

Nurses must promote the importance of wound care

David Gray

In previous issues of Wounds UK, both myself, our guest editors and other authors have had a common, underlying theme to the messages delivered in our editorials. We all recognise that outside of our profession, there is a lack of awareness of our achievements both among our employers and the general public.

If we wish to be valued by the NHS and the general public, we need to not only communicate our clinical achievements, but also highlight deficiencies in service provision so that they can be corrected. This is the only way forward if we are to maintain the standards that we have set and grow as a specialist field that constantly strives to improve clinical outcomes.

For our own sake, and more importantly, that of our patients, we need to act now and alert both the NHS and the wider public as to the impact of wounds on society, and the need for effective services to prevent and manage wounds.

In his editorial in our last issue, Keith Harding (2005) asked: 'What is needed for wound healing to achieve such a high profile and obtain sufficient funding for such provision across all aspects of health care in all parts of the country? What can we do to engage politicians, health care professionals and patients in demanding such investment?'

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On p. 14 of this issue, Dai Havard, MP for Merthyr Tydfill and Rhymney, describes how he secured an adjournment debate in Parliament, calling for improved responses to, and the adoption of, new technologies in wound care. He also hosted a reception in Parliament for the Tissue Viability Nurses Association to once again raise awareness of wound care service provision in the Department of Health.

Once again, the Wounds UK conference will take place in the Harrogate International Conference Centre on the 14–16 of November. With over 100 presentations of new work, international speakers from Europe and North America and a highly innovative symposia programme, it will provide the perfect platform for the exchange and dissemination of the most up-to-date and cutting-edge information in the field of wounds.

World Diabetes Day is on the 14 November and to mark this event, Wounds UK has supported a Diabetic Foot Seminar on the day with leading UK speakers focusing on the way forward for the management of this challenging condition.

We are all mindful of how awareness days such as this raise the profile of an issue or cause, and this is why Wounds UK, in partnership with Smith and Nephew, has decided to

launch National Wounds Day on 22 June 2006. It is our intention that the day will celebrate the standards of wound care in the UK, and will raise the profile of our achievements, while providing time for consideration of future challenges. This will coincide with three Wounds UK events: the Summer, Dermatology in Wound Care, and Paediatric Wound Care conferences, all taking place in Warwickshire.

In addition, to recognise the achievements within our profession and to acknowledge and celebrate the incredible work that occurs on a daily basis, Wounds UK will be launching the Wounds UK Awards event on Friday 9 June at the Imperial War Museum North in Manchester. With over 10 awards that recognize best practice and innovation in all areas of wound care in the UK, it will provide another opportunity for the celebration and sharing of our accomplishments.

Wounds UK would like to thank everyone for their continued support throughout the year. Next year is going to be crucial for the future of our profession and we at Wounds UK look forward to working with you all to raise the profile and reassert the importance of our field. **WUK**

For further information on all the events mentioned in this editorial, please visit our website www.wounds-uk.com.