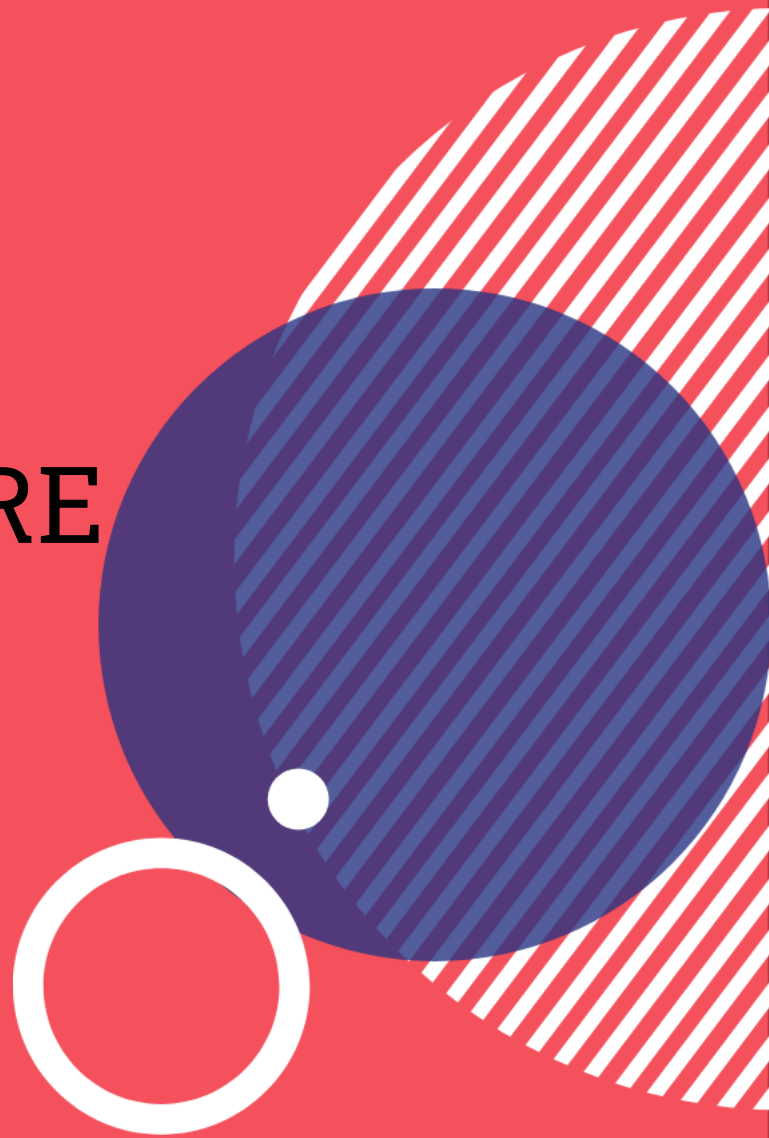




4 Nations #STOPTHEPRESSURE 2025 Campaign – Join us!

Society of Tissue Viability, & representatives from Ireland,
Scotland and Wales
July 2025





Let's have a quick recap on the
2024 campaign

#STOPTHEPRESSURE 2024



- The #STOPTHEPRESSURE campaign, originally launched in 2022, continued to grow and make an impact in 2024.
- It was a **true four nations initiative**, with representation and leadership from across England, Scotland, Wales, and Northern Ireland.
- Delivered in collaboration with the **Society of Tissue Viability** and the **National Wound Care Strategy Programme**.
- We were proud to work alongside our **media partners – the Mark Allen Group and Wounds UK** – whose support helped extend our reach and visibility.
- 2024 saw continued momentum, shared learning, and unified commitment to **raising awareness and preventing pressure ulcers across the UK**.

Our theme in 2024



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

Key elements to the campaign



- We ran a month-long social media campaign with a full 'social media pack' of downloadable assets and ideas to enable everyone to join us
- We ran some virtual events including a full day of Advanced Pressure ulcer prevention and management when caring for people with complex health needs study day, a Fundamentals of pressure ulcer care half day training session, a Pressure ulcer prevention for people with Learning Disability and Pressure ulcer prevention in people with dementia webinar
- We provided a range of activities and competitions including a #STOPTHEPRESSURE quiz and word search
- We designed a range of downloadable assets including posters, selfie frames, banner stands and PowerPoint presentations



