Wilson.

Information Days: dates for autumn

Learn about stoma and internal pouch care from medical and wellbeing experts at two key events this autumn



Pouch Information Day, 3 October 2026

Leonardo Royal Hotel, 245 Broad Street, Birmingham B1 2HQ

10am-4pm (registration from 9am). **Advanced booking required: tickets £10** (non-refundable)

If you have an internal pouch or are considering one, come and meet the experts! The event will comprise presentations, discussion with experts, and the opportunity to learn more about internal pouches, both from a medical and lifestyle perspective. This is the place to address any concerns you may have and hear from those who have undergone surgery. Our hope is to provide the facts, advice and support to help you make an informed decision on whether an internal pouch is right for you.

Lunch and refreshments included. Booking in advance is required to allow us to manage numbers, and we will be closing booking around 10 days before the event to finalise numbers with the hotel. Please book early and don't miss out! In the event of being unable to complete your registration online, please contact IA National Office on 0800 0184 724 who will assist with booking.

Book your place today at: pouch.iasupport.org/pouchday26

Scottish Information Day, 10 October 2026

Voco Grand Central Hotel, Glasgow G1 3SF

10.30am-5pm (registration from 9.30am)

Advanced booking required: tickets £10 (non-refundable)

The annual Scottish Information Day returns this autumn in Glasgow and will once again host a mix of speakers, workshops and ostomy company representatives. This informal event provides a great opportunity to catch up with old friends and make many new ones! There'll be surgical presentations and Life Coach Rosie Lawson (pictured) will make a welcome return to provide relaxation tips and advice.

Book your ticket at: <https://iasupport.org/scotland26/>



Neil Smart Memorial Research Award

In memory of Professor Neil Smart, colorectal surgeon and IA trustee for many years, IA has established a dedicated research award, recognising Neil's commitment to advancing research and improving patient outcomes through knowledge and collaboration. Funds donated will directly improve quality of life for people living with an ileostomy or an internal pouch.

To donate to the Neil Smart Memorial Research Award online, please visit: iasupport.org/neilsmartaward



**Donate via Text Giving to
Neil Smart Memorial
Research Award**

Text **NEIL** to **70480** to donate **£10** OR text NEIL plus donation amount of your choice e.g.,

NEIL1 to **70480** to donate £1*

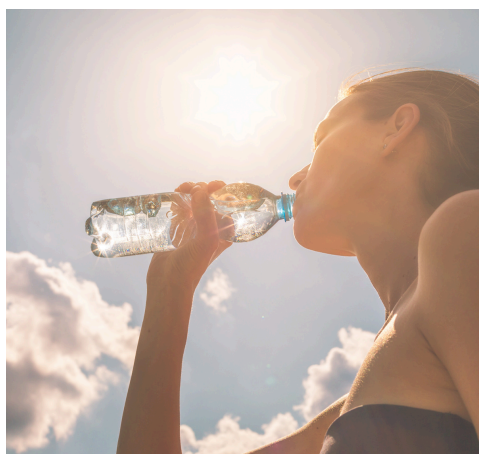
NEIL20 to **70480** to donate £20*

**Please ensure you have the bill payer's permission. Texts will cost the donation amount plus one standard network rate message. Text Giving allows the maximum of £20 per donation subject to maximum of £240 per month per mobile number.*

IA will receive the cost of your donation less processing fees charged by our third party suppliers. For online payments this is 1.5% (UK cards) of the donation amount plus 20p; for donations via Text Giving this is 5% of the donation amount plus a single monthly payment fee. Fees may be subject to change.

Hydration matters: how to protect your kidneys

We can't stress enough the importance of hydration. British summers are now experiencing Mediterranean-like heatwaves, putting people with an internal pouch or ileostomy at greater risk of dehydration. In optimum weather conditions and temperatures, more fluid is lost for people with an ileostomy or internal pouch than for those who haven't had the surgery, and crucially, the type of fluid consumed plays a huge role in maintaining wellbeing.



Sarah Russell MSc, Clinical Exercise Physiologist, has **published a drink comparison guide** clarifying the science behind drink types for people with an ileostomy. It illustrates that to be effective your drink should have the following per 500ml:

- Carbs: 5-17g
- Sodium: 460-1035mg

Sarah said: "For the average ileostomy, fluid loss is around 800-1500ml in output. So even a 'well behaved' stoma will create significant fluid loss over someone who doesn't have a stoma.

"For anyone with an ileostomy, it's generally recommended to choose a drink with electrolytes, pay more attention to symptoms of dehydration and to avoid too much plain water."

