

Leg Club update

A strong partnership with industry has boosted Leg Club education and skills

'Making the relationship between commercial interests and wound care transparent is to be welcomed, and this code of practice will help all parties to enjoy mutually beneficial and ethically sound relationships...' (Clark, 2005).

As a junior community staff nurse I could never understand the approach adopted by a number of my nursing colleagues who seemed to view industry visits as an opportunity to aggressively grill the representative while enjoying a free lunch. To this day I do not understand their attitude. Of course I am not naïve enough to not acknowledge that industry representatives have a job to do, but equally so do nursing staff.

Corporate relationships with 'not-for-profit' organisations have deepened in the past few years. The Lindsay Leg Club Foundation currently has 15 corporate partners who provide commitment and support to the foundation to aid the facilitation and implementation of the Leg Club model. It is essential that clear guidelines are in place to ensure protection of both parties. For this reason The Lindsay Leg Club Foundation (2005) issued a comprehensive code of practice which all Leg Clubs are required to adhere to. The code of practice was

formulated in partnership with our corporate partners and incorporated guidance provided by the Nursing and Midwifery Council (NMC), Surgical Dressing Manufacturers Association (SDMA) and the Association of British Pharmaceutical Industry (ABPI).

During the recent 'Healthy Legs for Life' awareness week the Leg Clubs had the opportunity to work together and benefit from the relationship with our corporate partners. A number of them had organised educational events in partnership with Leg Clubs that have increased knowledge while profiling the benefits of the model of care. I was privileged to be invited to attend a celebratory event for Leg Club members and the general public in Stoke-on-Trent that was supported by industry. The event was well attended and provided an ideal opportunity to raise awareness and benefits of attending a Leg Club.

Following an educational grant from one of our corporate partners the Foundation has also been given the opportunity during 2007 to distribute a large number of health promotion leaflets to members of the public at high profile events or through local Leg Clubs, general practices or community pharmacies. This has assisted the foundation to achieve one of its primary objectives to raise

awareness of the importance of leg health.

On a local level, as a Leg Club Lead Nurse I have been given the opportunity to build strong, effective relationships with the representatives. Shortly after opening our Leg Club the team identified that they would benefit from further education and practical training on the application of the bandaging systems that we use. I therefore contacted the appropriate representatives and arranged to hold training updates for all Leg Club and local district nursing staff. As a result both practice skills and knowledge levels have increased. Our corporate partners have also supported Leg Clubs in purchasing extra pieces of equipment

The involvement, support and advice of our industry partners on both a local and a national level has been invaluable to the Foundation and the Leg Clubs and has demonstrated how beneficial working in partnership can be. **WUK**

Mark Millar, District Nurse and Leg Club Lead Nurse, Leicestershire County and Rutland Primary Care Trust and Vice Chairman of The Lindsay Leg Club Foundation

Clark M (2005) In: The Lindsay Leg Club Foundation ed. *The Lindsay Leg Club Foundation Partners in Industry Code of Practice*. The Lindsay Leg Club Foundation, Ipswich

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