Here's a snippet of the stats
from 2024

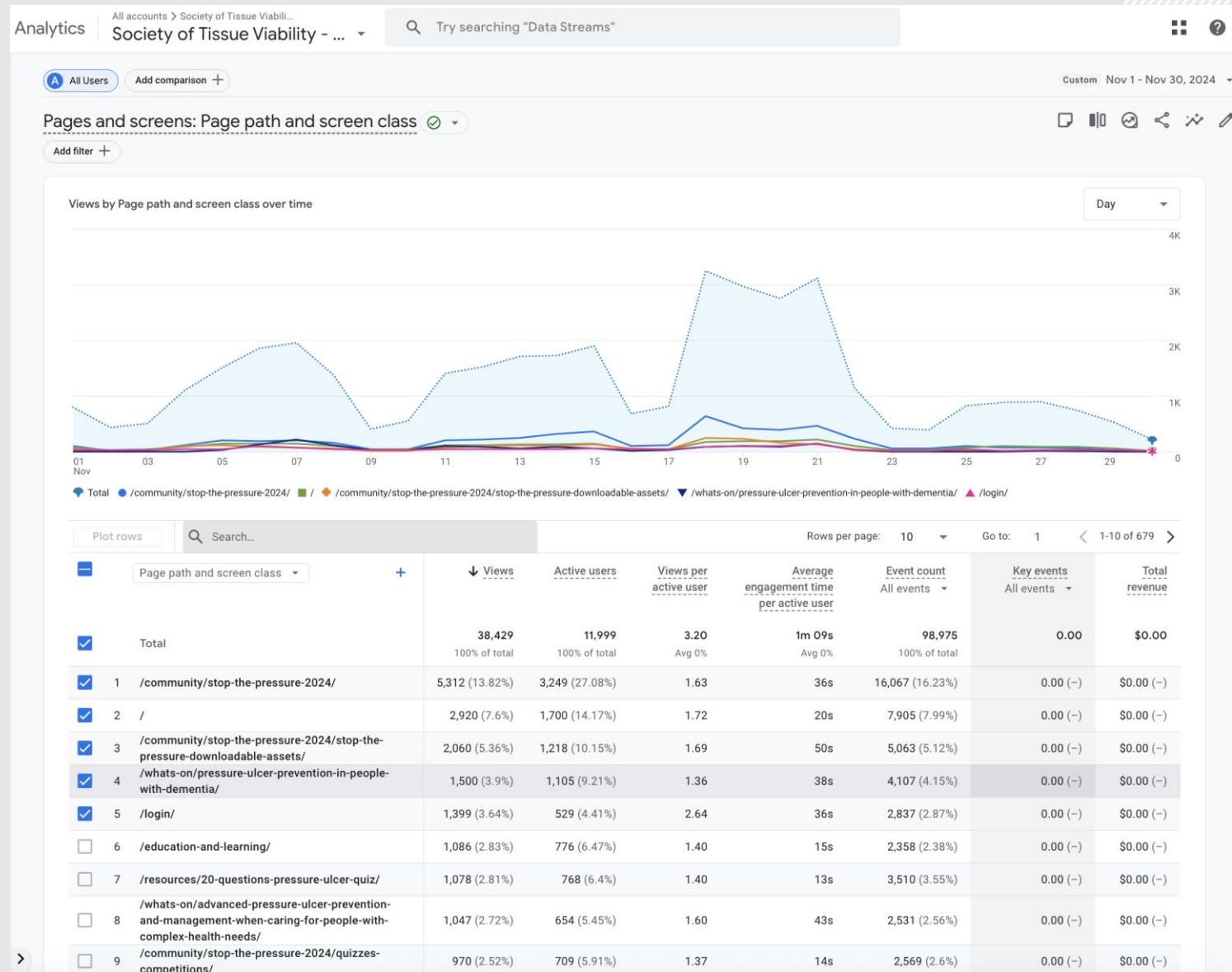


Events

Society of Tissue Viability	Registered	Attended	Companies	YouTube Views
Pressure ulcer prevention for people with Learning Disability webinar	47	34	N/A	133
Fundamentals of pressure ulcer care	178	93	1	N/A
Pressure ulcer prevention in people with dementia	203	106	N/A	112
Advanced Pressure ulcer prevention and management when caring for people with complex health needs study day	273	144	2	199, 203, 62, 159, 72, 75

Website

- Traffic on SoTV website increased with enthusiasm and anticipation for the campaign showing in advance
- Almost 19K page views for STP pages during Nov on pages with “pressure” in their title
- Peak on Monday of STP week 2,121 page views for pages with “pressure” in the title



Google

- No 1 on Google for 'Stop the pressure', 'Stop the pressure week' and 'Stop the pressure 2024' 😊

The image displays two screenshots of Google search results. The left screenshot shows the search for 'stop the pressure', with the top result from the Society of Tissue Viability. The right screenshot shows the search for 'stop the pressure 2024', also with the top result from the Society of Tissue Viability. Both results include a brief description of the campaign and a link to the 'STOP the Pressure 2024 - get involved!' page. The right screenshot also shows a 'People also ask' section with questions about the 2024 campaign.