This is not intended to replace specific medical advice.

To better understand how to support your hydration and protect your kidneys, IA offers [kidney health](#) and [hydration](#) leaflets, available to download from our website.

Bowel cancer campaign to help #Stopitb4itstarts

Recent reports in the media have highlighted a rising number of young people being diagnosed with bowel cancer, with no clear reason for what the Institute of Cancer Research calls 'a worrying trend'.

One campaigner working to raise awareness of this 'trend' is Tess Grace, founder of Stopitb4itstarts, a registered UK (Liverpool) Community Interest Company created to raise awareness of bowel cancer among people aged 17–25.



Tess explained: "The CIC was founded following the devastating and sudden loss of my daughter, Millie, who died from bowel cancer at just 24 years old, only 10 months after her diagnosis. Like so many families, we never imagined that bowel cancer could affect someone so young.

"Since Millie's passing, I have been determined to help ensure that other young people are aware of the symptoms and feel empowered to seek help early."

Tess is spearheading a campaign to raise awareness, reduce late diagnoses, and ultimately save lives, and is in the process of collecting photographs and personal stories of young people under the age of 25 who have been diagnosed with bowel cancer – whether they are survivors, or, like Millie, have sadly passed away.

She said: "These photographs and stories will be used in our awareness materials, on our website, at health and community events, and in places where young people gather, such as colleges, universities, gyms, workplaces, and organisations.

"One of the many things I have learned since starting this campaign is the impact on people, when they see Millie's face. People are often shocked and saddened that someone so young could develop bowel cancer, as many still think it's an older person's illness. But then people start asking questions about symptoms, about Millie and her treatment, and start conversations that they may never have had – some even share their own health experiences and symptoms. That is exactly why our campaign is so important."

Through ongoing discussion, Tess knows that every person who starts a conversation or seeks medical advice because of Millie's story – or the story of another young person affected by bowel cancer – could save their own or someone else's life: "Every face in this collection represents a person, a family, and a future changed forever. Every person who learns a symptom because of these stories is someone who may be given the opportunity that Millie, and so many others, never had."

How to get involved

Tess is keen to receive content that shares the stories of young people diagnosed with bowel cancer. She said: "We would be grateful for any submissions; there's no deadline. We are hoping to use photographs to go on a pop-up poster and use stories and photographs for the website (which is currently under construction).

If you would like to contribute to Tess's campaign with a photograph and/or story, please email: Tess at Stopitb4itstarts@gmail.com and you can join the conversation at #stopitb4itstarts.





IA Group News from Roy Bustin, Group Relationship Lead

Volunteer network meeting

Did you know that we hold online meetings every quarter for those who volunteer with us? These are informal opportunities to get people together, regardless of where they are and what their role is. It's a chance to meet other volunteers and hear what everybody is up to.

If you are currently volunteering with us, we would love to see you at the next meeting, which takes place on Tuesday 1 September at 7pm. It's also your opportunity to meet our new CEO, Lisa Barker, who is planning to join the call. If you would like to attend, please let us know by emailing: volunteering@iasupport.org

Celebrating our 70th anniversary with Peterborough & Wisbech IA

Congratulations to the volunteers involved in organising a highly enjoyable tea party in July for members of Peterborough & Wisbech IA. It was great to see such a friendly and supportive group, with around 30 members in attendance.



Group meetings

We have some exciting meetings coming up in August, and I'm looking forward to meeting members in South Yorkshire, Humberside, Fife and the North of Scotland. Many other meetings and events are taking place over the next few months, and you can visit our [events page](#) on the website for all the details.

Volunteers work very hard to organise meetings for the benefit of members, so please show your support by coming along to the next one in your area.

Let's hear your stories of volunteering

We have approximately 150 volunteers across the network, whose activities help to drive the impact that we make. Volunteers at IA are our group committee members, our One2One Support Volunteers, our Internal Pouch Champions, our Events Volunteers, and our Trustees to name but a few. We all work together so that more people can benefit from our work when they need it most.

As we continue to develop meaningful partnerships with volunteers, we want to hear more from you and your unique story of volunteering with us. This work supports the pledge we made to establish consistent ways to reward and recognise the contribution of volunteers, as part of the [Vision for Volunteering](#).

Whether you've recently started, or been volunteering for years, we want to hear from you about your personal volunteer journey. Alternatively, maybe you are a member who has benefitted from the support of a volunteer.

If you would like to be involved, get in touch at:

volunteering@iasupport.org and help us to give the recognition that volunteers deserve.

