

**Society**  
of Tissue  
Viability

## Society of Tissue Viability Strategy 2022 – 2024

Our work is focused around three key areas: building community; sharing expertise; and creating change-makers. All our activities are designed to encourage the collaborative thinking and action needed to solve wound and skin challenges



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# Executive summary

## Our Purpose

**We use the power of collaborative thinking and action to solve skin and wound challenges**

## Our ethos

The way we work is every bit as important as what we do. We're proud to be a totally independent charity that has its members and patients at its heart.

The four principles that guide everything we do:

### We are collaborators

We believe that skin health and wound healing is everyone's business and that change happens when we work together, not in silos.

### We are change-makers

We turn ideas into action that changes the way skin health and wound healing are thought about and delivered.

### We are crusaders

We are passionate about solving skin and wound challenges and we work to get more people engaged and excited about the possibilities for it.

### We are a clean pair of hands

We are led by science and evidence and we never do or endorse anything that we don't trust or believe in.

## What we do

### We build community

**We create spaces where professional connections are made, ideas are shared and collaborative action happens.**

We're stronger when we work together. That's why creating on and offline spaces for people working within skin health and wound care to connect is a big part of what we do.

Our flagship annual conference is a key event in the tissue viability calendar. It brings together people from across the UK and internationally to share the latest thinking on skin and wound challenges, and connect with peers. It's a must-attend for anyone interested or working in skin health and wound care.

We also helped establish and support the Wounds Research Network (WReN). WReN links research-active individuals and communities with each other and research-active NHS centres in order to increase collaboration within wounds research. Our lively social media channels are also a great way of connecting with peers and sharing ideas.

### We share expertise

**We platform the best new thinking and practices in skin health and wound healing and make sure it reaches the people that need it.**

Our official publication the *Journal of Tissue Viability* is one of the leading publications in the sector. It covers all aspects of skin health and wound healing, and includes systematic reviews, reports of randomised controlled trials, laboratory studies, case series and individual patient histories. Members receive the Journal free as part of their annual subscription.

We also host numerous virtual / online educational sessions - including Fundamental sessions on various subjects, Advanced and Service specific / specialist educational sessions - where speakers share their extensive experience and knowledge. These educational sessions are free to attend and offer an invaluable opportunity to share your own expertise and learn from others. Our webinars also offer a lively and ultra-accessible way of learning about a diverse range of topics within skin health and wound healing.

### We create change-makers

**We turn interest into expertise and give professionals the support they need to make change happen in skin health and wound healing.**

Campaigning and creating change within skin health and wound healing is a core part of our mission. We've helped spearhead some of the most successful and well-known campaigns within the field, including Stop The Pressure and Legs Matter. We've also launched Skin Care Champions - our pioneering programme to give people working within the care home / home care sector the skills they need to recognise, prevent and treat wounds.

# History and governance

The Society of Tissue Viability started as a regional group of the Wessex Rehabilitation Association in 1979 becoming a national society in 1981 and gaining its charitable status in the mid 1990s. In 2018 the charitable status of the Society of Tissue Viability was changed to that of a Charitably Incorporated Organisation (CIO) resulting in a new charity registration number 1180844. Annual reports and financial information about the Society of Tissue Viability can be found on the Charity Commission website. [Click here for the 2020 annual report.](#)

The Society of Tissue Viability is run by a Board of Trustees who are appointed by the Council or elected by the membership. The Society of Tissue Viability Trustees are bound by the code of the Charity Commission to carry out the business of the Society for no personal gain and to achieve the Society of Tissue Viability's mission with good governance and financial scrutiny.

## Society of Tissue Viability roles / member pathway

### Member

The Society welcomes anyone with a passion for wound care and skin health. Many members are nurses, but a wide range of professions from academics and bioengineers, to carers, podiatrists and surgeons are represented. We also particularly welcome students and commercial colleagues as members. [Join here](#)

### Active Associate

A new role for members introduced in 2022, the Society would like to encourage anyone who wishes to get actively involved with projects or to bring their own interests to our attention, to apply for the role of Active Associate, whatever their experience.

### Co-opted Trustee

Becoming a co-opted Trustee is a hands-on way to experience the work of a Trustee before taking on the responsibilities of the role. Co-opted Trustees may be appointed to help the Society with a specific task and are invited to attend all Trustee meetings, the Conference and to get actively involved in Society projects.

### Trustee

A board of 18 elected Trustees is responsible for carrying out the aims and objectives of the Society. Trustees must be aware of their duties and responsibilities, including scrutinising the Society's strategy, projects and finances. Trustees are expected to play an active role, attending all meetings whenever possible and the Conference.

