

STOP THE PRESSURE



700,000 people are affected by pressure ulcers every year. How many pressure ulcers will you prevent this winter?

Are pressure ulcers really a problem within the NHS?

Nearly **700,000** people are affected by pressure ulcers each year, across all care settings, including patients in their own homes. Around **186,617** patients develop a pressure ulcer in hospital each year. Each pressure ulcer adds additional costs of care of over **£4,000**. The most vulnerable patients are aged over 75. Pressure ulcers can be extremely uncomfortable, and, in severe cases, result in severe harm or **death**. Pressure ulcers can be prevented. Research suggests that between **80-95% are avoidable**.

Commit to Act – Stop the Pressure

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What are we going to do about it?

- Engage with professionals, patients and carers to raise awareness
- Challenge people to act: we are linking up with **NHS Change Day** to ask people to pledge changes they are going to make to prevent a pressure ulcer
- Actively share tools, case studies, blogs and latest thinking on pressure ulcer prevention – **www.stopthepressure.com**
- Promote and support **student events** that raise awareness of pressure ulcers
- Develop a regular **online webinar programme** for key people who can prevent pressure ulcers

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Avoidable pressure ulcers are a key indicator of the quality of nursing care. Preventing them happening will improve all care for vulnerable patients. The 'Stop the Pressure' campaign was launched by NHS Midlands and East as part of their ambition to make life better for patients. The campaign is now being rolled out nationally, with NHS England, NHS Improving Quality and Haelo joining forces with other partners to support a 50% reduction in pressure ulcer prevalence throughout winter 2013/14.



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Visit our website and find out more about what you can do to prevent pressure ulcers via the tools, resources and case studies – www.stopthepressure.com.



Visit our partners websites for more tools and resources:
www.nhsiq.nhs.uk/stopthepressure
www.patientsafetyfirst.nhs.uk
www.harmfreecare.org



Follow [@STPressure](https://twitter.com/STPressure) on Twitter, and join in the conversations at [#stopthepressure](https://twitter.com/stopthepressure)



What can you pledge to prevent a pressure ulcer? How can you make a difference - today? Visit www.changeday.nhs.uk after the **6th November 2013** to make your pledges and share via Twitter [@NHSChangeDay](https://twitter.com/NHSChangeDay).



How are you planning to make a difference? Contact the NHS IQ team at enquiries@nhsiq.nhs.uk and tell us about what you are doing locally to promote the campaign. Don't wait, act now-stop the pressure.

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