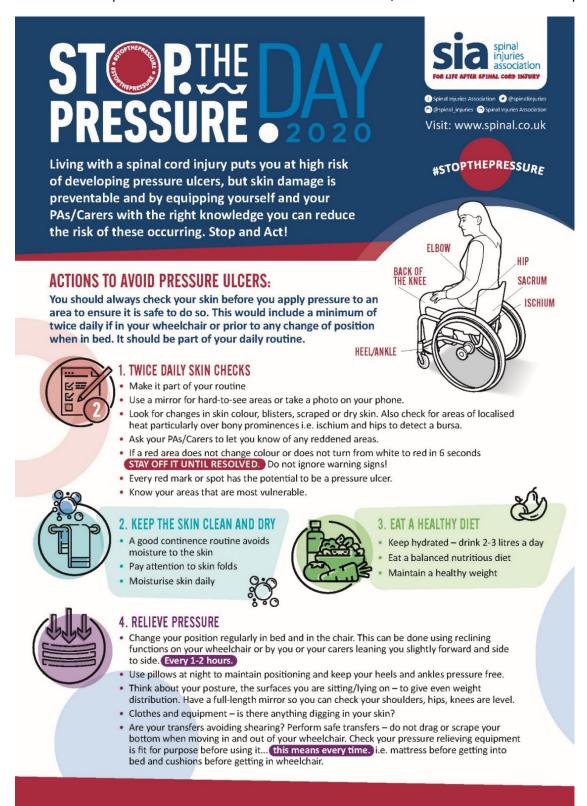




Stop the Pressure 2020

New resources: a 'stop and act' resource to share with SIA members, their families and healthcare professionals.



Website: all info and resources collated at: www.spinal.co.uk/news/stop-the-pressure/ including guest blogs from trusted legal partners about their experience of SCI and pressure ulcers – the 'worst case scenarios'.





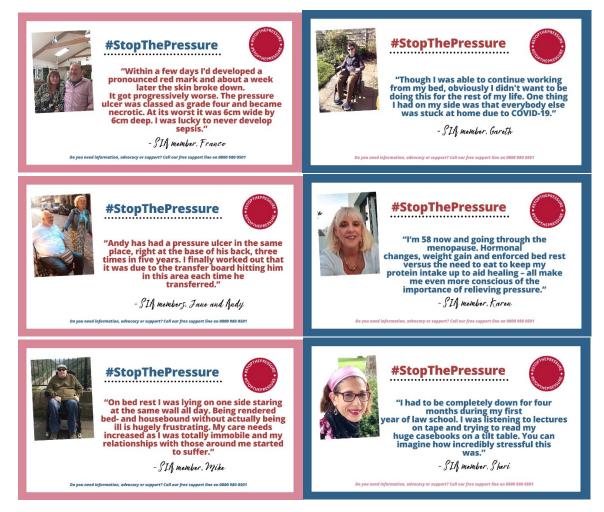
Social engagement





- #stopthepressure on all posts
- stakeholder selfies using red dot and hashtag
- 6 case studies shared on social with full stories on website
- video story on the impact of pressure ulcers:

https://www.youtube.com/watch?v=p3M47NL5TaQ



Additional awareness: Our new SCI Nurse Specialist with a focus on tissue viability hosted a well-attended Zoom café on pressure ulcers and our Campaigns team shared this content with the All-Party Parliamentary Group (APPG) for spinal cord injury.

Response, reach and engagement was high for this campaign – reiterating just how important this issue is to our audiences. We plan to continue sharing content and developing resources, including the SIA Academy's new education sessions, Stop The Pressure for HCPs in 2021.