

# Planning an Ostomy Education Day

Sponsored by the Iowa WOCN Affiliate

The Wound, Ostomy, Contenance Nurses' Society mission is to guide expert health care to patients. Several Iowa Wound Ostomy Contenance (WOC) nurses recognized a lack of community support and educational resources for people with ostomies. The amount of time patients are able to spend with the ostomy nurse can be limited: shorter hospital stays mean less time spent with the acute care ostomy nurse for initial ostomy education, homecare regulations limit the ability of an ostomy nurse to see the person in the home, homecare agencies may not employ a certified ostomy nurse, and outpatient reimbursement guidelines limit the ability of the person to be seen in a clinic. In addition, there is an overall shortage of certified ostomy nurses available in some demographic areas. Also, decreased attendance at ostomy support groups has resulted in a lack of emotional support from people in similar situations.

To help fill this gap in support and education, a group of WOC nurses in central Iowa developed a proposal to offer an annual Ostomy Education Day for people with ostomies, their families, and caregivers. In accordance with Meehan's Careful Nursing Theory, health-related education needs to include families and caregivers. Meehan's theory also supports health education focused on promoting a sense of personal dignity, developing a healthy pattern of daily living, and finding a meaningful purpose in life. A proposal was presented to the Iowa WOCN Affiliate; an educational subcommittee was formed so the initiative would be sustainable. The education day has been very successful; the fifth annual event was held May 2012. Participants who attend this free offering listen to lectures on a variety of ostomy related topics, visit with vendors and network. This poster outlines the Ostomy Education Day development plan that national WOC nurse colleagues can implement in their communities.

# Steering Committee

- ▶ Designate a committee chair person
  - Set steering committee meeting dates
  - Communicate progress of sub-committees
  - Assist and guide committees
- ▶ Form sub-committees for Hospitality, Speakers, Marketing and Vendors
- ▶ Brainstorm speakers and topics that will be applicable to majority of attendees
- ▶ Confirm a date, time and location for the program
- ▶ Develop a budget
  - ▶ expense budget to include speakers, food, advertising, and venue
  - ▶ income budget to include vendors and donations
- ▶ Develop a method to inform attendees of program cancellation
- ▶ Schedule committee follow up meeting
- ▶ Review attendee and vendor evaluations
- ▶ Set plans for future programs

# Hospitality Committee

- ▶ Secure a venue for the program
  - Consider parking
  - Accessibility to enter the building
  - Accessible bathrooms
  - Geographic location central to most attendees
  - Cost
  - Rooms
    - Adequate space for general sessions, breakout sessions, vendors
    - Temperature control
    - Room set up with adequate tables for attendees and vendors
- ▶ Audio visual equipment
  - Inquire if an AV specialist is available, or designate a person to this task
  - Confirm equipment availability by the venue and cost
  - Computers, projectors, microphones, pointers
- ▶ Order food/beverages
  - Consider time of day for program offering and what meals to provide
  - Have water available at all times
  - Check with venue regarding catering rules
  - Confirm headcount with caterer after registration deadline, account for possible walk in participants
- ▶ Develop process for program registration
  - Preregistration is preferred to plan for meals/space
  - Designate a phone number or email registration and include on program flyer
    - Include name, address, email and preferred method of contact
  - Assign volunteers to be at registration table
  - Organize education materials/handouts/name badges
    - Consider having shopping bags available to collect samples from vendors
- ▶ Develop a program evaluation form for participants and collect at end of the day
- ▶ Coordinate volunteer assistance and assign tasks
- ▶ Coordinate door prizes

# Speaker Committee

- ▶ Arrange program agenda with time frame for each speaker
  - Allow ample time for questions
- ▶ Research speakers for each topic chosen and invite them to participate
  - Physicians
    - Surgeons
    - Gastroenterologists
    - Urologists
    - Radiologists
    - Infectious disease
    - Oncologists
  - Pharmacists
  - Dieticians
  - Ostomy nurses
  - Persons with an ostomy
  - Chaplain
  - Inspirational/motivational
- ▶ Provide information for speaker on subject matter you would like them to address.
  - Be specific about the expectations
  - Inform them the target audience is the lay person, not nurses
  - Obtain speaker handouts prior to program
- ▶ Provide hospitality subcommittee with speakers' handouts for distribution to participants
- ▶ Inquire about the speakers' audio visual needs and arrange with hospitality committee
- ▶ Assign individuals to introduce speakers
  - Person introducing speaker should stay at the podium to assure the speaker is settled and that equipment is working

# Marketing Committee

- ▶ Develop a “save the date flyer” and distribute 4–6 months prior
    - Ostomy vendors – ask DME’s to put flyers in the ostomy supply shipments
    - Support groups
    - Doctor’s offices
    - WOC Nurses
    - Websites
    - Ostomy Sales Representatives
  - ▶ Develop program flyer and distribute to potential participants 2–4 months prior
    - Ostomy vendors – ask DME’s to put flyers in the ostomy supply shipments
    - Support groups
    - Doctor’s offices
    - WOC Nurses
    - Home care agencies
    - Websites
    - Blast emails to interested groups
    - Bulletin boards
    - Hospital newsletters
    - Ostomy Sales Representatives
  - ▶ Contact local TV, Newspaper, and Radio for advertising options and fees
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# Vendor Committee

- ▶ Research vendors who market ostomy products
- ▶ Develop vendor contact information
  - Maintain and update list for future programs
- ▶ Determine levels of vendor participation and fees
  - Vendor – sales representative on site and table to display products
  - Vendor – sends products and information to display; committee provides WOC nurse to oversee the table and answer product questions
  - Vendor sends information and products to display
- ▶ Develop vendor letter of agreement, include deadline for RSVP and payment method
- ▶ Distribute letter of agreement to vendors 6–9 months prior to program
- ▶ Organize map of vendor setup for day of program 2 weeks prior
  - Determine number of tables needed and notify hospitality committee
  - Provide adequate spacing of tables and electricity needs
- ▶ Assess number of WOC nurse volunteers for vendor tables and submit to hospitality committee
- ▶ Develop vendor evaluation form for company representatives
  - Distribute and collect from vendors that day

## We need the Gift of Others

No matter how independent we might be, painful loss can push us off balance. When we find ourselves losing control and discovering that it is impossible to cope by ourselves, it is then that we learn how to receive. We slowly realize and acknowledge that we need others, that we cannot go it alone and be healed without help. The gift of others in the form of wise, listening friends, skilled medical persons, providers of child-care and prepared meals, professionals who help with needed information and guidance into the future, all these can be essential for us to lean on in our time of desolation.

Rupp, J. (2002, Summer). Five spiritual lessons of loss. *Family Perspectives Journal*, 19:2.

# Questions

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