Google stop the pressure

All Images Videos Short videos Shopping Forums News More filters

Society of Tissue Viability
https://societyoftissueviability.org › Community

STOP the Pressure 2024 - get involved!

International Stop the Pressure Day is Thursday 21 November. We are also busy planning a week's programme of activity from Monday 18 November to Friday 22 ...

AI Overview

The phrase "Stop the Pressure" most likely refers to the National Stop the Pressure programme, a UK initiative focused on preventing and reducing pressure ulcers (also known as bedsores or pressure sores). It's a campaign to raise awareness and improve practices in healthcare settings to eliminate avoidable pressure ulcers.

#StopThePressure

Here's a breakdown:

National Stop the Pressure Programme:
This is a national campaign in the UK aimed at various healthcare settings.

Google stop the pressure week

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European Pressure Ulcer Advisory Panel
https://epuap.org › stop-pressure-ulcers

Stop Pressure Ulcers | EPUAP org

Every year, the EPUAP holds the Stop Pressure Ulcer Day on **every 3rd Thursday in November**. The next Stop Pressure Ulcer Day will be held on 20 November

Google stop the pressure 2024

All Images Videos Short videos News Forums Shopping More filters

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STOP the Pressure 2024 - get involved!

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People also ask

When is Stop the pressure ulcer Day in 2024?

What is the theme for Stop the pressure 2024?

What is the theme for pressure injury 2024?

When is pressure injury week in 2024?

AI Overview

"Stop the Pressure" is an awareness campaign focused on preventing pressure ulcers, also known as bedsores or pressure sores. The campaign is held annually, with a specific week designated as "Stop the Pressure Week" and "International Stop Pressure Ulcers Day" on November 21st. The theme for 2024 is "Every Contact Counts," emphasizing the importance of every interaction in preventing pressure ulcers and promoting inclusivity.

Here's a breakdown of the campaign and its key aspects:

What is it?