### Chair

The spokesperson for the Society is our chair of Trustees. Their role is to direct the strategy and activity of the Society, and to take a lead on the governance of the Society as a charity.

### Vice Chair

To assist the chair in day-to-day decision-making and governance of the Society we have a vice chair. In turn, the vice chair will go on to become the chair of the Society.

### Treasurer

Our treasurer's role is to ensure proper financial records and accounts are kept and are available for Trustees to access. The treasurer should also be aware of any financial risks to the Society.

### Alumni

The Alumni initiative aims to harness the knowledge and skills of past Trustees so that this wealth of experience is retained by the Society. All past Trustees are invited to join as Alumni and remain engaged in an advisory capacity in the work of the Society.

### Fellow

In recognition of members' support for the Society and their achievements in the fields of wound care and skin health, the Society has presented a few individuals with the Society's fellowship award. It is a small way to say thank you for their long-standing passion and commitment to driving forward improvement in wound care.

# The Trustees of the Society at July 2022 are:

- **Dr Jeannie Donnelly (Chair)** – Lead Nurse Tissue Viability, Belfast Health & Social Care Trust and Honorary Senior Lecturer, School of Nursing, Queen's University Belfast
- **Sarah Gardner (Vice Chair)** – Independent Tissue Viability Consultant, Wound Matters
- **Mr Srinivasa Budithi** – Consultant Surgeon in Spinal Injuries, Midland Centre for Spinal Injuries, RJA Orthopaedic Hospital
- **Ina Farrelly** – Unit Manager of District Nursing and Allied Health in Primary Care Southern DHB, New Zealand
- **Dr Clare Greenwood** – Clinical Nurse Specialist in Tissue Viability, Leeds Teaching Hospitals NHS Trust
- **David Hibbitt (Treasurer)** – Global Marketing Manager, ActivHeal - Advanced Medical Solutions
- **Natasha Levy** – Senior Lecturer in Podiatry, Department of Health Sciences, University of Huddersfield
- **Victoria Murray** – MSD Regional Scientific Affairs Manager, 3M
- **Sharon Neill** – Lecturer in Nursing, Ulster University
- **Fran Norman (was Spratt)** – Lead Nurse Tissue Viability, Southampton University Hospitals NHS Foundation Trust
- **Samantha Rooney** – Senior Physiotherapist (Team Leader), University Hospitals Birmingham NHS Foundation Trust
- **Sharon Scattergood** – Lead Clinical Nurse Specialist for Tissue Viability, Barnsley NHS Foundation Trust
- **Joanna Swan** – Senior Lecturer in Tissue Viability, Birmingham City University
- **Gill Sykes** – Advanced Podiatrist, Harrogate and District NHS Trust
- **Connie Traynor** – Clinical Services Manager, Circle Health Group, Ross Hall Hospital, Glasgow

- **Samantha Wharton** – Tissue Viability Specialist Nurse, Buckinghamshire Healthcare NHS Trust
- **Kate Williams** – Lecturer, University of Huddersfield and Honorary Tissue Viability Nurse, Leeds Community Healthcare Trust
- **Prof Peter Worsley** – Associate Professor, Clinical Academic Facility, School of Health Sciences, University of Southampton

## Co-opted Society of Tissue Viability Board Members

- **Ayesha Marshall** – Nurse Consultant Tissue Viability, South Tyneside and Sunderland NHS Foundation Trust
- **Paul Hardy** – Lead Tissue Viability Nurse Specialist / Associate Lecturer, University Hospitals of Derby and Burton NHS Foundation Trust / Queens Hospital

## Editor of the *Journal of Tissue Viability*

- **Prof Declan Patton** – Director of Nursing & Midwifery Research/Dep. Director of SWaT, School of Nursing & Midwifery, University of Medicine & Health Sciences, Dublin

The Society also has an Administrator, who manages the day to day running of the Society as well as all aspects of membership.

In addition the Society of Tissue Viability uses external independent vendors to help with the secretariat function, conference organisation and marketing.

To understand more about how the Society operates you can read our [full Constitution and Annual Reports](#).

