



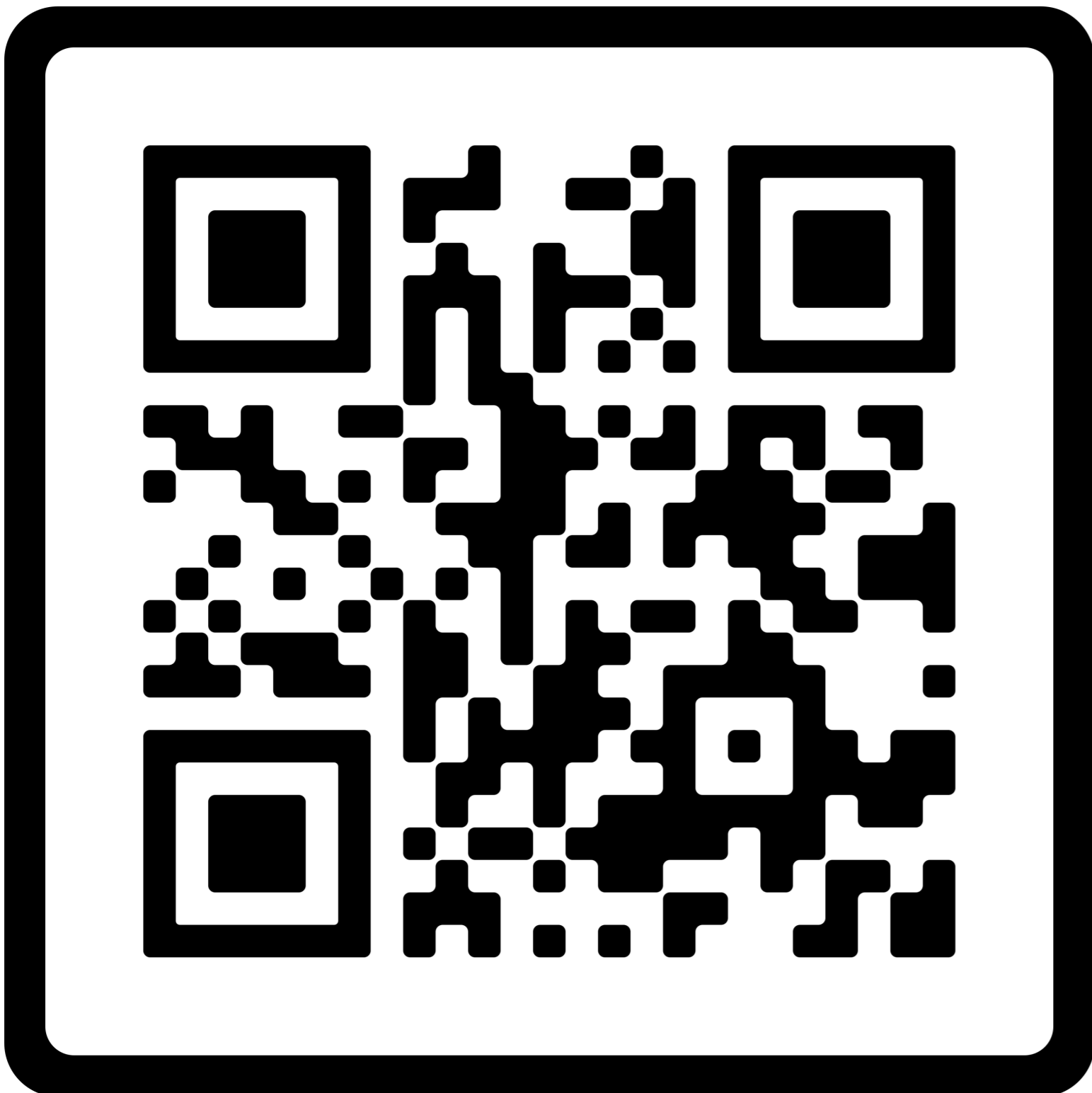
ARE YOU REALLY  
**LOOKING?**  
ARE YOU REALLY  
**LISTENING?**

Our theme for 2024 is **INCLUSIVITY** –  
'Are you really **LOOKING**, are you really  
**LISTENING**' and we see this in the  
following way...

**MIGHT YOU NEED TO ADJUST YOUR COMMUNICATION  
STYLE?** – Consider the needs of your colleagues and  
patients when communicating. Everyone "hears" / learns  
differently

**MIGHT YOU NEED TO ADJUST OR SIMPLIFY YOUR  
MESSAGES?** – Information can be overwhelming for  
many reasons and can be difficult to process

**MIGHT YOU NEED TO CONSIDER YOUR ENVIRONMENT?**  
– Background/environmental constraints may be very  
distracting



**STOP PRESSURE**   
18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024

SUPPORTED BY



**Society**  
of Tissue  
Viability



**National Wound Care  
Strategy Programme**

ARE YOU REALLY  
**LOOKING?**  
ARE YOU REALLY  
**LISTENING?**

**STOP PRESSURE**   
18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024



 **SCAN ME**

SUPPORTED BY





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 **SCAN ME**

SUPPORTED BY

**Accora**

**arjo**  
EMPOWERING MOVEMENT

**drive**

**DeVilbiss**  
HEALTHCARE

**essity**

**Isla**

**medstrom+**  
Improved Patient Outcomes



**Society**  
of Tissue  
Viability



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18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024



