

Tuesday, 5th April 2011

Trust Directors expose body parts for pressure ulcer campaign

Directors from The Dudley Group NHS Foundation Trust have exposed the parts of their bodies prone to pressure ulcers for a hospital poster campaign to drive a zero tolerance approach among staff.

The six Trust leaders stripped off for the camera recently to launch *We Love Your Skin* – its campaign urging clinical teams to pledge to protect patients from developing pressure ulcers while they are in hospital.

“Our drive to reduce pressure ulcers, also called bed sores and pressure sores, is so important that we gave the awareness campaign our full backing,” said Chief Executive Paula Clark.

“We were more than happy to pose for the camera: pressure ulcers cause a lot of pain and suffering and limit patients’ mobility and independence,” added Paula, who modelled her hip for the awareness poster.

“Everyone at The Dudley Group is committed to a zero tolerance approach. If our patients arrive in hospital without a pressure ulcer, they should expect to leave without one.”

The other Directors who took part were:

Richard Beeken, Director of Operations and Transformation (modelled his back)

Paul Harrison, Medical Director (modelled his shoulder)

Denise McMahon, Director of Nursing (modelled her heels)

Paul Assinder, Director of Finance and Information (modelled his ear)

Annette Reeves, Head of Human Resources (modelled her elbows)

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For more information, please call Jackie Dietrich, Communications and Engagement Officer for The Dudley Group of Hospitals NHS Foundation Trust on (01384) 456111 extension 1423.