



West Midlands Education Innovation and Notable Practice

PRESSURE ULCER PREVENTION: RAISING AWARENESS

2010 - 2011



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UNIVERSITY HOSPITAL COVENTRY AND WARWICKSHIRE

Overview: An innovative way of raising awareness and educating staff on the prevention of pressure ulcers.

Lead: Vanessa McDonagh, Tissue viability CNS
Vanessa.mcdonagh@uhcw.uk,
02476 966154

Reducing pressure ulcer prevalence in both the acute and community sectors is acknowledged as a key indicator of care quality (Department of Health [DH] 1993, DH 2009). Health professionals have a target of 'have no avoidable pressure ulcers in NHS provided care' to aim for in accordance with the High Impact Action, *Your Skin Matters* (DH 2009) University Hospitals Coventry and Warwickshire (UHCW) NHS Trust has always been committed to the prevention of avoidable pressure ulcers and has a proactive approach to reducing pressure ulcers.

Education and training are key to prevention. One of the ways the Tissue viability team are achieving this is by organizing and delivering an annual Pressure Ulcer prevention week. During the first week, the teams focus was to raise awareness of the importance of skin & risk assessment and improve documentation. In preparation for the week

- A4 and A3 sized posters were developed and disseminated to all clinical areas. These provided the most recent information in relation to pressure ulcer prevention, and promoted the new slogan "Assess, Document and Prevent"
- The Tissue viability September newsletter focused on the themes associated with pressure ulcer prevention
- The Communications team was involved in promoting the week, ensuring the intranet was used to its potential, to promote the week and inform staff of the agenda.
- One of the regular multi-professional pressure ulcer prevention study days was held during this week, as was the tissue viability link nurse day "*Pressure ulcer prevention – how can you influence practice?*"
- Link workers, tissue viability team, equipment staff, practice development team and modern matrons all wore pin badges stating "Ask me about preventing pressure ulcers"
- The tissue viability team roved the wards with promotional boards informing staff of pressure ulcer prevention and the new Assess, Document and Prevent slogan. They also gave out chocolates and pens with the patient information leaflets as an incentive to discuss and promote pressure ulcer prevention
- The TV Team attended the Royal College of Nursing's healthcare support worker conference with a roving board and literature to an update on pressure ulcer prevention. This subsequently appeared in the Health Care Assistants Journal
- The TV Team utilised the staff only cafés to promote pressure ulcer prevention, providing information and literature for their clinical areas



The success of the first week led to a scholarship award and enthused the TV team and the trust into making this an annual event. Over 1000 staff engaged in the event.

Plans for the 2011 week are underway. Promotion of the week nationally & locally amongst regional tissue viability teams, means that this September the first regional pressure ulcer prevention week will take place.

Measuring success

The TV team continues to measure the effectiveness of the week to ensure awareness and quality care in terms of pressure ulcer prevention is embedded into clinical practice. Quarterly documentation audits have shown improvements in practice and the trust has seen a reduction in the number of avoidable pressure ulcers.