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ARE YOU REALLY  
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ARE YOU REALLY  
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IT IS ESTIMATED THAT  
**PRESSURE ULCER** CARE  
COSTS THE NHS IN THE  
REGION OF  
**£571**  
**MILLION**  
PER ANNUM (QUALITYWATCH)



 **SCAN ME**

**STOP**   
**PRESSURE**   
18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024

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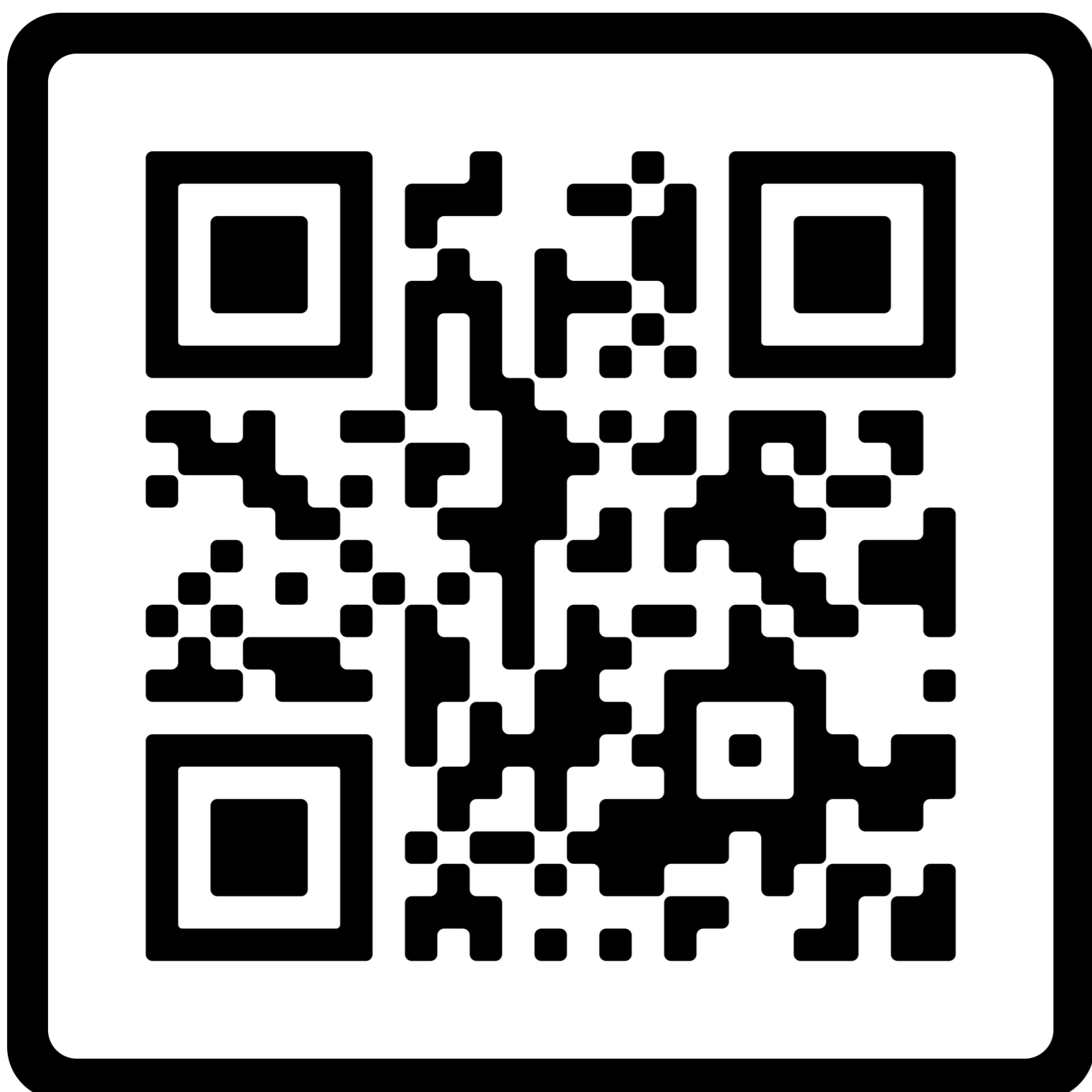




ARE YOU REALLY  
**LOOKING?**  
ARE YOU REALLY  
**LISTENING?**

IN OLDER PEOPLE,  
**PRESSURE ULCERS**  
ARE ASSOCIATED WITH  
A **FIVEFOLD INCREASE**  
IN **MORTALITY** WITH  
**HOSPITAL MORTALITY**  
REPORTED AT  
**25% TO 35%**

(QUALITYWATCH)



**STOP**   
**PRESSURE**   
18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024

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ARE YOU REALLY  
**LOOKING?**  
ARE YOU REALLY  
**LISTENING?**

**PRESSURE ULCERS  
RESULT IN HIGH MEDICAL  
COSTS, INCREASED USE  
OF ANTIBIOTICS AND  
ANALGESIA, AND PLACE A  
HIGH BURDEN NOT ONLY ON  
PATIENTS' FAMILIES BUT  
ALSO ON THE NATIONAL  
HEALTH AND SOCIAL  
CARE SYSTEMS**

(QUALITYWATCH)



 **SCAN ME**

**STOP**   
**PRESSURE**   
18<sup>th</sup>-22<sup>nd</sup> NOVEMBER 2024

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