

New Zealand's 2013 STOP Pressure Injury Day Campaign: Successes of the New Zealand Wound Care Society



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New Zealand faces many of the same issues as other countries around the world with an aging population, increasing numbers of chronically sick patients, and tight health care cost constraints. This is true of wound care, and here the authors report a campaign to address avoidable pressure injuries.

BACKGROUND

Most experts in tissue viability would agree that the majority of pressure injuries are the result of poor preventative strategies and can be avoided by early and simple interventions by frontline care staff alongside increased awareness involving healthcare professionals, patients, and their carers.^[1] Multifaceted programmes that involve and engage

all levels of staff within healthcare organisations have been shown to reduce pressure injury incidence rates.^[2,3]

AVOIDABLE PRESSURE INJURIES: THE NEW ZEALAND EXPERIENCE

In recent years there has been an increase in both national and international awareness about quality health service provision and the associated burden of avoidable pressure injuries.^[4,5] Recent publication of the *Pan Pacific Clinical Practice Guidelines for the Prevention and Management of Pressure Injuries*^[6] has assisted also and provided an evidence-based framework. Despite these developments, no national strategic plan at Ministry level for understanding and preventing these injuries has been developed for New Zealand. Until very recently, pressure injuries were under the general umbrella of “patient safety”, rather than being specifically identified as important preventable adverse events. Medication safety, infection prevention and control, falls prevention and preventing perioperative harm all received higher priority.

The extent of avoidable pressure damage in New Zealand remains unknown and there is no current requirement to undertake pressure injury prevalence or incidence auditing. Some individual District Health Boards do undertake these activities, however, without standardisation of the data collection methods and reporting, the results are challenging to interpret and impossible to compare – either with other New Zealand District Health Boards or other countries.

MAKING PRESSURE INJURY PREVENTION A PRIORITY

The New Zealand Wound Care Society (NZWCS) is a voluntary organisation of healthcare professionals committed to improving outcomes and increasing quality of life for patients with wounds and skin integrity problems. One of the NZWCS' key aims is raising awareness about pressure injuries at local, national and international levels. The Society strives to promote evidence-based practice within the New Zealand health services, and to inform policy making on wound care issues.

STOP PRESSURE INJURY DAY

For the past 2 years, the NZWCS has participated in the internationally led STOP Pressure Injury Day. This initiative was established in 2012 by the Spanish National Group for the Study of Pressure Ulcer Prevention and chronic wounds (GNEAUPP) and Ibero-Latin-American Society on Wounds (SILAHUE) following the Declaration of Rio De Janerio on Pressure Ulcer Prevention as a universal human right in October 2011. The purpose of this annual day is to increase awareness of pressure injuries to the public, professionals, and politicians, and to highlight how pressure injuries are almost completely avoided with appropriate interventions. The European Pressure Ulcer Advisory Panel, acknowledging and applauding this work, joined and encouraged countries internationally to participate (www.epuap.org/stop-pressure-ulcer-day).

The NZWCS' 2013 STOP Pressure Injury Day campaign was in-line with the wider international programme objectives as above. Knowing that great work had already been done in other countries, and that we had limited time and finances, we set about making contact and building relationships with local and international key opinion leaders and organisations. These contacts included Jacqui Fletcher (UK) as the leader of the highly successful “Stop the Pressure” campaign that had been developed by NHS Midlands and East in 2012. The NHS Midlands and East kindly shared their concepts and resources for the campaign, all of which had been widely tested with users – saving the NZWCS time and giving us confidence that the message was appropriate.

Locally, we were grateful to receive the support of a range of organisations. Engaging with industry to assist in the distribution of resources gave a wider depth of health

providers outside the main hospitals and easier access to the more remote geographical areas, of which there are many in New Zealand.

The Capital and Coast District Health Board (which covers the Wellington region) collaborated with us to provide images and design expertise to tailor the campaign for the New Zealand audience.

First, Do No Harm (FDNH; www.firstdonoharm.org.nz) is a clinically-led patient safety campaign group focused on promoting safer care across the top half of New Zealand's North Island. FDNH assisted in the present campaign by providing expertise and feedback on the posters and the template for the patient information leaflet.

Achieving the NZWCS' 2013 STOP Pressure Injury Day campaign goals was not going to be possible without funding for design and production of the resources. This was generously provided by four commercial device and dressings companies whose logos appeared on the posters, and whose representatives also assisted in distribution.