Pressure Ulcers



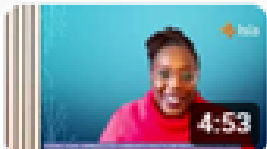







Show more

European Pressure Ulcer Advisory Panel
https://epuap.org › stop-pressure-ulcers

Stop Pressure Ulcers | EPUAP org

European Pressure Ulcer Advisory Panel

Company Videos

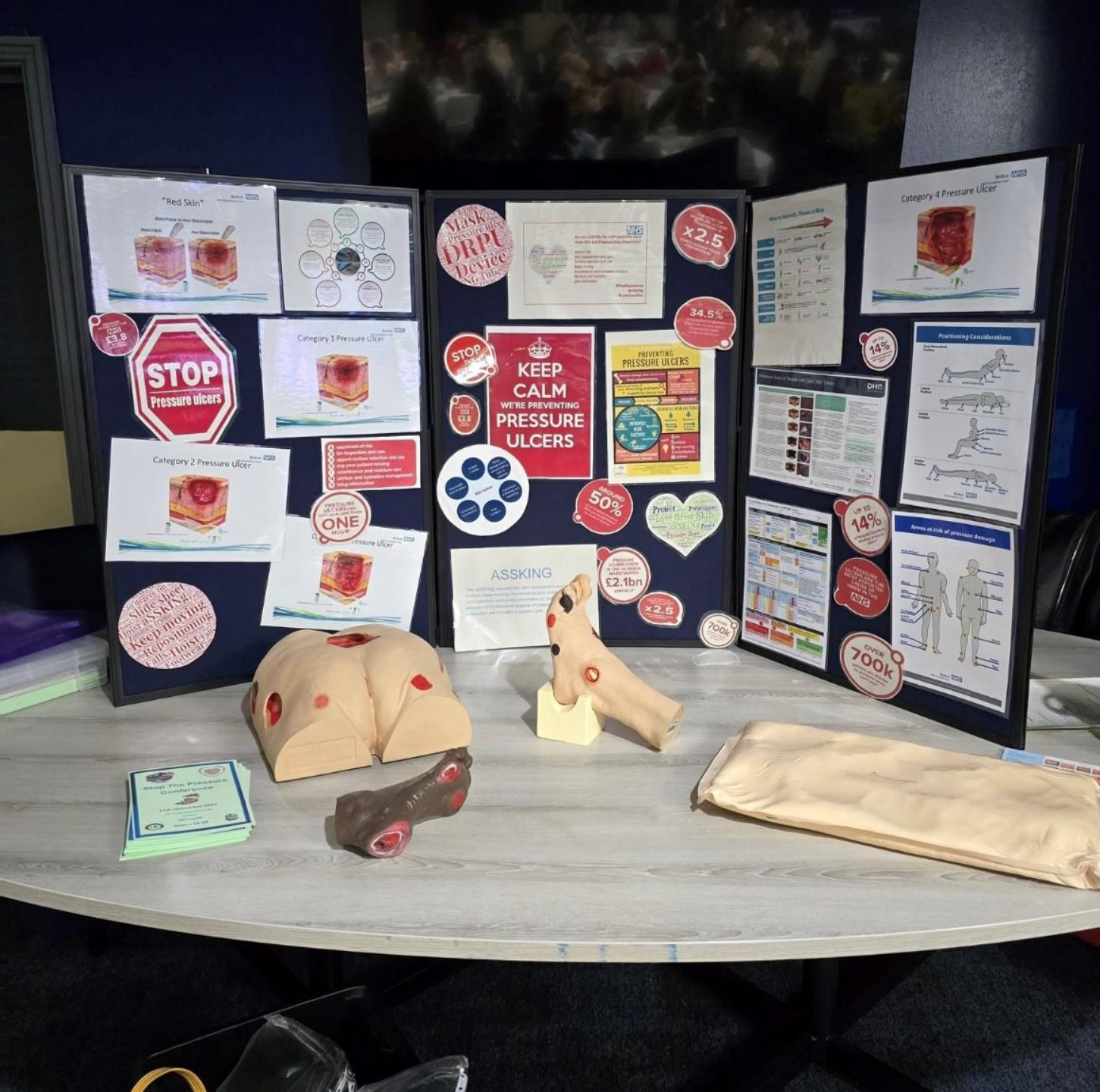
	<div>STP 2024 - Medstrom - Subtitles</div> <div>Add description</div>	 Public	None	Nov 26, 2024 Published	44
	<div>STP 2024 - Isla Health</div> <div>    </div>	 Public 	None	Nov 26, 2024 Published	36



And a few images from
social...









So... what's happening in 2025



The campaign team

- **England** - Jacqui Fletcher (project lead), Heidi Sandoz, Samantha Rooney, Eva Harris, Kim Whitlock, Lindsey Wilson
- **Scotland** – Heather Hodgson
- **Northern Ireland** – Dr Jeannie Donnelly, Joan Melanophy, Gillian Carnduff
- **Wales** - Christina Harris, Wendy Simmonds, Sarah Bradbury

Other support

- Society of Tissue Viability
- PINK Marketing
- Journal of Tissue Viability, Mark Allen Group, Wounds UK



This Year's Theme: "What matters to me is..."

In 2025, the Society of Tissue Viability is turning the spotlight on the patient voice.

We will be working across:

- Accident and emergency departments
- Hospital wards
- Care homes and home care settings
- End-of-life care situations
- And everything in between

What matters to me is...



We'll be asking both patients and clinicians:

- What matters to you in this moment? In this place?
- The campaign will amplify stories, challenges, and perspectives – from those delivering care and those receiving it – to bring us back to the heart of person-centred practice. Especially now, in a climate of limited resources and stretched services, **getting this right has never been more important.**

