STOP Pressure Injury Day 2016 - A Way to Draw Cohesiveness by bring to Everyone's Concern

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Keywords:
Pressure Injury

Introduction
Pressure injury is being recognised as one of major global health care issues. It is not only a painful experience for the patient, but also reducing the quality of life of the patients and their care givers, causing financial drainage to the healthcare expenses. Though prevalence and incidence rates are generally higher in populations that are particularly at risk, pressure injury is often preventable. The “Stop Pressure Injury Day” events were first initiated in Spanish-speaking countries in the past decade. In 2012 these organisations created a Declaration in Rio speaking out against people developing pressure ulcers. In 2016 there will be “Stop Pressure Ulcers” events to be held on November 17th 2016 in many countries, such as UK, Australia, Brazil, Netherland, Finland, Abu Dhabi, UAE etc.

In response to this meaningful campaign, the Queen Mary Hospital Working Group on Multidisciplinary Management of Pressure Ulcer has taken this opportunity to participate in “Stop Pressure Ulcers” event on 17th November 2016 in order to bring the awareness of pressure ulcers prevention to a wider audience such as the patient care givers and healthcare professionals.

Objectives
To arouse the healthcare professions, patients and their care givers’ awareness on matters related to pressure injury.

Methodology
The campaign consisted of multidimensional activities, such as educational forum hosted by multidisciplinary healthcare team members, including wound nurse, physiotherapist, occupational therapist and dietician. Poster board display and presentation of the latest trend in pressure injury context including: new staging system, concept of microclimate, medical device related
pressure injury, prevention strategies and treatment. Activity booths were located at hospital publicity where hospital staffs, patients and visitors were invited to participate in fun game in related to pressure injury care and trial on pressure mapping and relieving devices. Information leaflets regarding to pressure injury prevention and souvenirs of this campaign were distributed to the participants.

Result
There were 89 healthcare professional attended the educational forum, including allied health, nurses and patient care assistant. Regarding to the activity booths and poster display boards, there were over 200 participants who involved in the fun game, experience in pressure mapping/relieving device and viewing the displayed poster. The feedbacks from the participants were majority positive and agreed that the campaign is useful, related to their daily work and are worth to be organized in the future.