# Financial considerations

The Society of Tissue Viability generates income by undertaking the following activities and relationships with key strategic partners:

- Sponsorship from our Corporate Partners
- Membership subscriptions
- An annual conference
- Fundamental educational sessions on various subjects, Advanced and Service specific / specialist educational sessions
- Educational Endorsement Programme
- The *Journal of Tissue Viability*
- Online advertising / e-blasts
- Webinars
- Symposia
- Grant applications e.g. Urgo Foundation
- Charitable donations and fund raising

# Our objectives for 2022 and beyond

- Encourage new membership from an interdisciplinary and UK-wide audience to further our objective of collaborative working
- Maintain current membership, clarify and update our membership offering and promote the many different roles available to members
- Provide a high-calibre annual conference
- Offer a range of educational events and support those organised by peer organisations
- Endorse high-quality education from industry and not-for-profit organisations
- Develop our new brand and continue to embed throughout the organisation
- Maximise the power of the new website
- Financial support for relevant projects
- Financial support for research and research networks
- Maximise our initiatives - Legs Matter, WReN and Skin Care Champions
- Collaborate with international organisations such as NSWOC and others to achieve our goals
- Contribute to and support the Society's official journal, the *Journal of Tissue Viability*
- Work in partnership with industry to share ideas and expertise as well as generate income to enable us to fulfil our mission

# Key strategic areas - Building community

## 1. Membership

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**AIM:** Encourage inter-disciplinary membership of the Society promoting an expert community, science and research base and a large range of member benefits.

### Our strategic objectives for membership

1. To promote membership of the Society to all those with an interest in skin health and wound healing to increase the Society of Tissue Viability membership by 20%. **Timescale – end 2024**
2. To identify opportunities for engagement with members and to actively monitor their involvement in Society affairs and activities. **Frequency – ongoing**
3. To review the current member benefits and update. **Frequency – ongoing**
4. To increase the number of members from different professional backgrounds to ensure that the Society has an inter-disciplinary base. **Timescale – ongoing**
5. To undertake a membership survey at least every 2 years to ascertain the wishes of the membership in relation to the value of Society activities and to seek suggestions on new areas of activity. **Frequency – ongoing**

## 2. Working with industry

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**AIM:** To develop mutually beneficial relationships with companies and not-for-profit organisations in the healthcare sector that will help contribute both financially and from a skills/knowledge perspective in delivering the mission of the Society of Tissue Viability.

### Our strategic objectives for working with Industry

1. To engage more corporate partners for the Society of Tissue Viability enabling the Society to fulfil its goals through educational grants and other initiatives. **Frequency – ongoing**
2. To work with industry and not-for-profit organisations to endorse high-quality education both online and face-to-face using our Education Endorsement Programme in order to develop a range of educational tools for healthcare professionals which are Society of Tissue Viability approved. **Frequency – ongoing**



# Key strategic areas - Sharing expertise

## 3. Leadership, communication and engagement

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**AIM:** To provide leadership for and contribute to existing and innovative regional, national and global initiatives relating to the Society of Tissue Viability mission.

### Our strategic objectives for leadership, communication and engagement

1. To ensure that the Legs Matter campaign is clearly seen as a Society of Tissue Viability initiative and was born of the Society of Tissue Viability's desire to raise the importance and profile of wounds in the lower limb. **Frequency – ongoing**
  2. To develop and foster strategic alliances and make reciprocal agreements with relevant organisations.
  3. To actively engage with key national and international policy makers and stakeholders by providing advice and, where appropriate, seek to influence national policy and legislative processes relating to skin health and wound healing. **Frequency – ongoing**
  4. Establish a forum of Society of Tissue Viability active associates through which to encourage increased participation by existing members and outgoing trustees (alumni) and encourage new members, wishing to contribute to ongoing Society projects or the Society of Tissue Viability strategic direction - enabling successful succession planning and development of new leaders to the speciality for the future. **Timescale – end 2023**
  5. To promote and support national and international activity for International Stop Pressure Ulcer Day. **Frequency – annually**
  6. Promotion of the Society of Tissue Viability mission and values to a wider audience whilst building relationships and affiliations with like-minded organisations. **Timescale – ongoing**
  7. To financially support practice and research awards. **Timescale – September 2023**
- Review all Society activities with a view to sustainability. **Timescale – September 2021**

## 4. Publications

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**AIM:** To ensure that publications supported by the Society of Tissue Viability are of benefit to the membership and wider readership, are fit for purpose and further knowledge, practice and care delivery in skin health and wound healing.