What's happening in the campaign

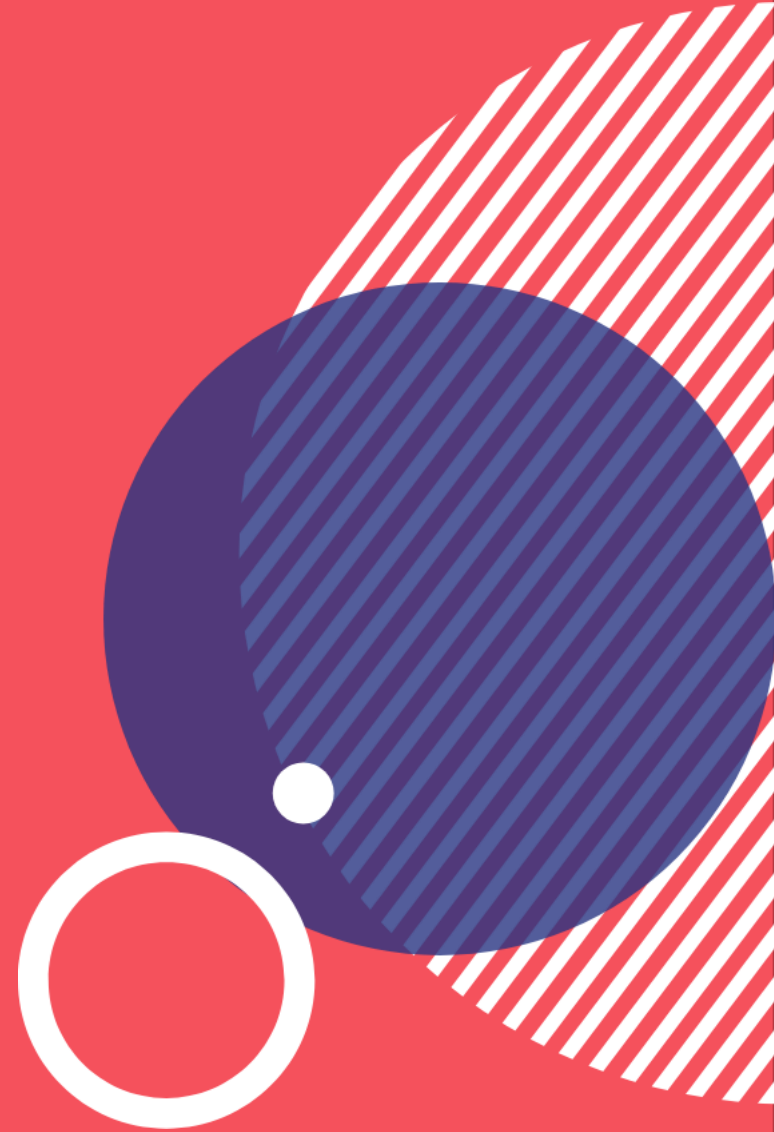
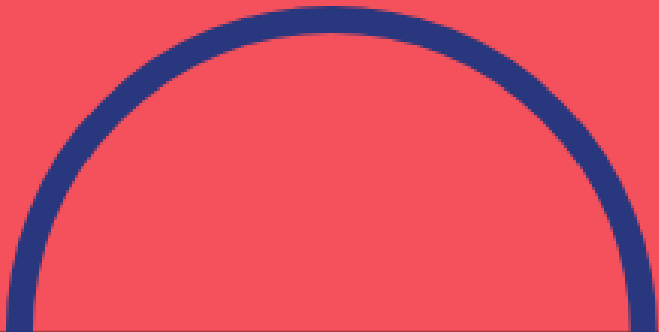


This year's #StopThePressure campaign includes a variety of formats to inform, engage and inspire:

- Study Days – Deep dives into clinical best practices and patient-centred care approaches
- Webinars – Virtual sessions connecting clinicians and campaign contributors
- A Series of Blogs & Short Videos – First-hand insights from diverse care environments
- Quizzes, games & social media campaigns – Interactive tools to keep awareness high and learning fresh



Join us in the #4Nations 2025
campaign



Join Us during the 17-21 November

- This is more than a campaign – it's a movement toward **care that listens, adapts, and delivers**. Whether you're a frontline nurse, a home carer, a policy maker or a patient advocate, we invite you to **engage with this year's Stop the Pressure campaign** and help us build care systems that reflect the real, lived needs of individuals

Industry Sponsorship Opportunity

Join us in supporting the #4Nations #STOPTHEPRESSURE2025 Campaign

- We're offering a sponsorship opportunity for industry partners
- Cost: **£495 per company**
- Help us continue the national effort to prevent pressure ulcers and raise awareness





What you get for your support

✓ Prime Logo Placement

Showcase your brand on the Society of Tissue Viability's website in the prominent #STOPTHEPRESSURE section — complete with a direct link to your chosen landing page for maximum visibility and traffic.

✓ Spotlight Your Story

Gain the opportunity to submit a compelling short promotional video or blog post to be featured and promoted during campaign week — a powerful way to highlight your mission, products, or impact.

