

## **The National Popular Science Campaign for the World Pressure Injury Prevention Day 2025 Launched**



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(Weng Yajuan, the chairperson of the Wound, Ostomy and Continence Nursing Committee of the Jiangsu Nursing Association; Bai Suping, the vice-chairperson of the Wound, Ostomy and Continence Nursing Committee of the Jiangsu Nursing Association )

Figure 1: Authors

November 20, 2025 is the 13th "World Pressure Injury Prevention Day". Entrusted by the Wound, Ostomy and Continence Nursing Committee of the Chinese Nursing Association, the Wound, Ostomy and Continence Nursing Committee of Jiangsu Nursing Association carried out a series of popular science activities on pressure injury from November 5th to 20th. This national health promotion campaign has built an all-round protection network from hospitals to communities, from professional nursing to home care.

## **I. Cloud Lecture Hall of Frontier Knowledge: Interpretation of Authoritative Guidelines and Interactive Q&A**

This Cloud Lecture Hall of Frontier Knowledge officially started online at 17:30 on November 19th. Weng Yajuan, the chairperson of the Wound, Ostomy and Continence Nursing Committee of the Jiangsu Nursing Association and the deputy director of the Nursing Department of Nanjing Drum Tower Hospital, served as the host. First, Huo Xiaorong, the president of the Jiangsu Nursing Association, delivered an opening speech. She emphasized the significance of pressure injury management, highly recognized the important contributions made by the special committee in continuously promoting the high-quality development of the wound, ostomy and continence specialty, and stated that she would spare no effort to build a platform to help nursing colleagues make progress. Subsequently, Director Wu Ling gave an in-depth interpretation of the core content of the "2025 Edition Pressure Injury Prevention and Treatment Guidelines", providing a more scientific theoretical basis for clinical practice. After the special lecture, the vice chairpersons and secretarial team of the special committee carried out online Q&A, providing professional guidance on specific problems encountered by clinical nursing staff in their daily work, and promoting the in-depth integration of theoretical knowledge and clinical practice. According to statistics, more than 14,000 relevant professionals nationwide logged in for this session, with high influence and wide coverage.



Figure 2

Upper left : Huo Xiaorong, the president of the Jiangsu Nursing Association, delivered an opening speech.

Upper middle: Weng Yajuan, the chairperson of the Wound, Ostomy and Continence Nursing Committee of the Jiangsu Nursing Association and the deputy director of the Nursing Department of Nanjing Drum Tower Hospital, served as the host.

Right part: The poster of the Cloud Lecture Hall.

Lower part: Director Wu Ling gave an in-depth interpretation of the core content of the "2025 Edition Pressure Injury Prevention and Treatment Guidelines".

## **II. Live Broadcast by Authoritative Media: Face-to-Face with Renowned Doctors, Popular Science Reaching Every Household**

To spread knowledge about the care of pressure injuries more widely, at 10:00 am on November 20th, the program "Meeting Renowned Doctors" of Jiangsu TV Station conducted a rich and vivid live broadcast in the piano hall of Nanjing Drum Tower Hospital and the wound, ostomy and continence care outpatient clinic. The event focused on the prevention and care of pressure injuries. A number of medical and nursing experts participating in the science popularization successively answered core questions of the public's concern, such as the current situation of pressure injury occurrence, clinical staging, wound surface treatment, nutritional support, rehabilitation training and home care formulas. The staging characteristics were vividly demonstrated through a pomelo model. On-site, there were also many practical demonstrations, such as turning-over skills, the use of decompression pads, dressing application and the care of incontinence dermatitis, enabling the audience to intuitively master the scientific care methods of pressure injuries. Then, the camera followed the host to the wound care room, where Li Jian, a senior backbone, and the families of 2 pressure injury patients were interviewed. The families shared their real care experiences and care insights of pressure injuries. Subsequently, the program specially invited Director Wu Ling, who has been engaged in wound care for more than 40 years, to analyze the common misunderstandings in the care of pressure injuries and convey the prevention concept. Finally, the live broadcast was connected to Director Zhou Yujie, the chairperson of the Wound, Ostomy and Continence Nursing Committee of the Chinese Nursing Association. She emphasized that pressure injuries

need to be evaluated and treated scientifically and standardized, reiterated the concept of "prevention is greater than treatment", and advocated that the public take the initiative to learn health knowledge. As of November 22nd, the online viewership and replay volume of the live broadcast video have reached more than 100,000.



Figure 3

**Left:** The poster of Live Broadcast by Authoritative Media

**Right:** The Wound Ostomy Continence Nursing Group of Nanjing Drum Tower Hospital actively participated in the "World Pressure Ulcer Prevention Day" event.





Figure 4

**Upper left:** The pomelo was used as a pressure ulcer model for different stages. **Middle upper:** The nurse demonstrated how to change the position of a patient who was lying in bed. **Upper right:** Weng Yajuan explained the purpose and significance of this event.

**Lower left:** Director Wu Ling was interviewed about the prevention and treatment experience of pressure injuries.

**Lower right:** The live broadcast was connected to Director Zhou Yujie.

### **III. Multi-location Joint Practice: Free Medical Consultation in Communities, Care Reaching the Grassroots**

Based on the theoretical dissemination, the series of activities were carried out simultaneously in 13 cities in Jiangsu Province. "Free Medical Consultation Campaign to Assist the Sick and Benefit the People" activities were carried out in Nanjing, Suzhou, Suqian and Xuzhou. Through the free medical consultation activities, professional guidance was provided for patients and their families. "Care and Protection" actions were carried out in nursing homes in Changzhou, Nantong, Yangzhou and Taizhou. Senior nursing experts improved the professional skills of nursing staff in nursing homes through on-site demonstrations, practical training and other forms. In addition, in communities in Wuxi, Lianyungang, Huai'an, Yancheng and Zhenjiang, professionals used vivid forms such as scenario simulation and interactive Q&A to teach home caregivers the early identification and prevention skills of pressure injuries. A total of 562 medical staff participated in the activities, serving 1,531 people, distributing more than 300 copies of science popularization publicity materials, and more than 10 media or hospital official accounts reported on it.



Figure 5: Pressure injury prevention consultation and public awareness activities were carried out in various cities of Jiangsu Province.

To accurately grasp the current situation of prevention and treatment, the Wound, Ostomy and Continence Nursing Committee of the Jiangsu Nursing Association designed a set of standardized cross-sectional research tools for pressure injuries based on evidence and expert inquiries. Through the collection and analysis of prevalence data, it provides directions for quality improvement and basis for policy formulation.

This popular science activity relies on multimedia and cloud technologies and spreads through a series of popular science materials and multiple channels simultaneously. It demonstrates the professional capabilities and social responsibilities of the nursing professional team in the field of pressure injury prevention and treatment. The systematic planning and long-term communication mechanism not only ensure the effective



transmission of knowledge, but also promote the improvement of the pressure injury prevention and treatment level of the whole society, contributing professional strength to the beautiful vision of "everyone enjoys high-quality care".