

Society
of Tissue
Viability



**National Wound Care
Strategy Programme**

Stop the Pressure 4 Nations Campaign

GET INVOLVED!

**STOP
THE
PRESSURE**

13 -17 NOVEMBER 2023

**EVERY
CONTACT
COUNTS**

**TO STOP THE
PRESSURE**

**Help us to create a significant
culture shift and eliminate
avoidable pressure ulcers in all
health and care settings**





When?

- International Stop the Pressure Day is **16 November 2023**
- Activities will take place over the **week commencing 13 November 2023**
- Social media will be rocking over the **whole month of November!**



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Who?



This is a UK Collaboration to #STOPthepressure

4 Nations representatives

- **England** - Jacqui Fletcher, Heidi Sandoz, Ayesha Marshall, Samantha Rooney
- **Scotland** – Connie Traynor, Heather Hodgson, Joyce Murray
- **Northern Ireland** – Jeannie Donnelly, Gillian Carnduff
- **Wales** - Christina Harris, Wendy Simmonds

Other support

- Society of Tissue Viability
- National Wound Care Strategy Programme
- PINK Marketing
- Mark Allen Group, Wounds UK
- Our industry partners



What?

Our focus for the week

The focus for the week is:

- **Every Contact Counts**

What we want to do

- **To create a significant culture shift and eliminate avoidable pressure ulcers in all health and care settings**

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5

GREAT ways to get
involved in the
#4nations
#STOPthepressure
campaign

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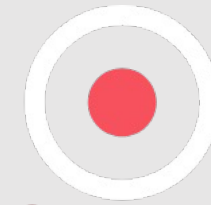
TO STOP THE
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1

Let's get
social

Join the conversation on social - before, during and after the event, find us on...

- **Twitter** @SoTV_UK
 - **Facebook** @societyoftissueviability
 - **Instagram** @societyoftissueviability
 - **LinkedIn** @society-of-tissue-viability
- **Please, like, retweet, share, comment, and tag us!** We would love to hear from you – your activities, your thoughts, your questions & comments... and especially your photos and videos
 - **Download our social pack** and change your avatar and profile pic to show support for the campaign
 - **Use the hashtags #stopthepressure #everycontactcounts #4nations**

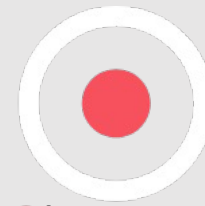


2.

Find out why
Every Contact
Counts

The #4nations Team have put together a series of articles and videos to explain why Every C-O-N-T-A-C-T Counts [visit our website to read all about it](#)

- **C** – START THE **CONVERSATION, CONNECT, COMMUNICATE, SHOW THAT YOU CARE**
- **O** – CONSIDER **OPTIONS, OBSERVE, DISCUSS, AGREE**
- **N** – BE **NEEDS LED, NOTICE** WHAT'S IMPORTANT
- **T** – **TEAMWORK, TALKING** TO PEOPLE, LISTENING, ENGAGING AND **TEACHING**
- **A** – **ASK** QUESTIONS, **ADJUST** AND **ADAPT** TREATMENT PLANS
- **C** – BE **CLINICALLY CURIOUS** – **ADJUST, CHALLENGE, CHANGE**
- **T** – **TAKE ACTION, BE THE CHANGE** THAT IS NEEDED



3.

Watch and
share our
films

We LOVE a good film, so are producing some short videos that will be shared over the week and month – watch them, share them, comment on them and help get the message out there

- **Messages from international experts in the world of pressure ulcers** – short sound bites about why Every Contact Counts
- **Messages from the Chief Nurse (or Deputy/Assistant)** – a short film of each of the 4 nations Chief Nurses



4.

**Join our
events and
share your
activities with
us**

We have some fabulous FREE virtual events organised – **join us!**

- Mon 13th Nov 6.30pm – **WEBINAR:** What makes babies and children so much at risk of pressure ulcers? Join for free
- Tues 14th Nov 9am-1pm – **ON-LINE EDUCATIONAL SESSION:** Fundamentals of pressure ulcer care. Join for free
- Wed 15th Nov 9.30am – 4pm **ON-LINE STUDY DAY:** Advanced Pressure Ulcer Prevention and Management – join for FREE
- Thur 16th Nov 6.30pm – **WEBINAR:** Preventing pressure ulcers in people with spinal injury – every contact counts
- **Share your events** - if you are holding an event that you would like to appear on our website let us know and we could add it for you and please share your activities with us on social



5.

Take part in our STP competition and use our downloadable assets

Check out our website for competitions, downloadable assets and other great tools!

- **Competition** - Win a place at the EWMA/Society of Tissue Viability Conference in London 1-3 May, 2024
- **Complete our wordsearch** – online or on paper and win a £25 Amazon voucher
- Test your knowledge with our **#STOPthepressure quiz**
- **Take a look at our downloadable and printable assets**



Join Us!
#4nations
#STOPthepressure

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With grateful thanks to our industry partners



Thank you and lets
look forward to a
world where we
have **ZERO** avoidable
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