✓ Brand Visibility on Campaign Materials

Your logo will be prominently featured on

selected official campaign materials, boosting your brand recognition across key audiences in the wound care and healthcare community.

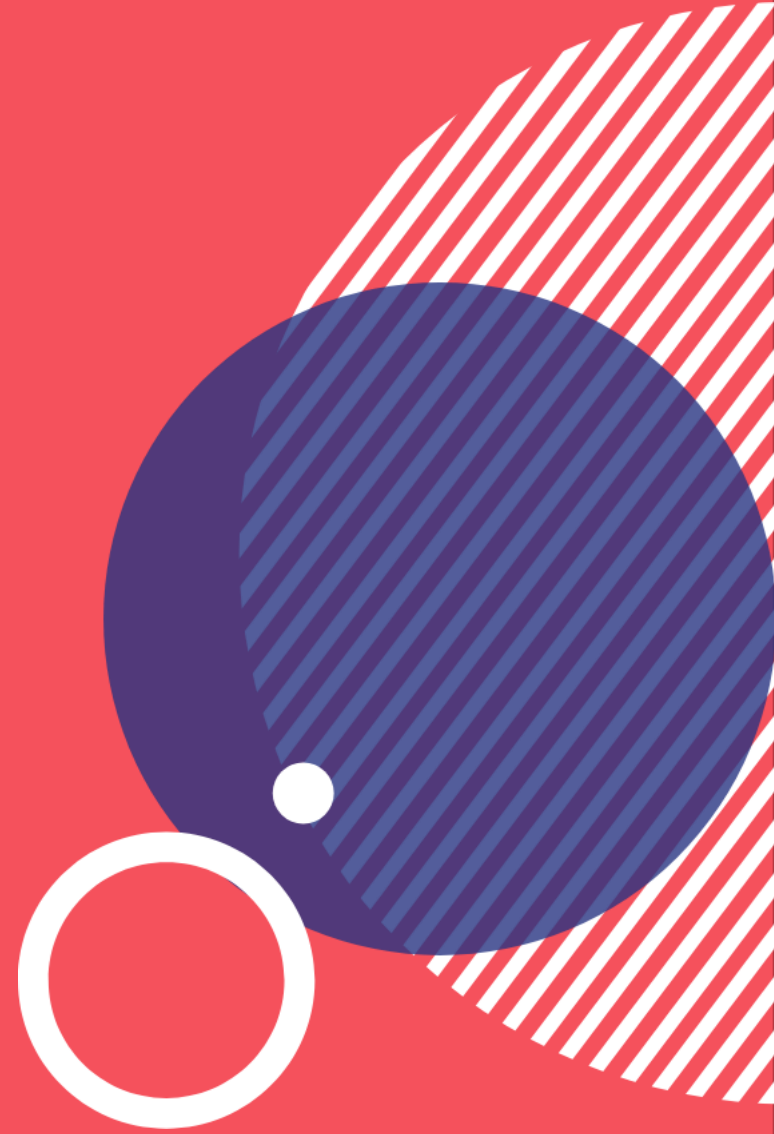
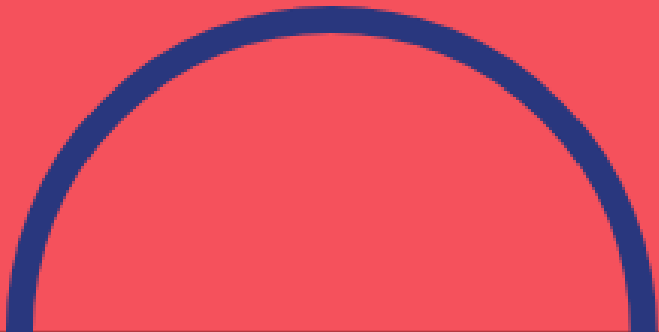
✓ Social Media Recognition

Benefit from brand acknowledgements across our active social media channels and digital materials — increasing your exposure to thousands of engaged healthcare professionals and stakeholders.

✓ Exclusive Industry Engagement

Receive a special invitation to an industry update meeting with the #STOPTHEPRESSURE project team — offering you valuable insights, networking, and early access to campaign developments.

What next?



If you are interested in joining us...



Please contact The Society of Tissue Viability:

hello@societyoftissueviability.org

Thank you and let's
look forward to a
world where we
have **ZERO**
avoidable pressure
ulcers

