

IT'S TIME to STOP Pressure Injuries

- 2023 Awareness Campaign -



IT'S TIME
for a skin check!

#STOP PRESSURE INJURIES

IT'S TIME
to stop pressure injuries
FIND PRESSURE INJURY RESOURCES
AT WOUNDSCANADA.CA

STOP PRESSURE INJURY DAY

Early Intervention
Early Recognition
STOP Pressure Injuries
BETTER OUTCOMES

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Thank you to our campaign collaborators!

Canadian Institute for Health Information
Institut canadien d'information sur la santé

Covenant Health

RNAO
Provincial Wound Program

Winnipeg Regional Health Authority
Office régional de la santé de Winnipeg

WoundsCANADA

www.woundscanada.ca

Actions:

- 1) Develop a high-impact awareness campaign for **STOP Pressure Injury Day** leading up to and on **November 16, 2023**, titled: **IT'S TIME to STOP Pressure Injuries**
 - Campaign sought to raise awareness of pressure injuries and prevention by engaging with and collaborating with various stakeholders by promoting helpful information, resources and tools for prevention, early detection, management and treatment of pressure injuries.

- 2) Host a Virtual **Pressure Injury Symposium** for **STOP Pressure Injury Day** on **November 16, 2023**.
 - **Wounds Canada** was pleased to host its **Virtual Pressure Injury Symposium**, which coincided with the recognition of **STOP Pressure Injury Day/Worldwide Pressure Injury Prevention Day** on **Thursday, November 16, 2023**.

1) Awareness Campaign: *IT'S TIME to STOP Pressure Injuries*

Led by **Wounds Canada** the *IT'S TIME to STOP Pressure Injuries* awareness campaign brought together the **Alberta Health Services**, the **Canadian Institute for Health Information (CIHI)**, **Covenant Health**, the **Health Association Nova Scotia**, the **Registered Nurses' Association of Ontario** and the **Winnipeg Regional Health Authority** to increase awareness of pressure injuries and promote best practices in the prevention, management and treatment of these wounds. The campaign was launched at the start of November and culminated on **STOP Pressure Injury Day** on **November 16, 2023**.



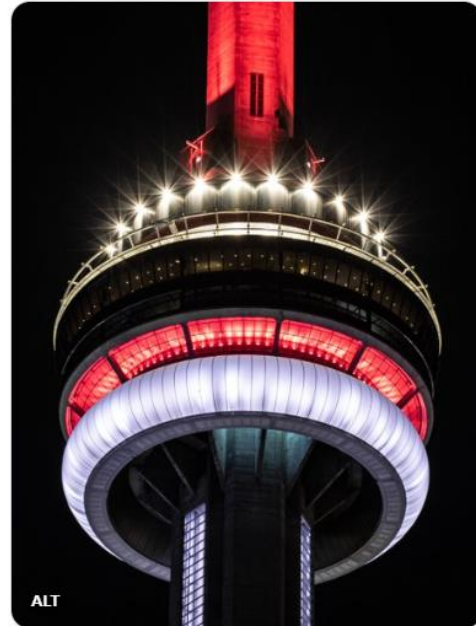
The campaign generated increased sharing of pressure injury prevention and treatment resources from **Wounds Canada** and those from our campaign collaborators as well as the opportunity to hear directly from leading health-care professionals about their #1 tips for preventing pressure injuries

through our video testimonials. The campaign also resulted in the **CN Tower** in Toronto, a Canadian landmark, adorned in red and white lights in honour of **STOP Pressure Injury Day**.



CN Tower / Tour CN @TourCNTower · Nov 15

Tonight the #CNTower will also be lit red and white for STOP Pressure Injury Day / Ce soir, la #TourCN sera également illuminée en rouge et blanc pour la Journée de prévention des blessures par pression



Campaign objectives:

To raise awareness about the importance of early recognition and intervention in preventing pressure injuries by:

- Engaging with multiple stakeholders including industry partners, patients, caregivers, clinicians, policy/decision makers
- Providing actionable information and resources from Wounds Canada, and industry partners.

