



Suzie Calne discusses the challenge of providing stimulating and relevant wound care education

Learning the easy way...

I was recently reminded that for some clinicians, a major motivator for reading journals, news pieces or websites is the thrill of sensationalism. Whether it is a report of colleagues' professional misdemeanours, how to avoid devastating consequences, such as amputation, or the discovery of a particularly virulent new condition, the more alarming the content, the more likely we are to read it.

All of which makes me even more confident that the focus on **skin integrity** in this issue will appeal to readers. The consequences of failing to maintain skin integrity cannot be over-emphasised. The raw skin and burning pain associated with incontinence-associated dermatitis, for example, or the pain caused as a result of a failure to protect the sacral skin, can destroy patients' lives.

In this issue, authors from Canada, the UK and Australia have written short pieces outlining innovations in the maintenance of skin integrity, with an emphasis on preventing just this sort of horrific outcome (see **p12**).

.....

A new international review document is now available on Wounds International. *Clinical evaluation of the Skin IQ™ Microclimate Manager and case reports* evaluates a new device that controls the skin's microclimate, including skin surface cooling, prevention of excessive

moisture and reduced friction. The good news is that, in many countries, pressure ulcer prevention and the maintenance of skin integrity remain high on the political agenda and there seems to be a sustained wave of genuine activity aimed at reducing the incidence of pressure ulcers. In Rio, Brazil, for example, wound care specialists have announced that November 16, 2012 will be a national, 'No pressure ulcer day'. Much of the effort will be focused on providing better means of identifying those at risk as early as possible.

As clinicians and editors we need to work hard to properly understand what makes the educational materials we provide useful and effective, and which content will have a real impact on the clinician who is inspecting the skin. It is still an unfortunate fact that some clinicians struggle with even the most basic aspects of assessment.

It is important to find ways to keep updated, especially as economic and time constraints exert increasing pressure on conference attendance and keeping up with journals and study. This is where Wounds International can help. The digital page turning journal can be sent to a friend or colleague at the click of a button and it is really easy to flick through the issue and see what is of interest. Our 'Ten top tips' series is a good example of a quick read that can have a real impact on knowledge and practice. This issue features *Top Ten Tips on Debridement (p21)*, a critical factor in optimising wound management and the article helps clinicians understand when and how to debride safely and effectively.

.....

Making educational materials interesting is a constant challenge and the golden rule is always to

provide accurate, reliable content written by clinicians for clinicians, which is easy to access. Another key offering on Wounds International is our webcast series. The most recent webcast on biofilm management saw over 1000 clinicians from around the world watching on the day and over 1500 have downloaded the webcast since the live broadcast. The webcast features Greg Schultz, who offers a unique and informative session offering clarity to the sometimes challenging topic of biofilm development in wounds.

Wounds International provides an unparalleled free resource for wound care clinicians, which is both easy and quick to access. Please share and enjoy our content with your friends and colleagues and help us to spread best practice around the world.

Suzie Calne
Editor, Wounds International

If you would like to contribute to a future issue of the journal, please contact Suzie Calne, the editor of Wounds International at: scalne@woundsinternational.com