Let’s make 2015’s Stop Pressure Ulcer Day a great success

Thursday November 19, 2015 is this year’s STOP Pressure Ulcer Day. This will be the fourth year in a row that people across Europe have worked to increase the awareness of pressure ulcer prevention and treatment among health professionals, policymakers and the public. Each year the range and volume of activities has increased and 2015 promises to be the biggest STOP Pressure Ulcer Day yet.

The day is now firmly fixed as an annual event with the objective of making as many people as possible aware of pressure ulcers and how to prevent and treat these wounds.

The misery of pressure ulcers occasionally comes to the attention of policymakers and the public through media stories of poor care — in Wales for instance the recent publication of the Flynn report detailing deaths following pressure ulcer development in nursing and care homes in South Wales makes for challenging reading (‘In search of accountability’ — http://gov.wales). This report really brings home why we must always strive to share information and experiences around pressure ulcer prevention.

What events will mark this year’s STOP Pressure Ulcer Day?
Events range from straightforward lectures on pressure ulcers; healthcare professionals hosting small stands in hospitals and other care locations; and letting the public know about pressure ulcers in supermarkets and other public locations (many people will only be familiar with the term ‘bed sore’).

As well as these events, others such as last year’s Welsh government reception celebrating STOP Pressure Ulcer Day and this year’s event in the Welsh Wound Innovation Centre providing practical guidance on pressure ulcer prevention, are more formal.

It’s also been excellent to have support from a wide range of sporting personalities for this year’s day, all of whom have freely given their time. Over the years, the Welsh Rugby Union have given their support and the annual photo opportunity with the international rugby team is widely anticipated by the clinical and commercial staff who organise the day in Wales.

I work for a company, how do I get involved?
Lots of companies organise activities around the STOP Pressure Ulcer Day. One of the most successful took place a few years ago in Ireland when a bed supplier had the STOP Pressure Ulcer Day logo painted on its fleet of vehicles, bringing the campaign to the attention of anyone who saw one of the vans drive by.

In Wales there is a 20-strong organising group who coordinate the day, most of whom are drawn from the commercial sector with the remainder from universities and the NHS. This joint partnership works well and the enthusiasm of the team members helps deliver great events on the day.

Where do I go to get resources for STOP Pressure Ulcer Day?
Plenty of resources including the campaign logo can be downloaded for free at the European Pressure Ulcer Advisory Panel (EPUAP) website (www.epuap.org). There are also pressure ulcer factsheets available (these come in black and white as well as colour to help NHS organisations save on colour photocopying).

The Welsh Wound Network website (www.welshwoundnetwork.org) also has STOP Pressure Ulcer Day resources as will many other wound care/tissue viability associations and societies. Check their websites to see what resources are available — all will be free to use.

How can I help to share news about the day?
We are really happy for you to contact your local newspaper or radio and TV stations to see if they will share news about the day. You can also use social media to share news about your events and ideas for the day. The campaign will really come to life when we all participate and share at least one message about the importance of effective pressure ulcer prevention and treatment.

Let’s make the 2015 STOP Pressure Ulcer Day a great success and don’t forget to let the EPUAP know about any events you have planned and how they go on the day.
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