### Our strategic objectives for publications

1. To work with the Editor and publisher of the *Journal of Tissue Viability* (JTV) to develop a journal strategy that:
  - Further develops the JTV's market share and increases its impact factor
  - Maintains and improves links to develop the potential between Society activities and the journal
  - Enhances the impact of the JTV as a leading international journal for research and theoretical evidence on skin health and wound healing
  - Identifies how the quality and diversity of articles submitted to the JTV can be maintained and further improved
  - Encourages and supports first time authors to submit articles to the JTV

**Timescale – April 2023**

2. To enhance the impact of the JTV through more effective use of websites, online resources and social media to highlight seminal papers to the membership and all stakeholders. **Frequency – ongoing**



## 5. Maximising the new brand and website

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**AIM:** To ensure that the new brand and website work as hard for the Society as they possibly can

### Our strategic objectives for maximising the new brand and website

1. To embed the new brand into every facet of the Society both from a visual and an ethos perspective ensuring that all the key audiences and stakeholders have seen and understood it. **Timescale – April 2023**
2. To keep developing the Society of Tissue Viability website so that it is the first port-of-call for all with an interest in skin health and wound healing. **Frequency – annually**
3. To have a communications strategy that delivers on all of the above objectives and that covers all platforms including web, e-news, social media channels and face-to-face. **Frequency – annually**

## Key strategic areas - Creating change-makers

### 6. Education

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**AIM:** To prepare and deliver a programme of activities to educate, inform and serve the continuing professional development of health- and social-care professionals who have a responsibility for the delivery and provision of skin health and wound healing related care.

### Our strategic objectives for education

- To deliver an annual conference that is inter-disciplinary in nature and addresses current issues in skin health and wound healing with a full scientific programme and post conference outputs. **Frequency – annually**
- To deliver a robust programme of Fundamental sessions on various subjects, Advanced and Service specific / specialist educational sessions. **Frequency – ongoing**
- To continue the 'Skin Care Champions' programme for care home staff and home carers. Any facility who signs up to the package will have a 'Skin Care Champion' who has an agreed addendum to their job description and objectives to champion skin care including pressure ulcer prevention and care of the lower limb. **Frequency – Ongoing**
- To identify opportunities to collaborate with other organisations and key stakeholders to maximise the benefits for patients and society. **Frequency – ongoing**

### 7. Research and Innovation

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**AIM:** To support relevant research opportunities which will raise the profile of tissue viability related research.

### Our strategic objective for research & innovation

1. Financially support the Wounds Research Network (WReN) with a 2 yearly review to:
  - Provide a platform for shared learning and support for the design, conduct and delivery of wound prevention and treatment research throughout the UK
  - Develop a network that increases opportunities for inter-professional collaboration on research between clinicians, scientists, researchers and academics at their scientific meeting

**Frequency – ongoing**

## Key stakeholders

Key stakeholders are people, organisations and members of the public who have an interest in or role to play in ensuring the consistent delivery of safe, high-quality skin health and wound healing related care which delivers the best possible outcomes for individuals and their families.

<ul style="list-style-type: none"><li>• British Association of Dermatologists (BAD)</li><li>• British Association of Prosthetists and Orthotists (BAPO)</li><li>• The Charity Commission</li><li>• Clinical Commissioning Groups (CCG)</li><li>• Chartered Society of Physiotherapists</li><li>• Clinical research nurses</li><li>• Department of Health and Social Care</li><li>• Elsevier (publisher of JTV)</li><li>• European Pressure Ulcer Advisory Panel (EPUAP)</li><li>• European Wound Management Association (EWMA)</li><li>• Healthcare academics</li></ul>	<ul style="list-style-type: none"><li>• Healthcare students</li><li>• Industry and corporate partners</li><li>• International wound societies</li><li>• International Skin Tears Advisory Panel (ISTAP)S</li><li>• <i>Journal of Tissue Viability</i> editorial board</li><li>• National Institute of Health and Care Excellence (NICE)</li><li>• National Institute of Health Research (NIHR)</li><li>• National Wound Care Strategy Programme (NWCSP)</li><li>• National wound societies</li><li>• Non-specialist nurses</li><li>• Nurses Specialized in Wound, Ostomy and Continence, Canada (NSWOCC)</li></ul>	<ul style="list-style-type: none"><li>• Other inter-disciplinary team members</li><li>• Patient associations</li><li>• Pink Marketing &amp; Events</li><li>• QNI and Queen's Nurses</li><li>• Regional Tissue Viability Nurse groups</li><li>• Researchers</li><li>• Royal College of Nursing (RCN) and other nursing societies</li><li>• Royal College of Occupational Therapists</li><li>• Royal College of Podiatrists</li><li>• Senior NHS managers</li><li>• Service users</li><li>• Society of Tissue Viability members</li><li>• Tissue Viability Nurses</li></ul>
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## Timetable for future strategy development and review

The Society of Tissue Viability strategy is continuously reviewed. A new document detailing the strategy will be produced and issued in March/April each year and presented at the Society of Tissue Viability Annual General Meeting.