



WORLD OSTOMY AWARD 2022

By the European Ostomy Association

THE CHALLENGE

At least 3 million people are living with a stoma worldwide.

Having a stoma is a chronic condition where dignified care and society acceptance still is a challenge in many countries worldwide. Although ostomy care has improved significantly in the past decades, many people with a stoma, still don't have basic healthcare, that enable them to live a self-determined and independent life.

Many people with a stoma do live with stigmatization, limited access to a variation of ostomy appliances and personalized care. People with a stoma still have unmet needs and struggle for a more dignified life at home after hospitalization and surgery.

The daily challenges that people with a stoma face, are not receiving the global attention they deserve. The COVID-19 pandemic alone has led to less attention on ostomy and other conditions.

A pre-condition for raising voices and rising healthcare outcomes are stronger collaboration. It is time that **we unite to increase the voice of people with a stoma.**

COLLABORATION TO RAISE THE VOICE OF PEOPLE WITH A STOMA

We want to ensure a better life of people with ostomy by raising their voice through activities that raise standards of care.



To fulfill this purpose, we will facilitate a global award for national stoma organizations that reward initiatives:

1. Ensuring that people with stomas have their voice heard
2. To secure the rights and access to dignified care for people with a stoma
3. Ensure that people with a stoma have access to high-quality information and education that enable them to self-care
4. To encourage sharing and adoption of best practices across the globe

AWARD PROFILE



Award Name: The World Ostomy Award (a collaboration between Coloplast A/S and EOA on behalf of IOA)



Ownership: The European Ostomy Association



Award place: Online event



Targeted organizations: National ostomy associations and local associations, where no national ostomy association exists

THE WORLD OSTOMY AWARD

The World Ostomy Award is intended to further support the execution of ostomy initiatives worldwide. The prize is awarded to nine national stoma organizations worldwide, which present the best initiative to execute locally.

There are regional contests for members of one of the three IOA-regions (*Europe and Africa, Americas, and Asia and the Pacific Area*).

AWARD PRIZE

Nine prizes are awarded to a total of 40,000 euros. The winning concepts will receive a monetary prize, a diploma and recognition in the Ostomy Community.

The 1st prize receives 7,500 euros per region. the 2nd prize receive 3,500 euros per region. The non-member prize is 2,300 euros per region. The monetary prizes are paid upon announcement.

ENTRY CRITERIA

Any national ostomy association worldwide, which has ideas for local initiatives that are directly concerned with furthering the needs of people with a stoma are eligible to participate.



EXAMPLES OF INITIATIVES

The competition is based on applications on ideas to projects to be executed by national patient associations. Any initiatives in ostomy advocacy included, but not limited to

- public awareness campaign that break-down stigma
- advocacy activities to improve quality of care nationally
- partnerships to provide support and information to people with a stoma
- educational activities to empower people with a stoma

The initiatives that will be considered must have potential to result in a positive impact on raising standards of care.

AWARD ANNOUNCEMENT

The winners will be announced in June 2022.

WINNING CONCEPT REPORTING

The winners have an obligation to report on the success of the initiative execution. The reporting is completed in a fixed template covering the key steps from planning to execution of the concept.

Report and case studies are collated and published and made publicly available.

REGISTRATION

Entries register for the award by filling in and mailing the registration form to the secretary: lp@moleculeconsultancy.com, available for download on the European Ostomy Associations website.

2022 JUDGING CRITERIA

The judging committee comprises representatives from the regions (Europe and Africa, Americas and Asia and the Pacific Area) and the sponsor, who evaluate the entries based on three equally important criteria:

OBJECTIVE AND LINK TO WOD THEME

The entry should support the overall theme: Ostomate Rights are Human Rights – Anytime and Anywhere.

The entry supports the aim of World Ostomy Day in improving the life of people with a stoma worldwide by bringing to the attention of the global community, the needs and aspirations of people with a stoma and their families.

CREATIVITY AND INNOVATION

The entry should include a clear concept that shows originality – level of innovation and enterprise.

The entry should reflect the wide diversity of people with a stoma and how they can share great mutual activities with other people in a social surrounding.

EXPECTED LOCAL IMPACT

The entry should reflect public awareness – degree of impact nationally, e.g., including press coverage, engagement on social media etc.

The entries are realistically able to execute on the initiative with support from local agencies and volunteers.

AWARD COMMITTEE

Secretary

Laura Pittard
Senior Advisor, Molecule Consultancy
lp@moleculeconsultancy.com



Jon Thorkelsson
Representative of the EOA (The
European Ostomy Association)

Chairman of the board



Mr. Barry Maughan
Representative of ASPOA
(Asia and the Pacific Area)



Jill Newton
Representative of IOA
(The International Ostomy Association)



Kim Dyrhauge Hansen, Director
Global Government Affairs &
Patient Advocacy, Coloplast



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AWARD CYCLE PROCESS

The award cycle highlight key pre- and post-award activities involved in implementing the project.

AWARD IMPLEMENTATION January-April 2022

Molecule execute on the award in close collaboration with the award committee.



SUBMISSION DEADLINE 5. June 2022 end of day

Final date for application form submissions. Molecule shares the applications with the regional presidents.



AWARD ANNOUNCEMENT 30. June 2022

The winners will be announced through an e-mail announcement



AWARD CONCEPTING 23rd November 2021

The award committee decide on concept and negotiate the terms of the award.



REGISTRATION OPENS 7 April 2022

Molecule execute on the award in close collaboration with the committee.



REVIEW PROCESS June 2022

Submissions are reviewed by the Award Committee, who decides on the finalists and winners.



LOCAL EXECUTION AND BEST PRACTICE SHARING Autumn/Winter 2022

The three winners plan and execute on the local initiatives. The best concepts from the competition is released.





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OSTOMATES' RIGHTS ARE HUMAN RIGHTS

— anytime and anywhere!

