

International Stop the Pressure Day, 19 November 2020



JACQUI FLETCHER
Clinical Editor, *Wounds UK*

It's that time of year again — time to get creative, do things a bit differently and raise the profile of Pressure Ulcer Prevention.

This year NHS England and NHS Improvement have teamed up with the Tissue Viability Society to put together and deliver resources to support clinicians around the theme of 'Love Great Skin.' This was chosen as it applies to all, skin is a universal concept! So whether you deal with children, adults, mental health patients, end of life care or whatever we can all focus on the promotion of healthy skin, it doesn't matter what colour the skin is, what condition it starts off in, if your focus is just on legs — or you mainly see bottoms — we can aim to have great skin all round and as a bonus great skin is a benefit for patients generally and for those with or at risk of wounds of every other aetiology — so it's a win all round.

We have produced a range of resources under

this banner, the Love Great Skin website has had some of the resources updated, rebranded and language updated (www.lovegreatskin.co.uk). We are sharing aSKINg focused new word clouds (heart shaped of course see below) and lozenges with key messages, these are all free to download either from the stop the pressure website (<https://nhs.stopthepressure.co.uk>) or the TVS website (<https://tvs.org.uk/wp-content/uploads/2020/10/JACQUI-FLETCHER-LOVE-GREAT-SKIN-HEARTS.pdf>) and TVS has worked with commercial colleagues to produce resource packs for clinical colleagues which include, flyers, pocket guides, selfies frames (and of course a pen!) (<https://tvs.org.uk/stop-the-pressure-grab-pack/>).

We want to focus on much more than what you can see, there has been such a significant increase in awareness around different skin tones, we need to highlight the other warning signs of early pressure damage — not just for clinicians but also patients and families. Our touch and feel activity is somewhat thwarted by social distancing — but can still be managed virtually with a little thought and we are hoping to produce a touch and feel book for next year, in the mean time maybe use cheese, a great medium for representing different textures!

We will be adding some videos to the Stop the Pressure You tube channel (https://www.youtube.com/channel/UC0AJoyu_5kZxO1aOTItK7WA) and there are many supporting videos already available on TVN TV (<https://tvntv.co.uk/?s=Pressure+ulcer>).

TVN2gether have also produced a range of short videos covering the SSKIN bundle (https://www.youtube.com/results?search_query=tvn2gether).

Everything is free so do make the most of what is available and we look forward to seeing what you do on social media — don't forget to use the hashtags #stopthepressure #lovegreatskin. Have a great Stop the Pressure Day 2020 — we need a little bit of fun!



New heart shaped word cloud for this years International Stop the Pressure Day

