

UOAA Leadership Seminar

May 30, 2009

Cleveland, Ohio

****This ASG Leadership Seminar is designed with the purpose of:**

Supporting ASG Leadership

Provide ASG's an overview of national activities

Share successful ASG activities and initiatives

Identify common concerns among ASG's

Seek solutions to those concerns through interactive discussion

Discuss ways national organization can meet the needs of the local ASG.

8:00am – 9:00am **Registration and Continental Breakfast**

9:00am – 9:30am **Welcome, introductions, housekeeping issues**

9:30am – 12:00pm

- **Module I – Seizing the Opportunity to Educate**

- UOAA is doing :

- New Patient Resource Guides
- Phoenix Magazine
- Nurse Training Modules – Life As An Ostomate, By An Ostomate
- VT Media Documentary and Interstitial Pieces
- Nothing I Can't Do Video
- Hiring of a PR Firm

- What is your group doing to educate new patients/community at large?
- What is effective?
- What is not effective?
- What do you need help with?
- How can national organization educate you?

- **Module II- Seizing the Opportunity to Support**

- UOAA is doing:

- 800 phone line – 350 calls per month, access to latest info, WOCN, etc.
- Continue adding local support groups – we are up to 283 ASG's.
- Visitor training – New visitor training manual. Accompanying DVD will be available in August.

- What is your group doing to offer support?
- What is effective?
- What is not effective?
- What do you need help with? How can national organization support you?

12:00pm – 1:00pm – **Lunch**

1:00pm – 4:30pm

- **Module III – Seizing the Opportunity to Advocate**
 - UOAA is doing:
 - Contracted with an attorney to provide who provides legal counsel to any member of an ASG, regarding disability, discrimination, etc.
 - Participate in Great Comebacks advocacy program, DDNC Day on Hill
 - Linda Aukett, advocacy chair, and Colin Cooke, consultant, deal with a wide variety of legislative issues on a daily basis – Medicare & Medicaid reimbursement, private insurance, COB, awareness, Restroom Access Act.
 - What is your group doing to advocate for ostomates locally?
 - What is effective/successful?
 - What is not effective?
 - What can national organization do to support you efforts?
- **Module IIII – Seizing the Opportunity to Reach Out**
 - UOAA is doing:
 - Partner with various other like-minded organizations, including DDNC, GYGIG, Great Comebacks, WOCN Society, ASCRS, local medical community
 - World Ostomy Day – October 17th, 2009
 - National Conference – New Orleans, LA August 5-8, 2009
 - How to Work with your Local Medical Community – presented by Dr. Jim Merlino, colorectal surgeon at Cleveland Clinic.
 - How are you reaching out to local medical community?
 - What has been effective?
 - What is not effective?
- **Module V - Seizing the Opportunity to Communicate**
 - UOAA is doing:
 - UOAA Update
 - Phoenix
 - Website
 - Blog
 - Twitter
 - What is your group doing to communicate with local members, potential members, community, and national organization?
 - What is effective?
 - What is not effective?
 - How can the national organization better communicate with your group?

4:30pm – 5:00pm – **Closing remarks and complete evaluations**