

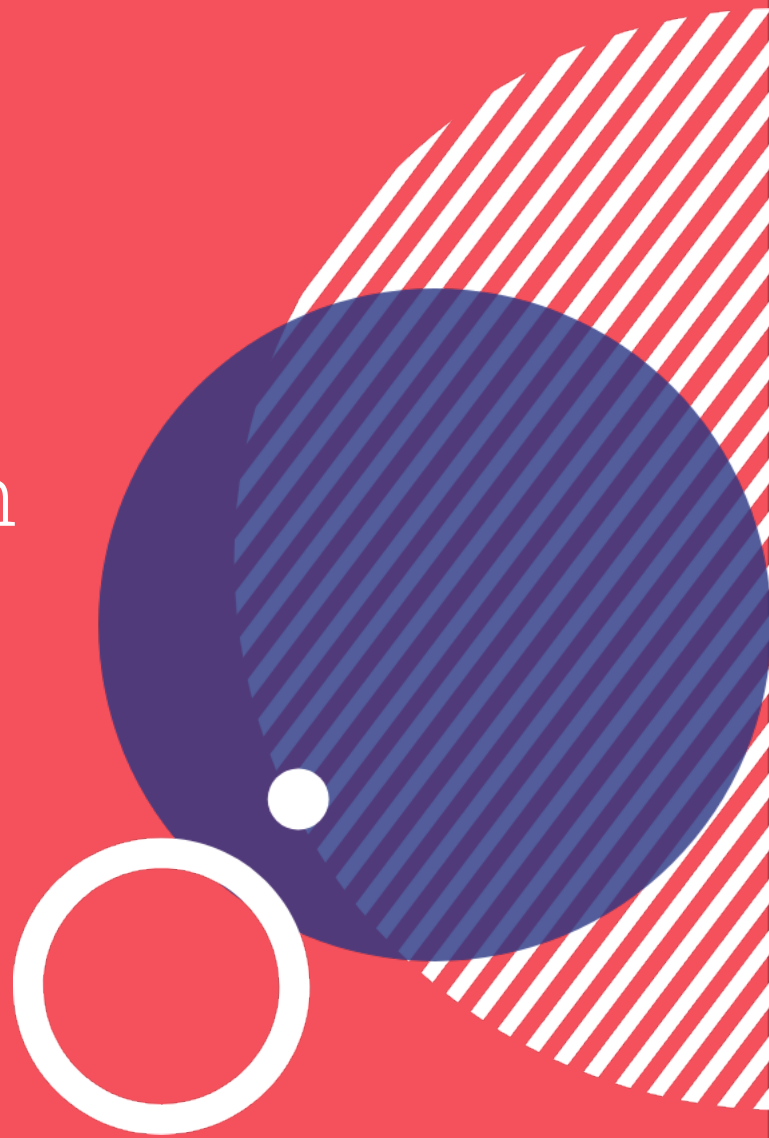
**Society**  
of Tissue  
Viability



**National Wound Care  
Strategy Programme**

Stop the Pressure 4 Nations Campaign

**GET INVOLVED!**



**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 **17 November 2022**
- Activities will take place over the **week commencing 14 November 2022**
- Social media will be rocking over the **whole month of November!**





# Who?

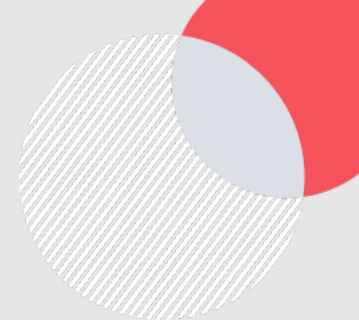
## This is a UK Collaboration to #STOPthepressure

### 4 Nations representatives

- **England** - Jacqui Fletcher
- **Scotland** – Connie Traynor, Shirley Cowie, Christina West
- **Northern Ireland** – Jeannie Donnelly, Anne-Marie Phillips
- **Wales** - Christina Harris, Wendy Simmonds

### Other support

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



# What?

## Our focus for the week

The overall focus for the week is:

- **Risk assessment and the PURPOSE T tool (everything is still relevant for those areas using other risk assessment tools)**