Campaign details:

- Campaign name: **IT'S TIME to STOP Pressure Injuries**
- Campaign theme: *Early Recognition + Early Intervention = Better Outcomes*
- Campaign hashtag: #STOPPressureInjuries
- Campaign webpage: [PI awareness campaign page](https://www.woundscanada.ca/leader-change-maker/awareness-campaigns/stoppressureinjuries) or direct link: <https://www.woundscanada.ca/leader-change-maker/awareness-campaigns/stoppressureinjuries>



Did you know? One in four people in Canadian health-care settings experience a pressure injury on any given day, despite up to 70 per cent of pressure injuries being preventable? (Woodbury and Houghton, 2004).

Pressure injuries can extend a hospital stay by four to 11 days (Leaf Healthcare, 2016).

Learn more and share!

- Access and share helpful and informative resources on pressure injuries and prevention:
 - **Wounds Canada** resources:
 - **Best Practice Recommendations (BPR) (Chapter 3: Prevention and Management of Pressure Injuries)**
 - **BPR Briefs** on pressure injuries
 - **Care at Home Series 'Preventing and Managing Pressure Injuries'**
 - **DIY Series** on pressure injuries
 - **Pressure Injuries: The Problem and the Solution**
 - **Wound Care Canada** magazine
 - **Patient and caregiver stories series: *Our Voices, Our Stories***
 - **Wounds Canada Institute** programs:
 - **SHARP Super Program**
 - **Wounds Care Champion Program (WCCP)**
 - **Skin Health Program**
 - **Awareness campaign collaborator resources** on pressure injuries:
 - **National Pressure Injury Advisory Panel (NPIAP)** resources, posters, educational fact sheets and more.
 - **Health Association Nova Scotia (HANS) Provincial Wound Program:** including **Negative Pressure Wound Therapy (NPWT)**
 - **Covenant Health: Your role in safe care**
 - **RNAO: *Pressure Injury Prevention and Treatment in the Context of Resident-Centred Care*** video, Clinical Best Practice Guidelines: **Assessment and Management of Pressure Injuries for the Interprofessional Team** and, **Nursing Best Practice Guideline, Evidence Booster and Clinical Pathways**
 - Stay tuned for more from our collaborators!



**We can't do this alone; your support can make a difference in wound care in Canada.
Please donate to Wounds Canada today to support our journey toward a common goal:
patients, families and health-care teams working hand in hand to better prevent and care for wounds.**

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Campaign visuals:



#STOP PRESSURE INJURIES

WoundsCANADA.ca
STOP PRESSURE INJURY DAY!
 THURSDAY, NOVEMBER 16, 2023

IT'S TIME
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EARLY RECOGNITION + EARLY INTERVENTION
 = BETTER OUTCOMES



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Collaborator LOGO here

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2) Virtual Event: *Pressure Injury Symposium*

This virtual event, hosted by **Wounds Canada**, examined the risks and causes along with the multi-disciplinary comprehensive management of pressure injuries by nurses, surgeons, physicians, dietitians, and physiatrists to develop strategies, overcome barriers and improve patient outcomes. This one-day virtual learning event was co-chaired by **Stephanie Chadwick** and **Dr. David Wallace** who guided this interactive and engaging symposium.



Thank you to all of our participants for making our **#WoundsCanada2023 Pressure Injury (PI) Symposium** a huge success! We hope you enjoyed the symposium and found it to be an excellent forum to enhance your PI knowledge to help **#StopPressureInjuries**.

Special thanks to our presenters and moderators and especially to our co-chairs **Dr. David Wallace** and **Stephanie Chadwick** whose expertise, collaborative spirit and passion for wound care made this an exciting event. With the guidance of our Scientific Planning Committee, we delivered a high-caliber program with interdisciplinary perspectives.