OUTPUTS AND OUTCOMES

Using simple key words and images associated with pressure injury prevention, we produced 4000 adult- [FIGURE 1A] and 150 child-specific posters [FIGURE 1B], 10 000 stickers, and 4000 patient/carer information leaflets [FIGURE 2]. Amounts of each had to be estimated as the

level of interest could not be predetermined. Electronic files of these resources were also made available for download from the NZWCS website, alongside other informative links, at <http://bit.ly/1inYOQP>

A number of challenges emerged in relation to the dissemination of the educational materials. FDNH distributed widely across their region, however there were some stumbling blocks with company distribution. This was especially problematic where access to healthcare professionals within certain hospitals was limited. Nonetheless, the participating companies managed to overcome many of the difficulties and even organised courioring of materials.

Unfortunately time ran short in the planning of engaging with local media but this is back on the agenda for the 2014 campaign.

The response of the resource materials was in the main positive. The adult poster was well received with its simple message, however there was some feedback that the photos were too graphic to have up in a public place and not all health areas recognised the concept of care bundle acronym "SKINS". We underestimated the popularity of the child poster, which was well received by healthcare professionals. Unfortunately, we did not seek or receive any public feedback but, again, this is something else for the 2014 "to do" list.



Figure 1. Using simple key words and images associated with pressure injury prevention, the New Zealand Wound Care Society developed [A] adult- and [B] child-specific posters.

THE FUTURE

Having evaluated the 2013 campaign, we would very much like to continue the momentum in 2014. The time that goes into a voluntary campaign, alongside busy working and personal lives cannot be underestimated, so improving on the man power and planning will be required for 2014 proposed activities. The NZWCS hope to add to the existing resources with patient story videos, coverage in current affairs magazines, engaging with a wider range of healthcare professionals, and possibly a TV interview. We will need to work again with industry that hopefully will assist us financially and also gain wider health professional contacts and distribution to further raise the pressure injury prevention profile across New Zealand. The Director of Nursing group in New Zealand now has pressure injuries as a key performance indicator, this may be New Zealand's first step towards a national strategic plan, so approaching this group in 2014 should also assist in further raising the profile.

CONCLUSION

The Stop Pressure Injury Day campaign in New Zealand was a great achievement for the NZWCS. Healthcare professionals in the society who are passionate about this subject – in both primary and secondary care settings – have taken the campaign resources and message to their local areas. The contacts that the companies have throughout New Zealand, made it possible to spread the message further than the previous year. With the national Director of Nursing group now tasked with improving standards of pressure injury prevention,

the NZWCS now has a robust national body to approach in raising pressure injury awareness at local and national levels. The lasting resources and activities that this campaign has generated will become a platform on which to build and expand in future years as there is still much work to be done from grass roots right up to Ministry levels. Starting small and with a simple message, already researched and gratefully borrowed, was highly advantageous and meant we did not have to reinvent the wheel. This has enabled momentum and new direction, providing opportunities and audiences.

AUTHOR DETAILS

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What can you do to prevent pressure injuries?

If you are in bed

- Change your position every two to three hours, moving between your back and sides
- Use pillows to stop knees and ankles touching each other, particularly when you are lying on your side
- Try to avoid creases in the bed linen
- If sitting up in bed, be aware that sliding down the bed can cause a pressure injury to your bottom and heels
- Ask for assistance if required.

If you are in a wheelchair

- Relieve pressure by leaning forward, or leaning side to side for a few minutes every half hour.

What else can you do to help?

- Eat a healthy diet and drink plenty fluids
- Keep your skin clean and dry
- Ask your nurse to help you with any incontinence.

Your Nurse, Occupational Therapist, Physiotherapist, Doctor or Dietitian can help you plan your care to prevent a pressure injury

Pressure injuries can sometimes occur even if everything is being done to prevent them. Please talk to your nurse if you require more information.

Preventing Pressure Injuries

Skin Care Matters

NEW ZEALAND WOUND CARE SOCIETY
www.nzwcs.org.nz

FIRST DO NO HARM
www.firstdonoharm.org.nz

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We are here to help you

ACKNOWLEDGEMENT: Developed by Counties Manukau Health and adapted by Auckland District Health Board.

Figure 2. The New Zealand Wound Care Society adapted an existing patient/carer information leaflet from Counties Manukau District Health Board.