



December 8th, 2014

## Model patients put on the style

South Tyneside patients took to the catwalk to demonstrate their stylish approach to getting on with their lives.

A group of them were models in a fashion show, which was arranged on behalf of nurse specialists from South Tyneside NHS Foundation Trust.

The stoma nurse specialists care for people who have had bladder or bowel cancer or who suffer from inflammatory bowel disease conditions, such as Crohn's Disease or Ulcerative Colitis, and, as a result of their treatment, are living with a temporary or permanent stoma – a surgically-created opening. Adapting to life with a stoma can be difficult but it can also mean a better quality of life, enabling patients to leave the house and get out and about more.

The event, held at the Quality Hotel, Boldon, was sponsored by ConvaTec and BCA Direct, which respectively manufacture and deliver products for stoma patients. The models paraded in front of an invited audience of family and friends, as well as other patients. There was also an opportunity for patients and carers to chat informally with the team from South Tyneside District Hospital, who get 60 to 80 referrals a year and who offer support and guidance on many topics, including stoma management and nutrition.

Nurse specialist Jane Barnes said: "The fashion show was a way of demonstrating that, post-surgery, patients can still look and feel good in High Street clothes. It was a huge success and we'd like to thank everyone concerned who helped to organise it and who supported it."

Colour and style consultant Yvonne Frost, of Chester-le-Street-based Image-On, styled the models from head to toe in clothes from casual to party wear in the luxury of the personal styling suite in John Lewis, in Newcastle, and a hair stylist and make-up artist helped pamper them, completing their look.

She said: "A little bit of glitz and glamour can go a long way in boosting people's confidence and I hope other patients took heart from the show and realised they, too, can still feel good about themselves."

**ends**

*Pictured above: South Tyneside NHS Foundation Trust nurse specialists Sandra Hall, second from left, Teresa Liddle, fourth from left, and Jane Barnes, fourth from right, with Yvonne Frost, of Image-On, first left, and model patients, from left to right, Margaret Capon, Roy McGlen, Pauline Fallows, Doreen Jackman and Jeanette Snowball*

Issued on behalf of South Tyneside NHS Foundation Trust by Kay Jordan

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