Our attendees' responses reinforced the success of the program. Some highlights include:

- 95% agreed that the overall conference was excellent.
- 98% agreed that the overall symposium content enhanced their knowledge.
- 98% stated that they would use the information that they had learned in their practice.



9:00–9:05 am Welcome
 Stephanie Chadwick NP-PHC, MCISC-WH, BScN, NSWOC, WOCC(c)
 David Wallace MD, MSc, FRCSC



**9:05–9:50 The Patient Experience with Interdisciplinary Care:
 Living with a Pressure Injury in Community Care**

Kelly Sair BScPT, MCISC (WH)
 Eileen Emmott BScN, RN, WOCC(C), IIWCC
 Raj Parmar NP
 Laurie Parsons MD, FRCPC, IIWCC
 Maria Weatherbee RD
 Angie Ramchandrar OT
 Stewart Midwinter Patient
 Lorinda Bye Patient
 Moderator: Pamela Houghton, PT, PhD

*Interactive Learning:
 12 minutes of polling and Q&A*



**11:05–11:50 Spasticity Management: Impact on Wound Healing,
 and Peri-Operative Considerations**

Viet Vu DO, ABPMR
 Rhonda Willms MD, FRCPC (Phys Med & Rehab)
 Moderator: David Wallace MD, MSc, FRCSC
Interactive Learning: 12 minutes of polling and Q&A



11:55–12:40 pm Infection Prevention and Management in the Elderly Population

Gannon Yu MD
 Moderator: Rosemary Hill BSN, CWOCN, WOCC(C)
Interactive Learning: 12 minutes of polling and Q&A



**2:45–3:30 Optimizing your Dressing Resources: What to apply?
 When to apply? How to apply?**

Stephanie Chadwick NP-PHC, MCISC-WH, BScN, NSWOC, WOCC(c)
 Sukaina Muhammad RN, MCI-Sc-WH, NSWOC, WOCN(C)
 Moderator: Marlene Varga, RN, BScN, MSc, IIWCC
Interactive Learning: 12 minutes of polling and Q&A



**3:40–4:25 Nutrition Perspective to Maximize Skin Integrity and
 Wound Healing**

Ellen Mackay MSc, RD, CDE
 Moderator: Kaylem Boileau RD, HBSc, BASc, MHSc, IIWCC-CAN
Interactive Learning: 12 minutes of polling and Q&A



**4:30–5:15 Identifying Gaps and Opportunities in Pressure Injury
 Prevention and Advancing Policy in LTC**

Elizabeth Ermtter RN, BN, IIWCC
 Bahar Karimi RN, MN, MHSc, CHE
 Moderator: Elaine Calvert, RN, MA
Interactive Learning: 12 minutes of polling and Q&A



5:20–5:30 Closing
 Stephanie Chadwick NP-PHC, MCISC-WH, BScN, NSWOC, WOCC(c)
 David Wallace MD, MSc, FRCSC



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Archived Sessions Available On Demand





The archived sessions of the PI Symposium are now available on demand by logging into the conference platform. Visit this link www.woundscanada2023.ca or click the red button below.

- Click '**Login**' and input the email that you used to register for the conference. No password is required.
- Click on '**Click here to ENTER**'
- Click '**Auditorium**' on the left which will take you to the list of sessions where you can click the red '**PLAY**' button to view the presentations.

Your registration allows access not only to the video sessions from Wounds Canada's **PI Symposium** that took place on November 16, 2023, but **ALSO** to the on-demand sessions from Wounds Canada's fall 2023 **National Hybrid Conference**, and Wounds Canada's **Limb Preservation Symposium** which took place in the spring 2023, until January 31, 2024!

You will also have access to the poster hall to read about the latest research, and to the exhibit hall to download sponsors' product information and to leave a message.

[LOGIN TO ON DEMAND SESSIONS](#)