The key message is

- **Risk assessment, your call to action for pressure ulcer prevention**

What we want to do

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

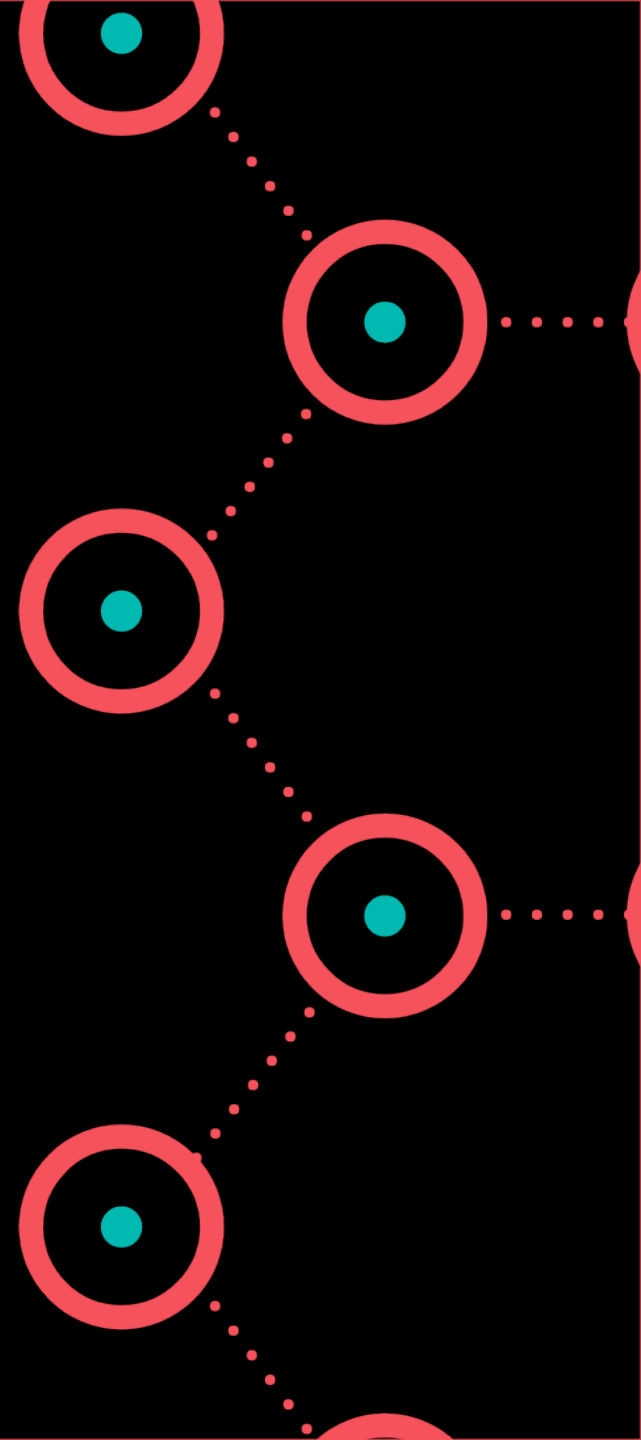
**Society**  
of Tissue  
Viability



**National Wound Care  
Strategy Programme**

**5**

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



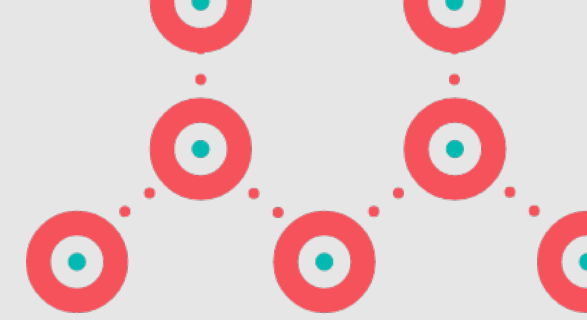


# 1.

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 #riskassessment #4nations**



# 2.

Take part in  
our “We  
Conference”

We are partnering with the amazing ‘**We Communities**’ on Twitter for the week to create a mini-Twitter conference – so excited!

- There will be different activities each day so keep your eyes peeled for more information on our Twitter channel **@SoTV\_UK** and our website **[societyoftissueviability.org](http://societyoftissueviability.org)**
- For all the tweeters out there – **get your fingers ready for a Twitter fest!**





# 3.

Watch and  
share our  
films

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

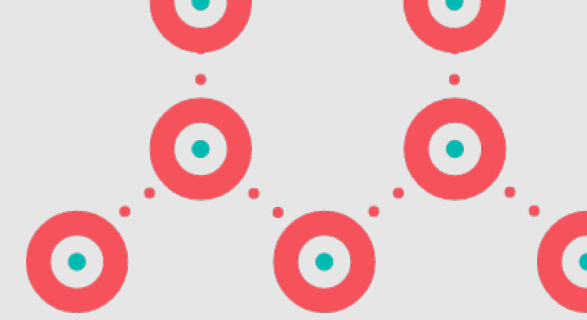
- **Patient films** – 5-6 patients talking about the impact on their lives of having a pressure ulcer.
- **Messages from the Chief Nurse (or Deputy/Assistant)** – a short film of each of the 4 nations Chief Nurses
- **Risk Assessment** - Short films talking about different elements of risk assessment – we have some brilliant HCP's starring in the videos!

# 4.

Join our  
events and  
share your  
activities  
with us

We have a few virtual events organised – join us!

- Society of Tissue Viability are holding a full day education session on 15<sup>th</sup> November 9am – 4pm  
**Advanced Pressure Ulcer Prevention and Management** – join for FREE
- We will be doing **a re-run of the NWCSP's Purpose T webinar** with the opportunity to ask live questions at the end
- **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

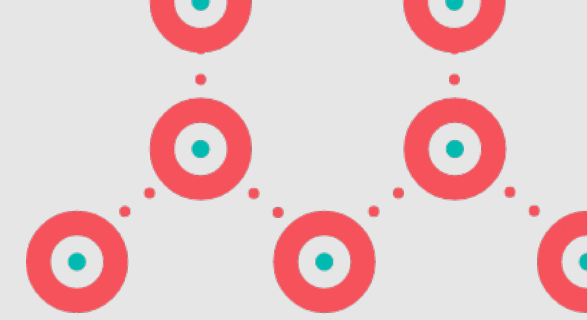


# 5.

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 Society of Tissue Viability Conference in Peterborough 26-27th April, 2023
- Take part in our digital **Stop the Pressure Game**
- **Complete our wordsearch** – online or on paper
- Test your knowledge with our **#STOPthepressure quiz**
- **Take a look at our downloadable and printable assets**
  - with the opportunity for teams to add their own logo
  - posters, flyers etc
- **Check out our slide presentation on risk assessment**
  - a useful training resource



# Join Us!

## #4nations

## #STOPthepressure

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



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

