

28<sup>th</sup> July 2011

## **PRESS RELEASE**

### **Trust's dramatic drop in numbers of patients who develop pressure ulcers**

The Dudley Group is delighted to report a 45 per cent drop in the numbers of patients who develop pressure ulcers while they are in hospital.

The big reduction in the number of grade one, two, three and four hospital-acquired pressure ulcers in the first quarter of 2011/12, on those recorded in the previous quarter (Jan-Mar), follows the Trust's robust pressure ulcer prevention and management plan.

Reportable grade three and four pressure ulcers have also seen a drop of 37 per cent in the same period.

Since the Trust introduced a zero tolerance approach to pressure ulcers in February, the tissue viability team has put 85 per cent of staff through training and education around pressure ulcer prevention and management.

For example, 94 per cent of staff on Ward A2 Orthopaedics and 88 per cent of staff on Critical Care have now received training.

"This is tremendous news for our patients and pays tribute to the staff who have worked so hard to manage and treat pressure ulcers," said Denise McMahon, Director of Nursing.

Tackling pressure ulcers as an imperative to improve patient care was highlighted at a Listening into Action feedback session on the Quality Priorities for 2011/12.

As a direct result of feedback from staff, governors and patient groups, the Trust ran a high profile awareness campaign called 'We Love Your Skin', which involved our six directors modelling parts of the body prone to pressure ulcers for posters displayed around the hospital.

"Pressure ulcers are at the forefront of everyone's mind," said Denise. "That is reflected in our transparent reporting of grade three and four pressure ulcers.

"When we brought in the new systems of checking pressure ulcers in January, we expected to see a rise in the numbers of pressure ulcers. Now that reporting is robust, and pressure ulcer management is in every ward with every nurse, we are seeing the kinds of reductions we had hoped for."

Michelle Jinks, acting lead nurse on ward B4, said: "It's fantastic to see all of our hard work paying off and what a huge difference it's made to our patients' ongoing care."

Emma Richardson, staff nurse on A2 orthopaedic ward, said, "I don't know a nurse or care support worker anywhere that doesn't know how important it is for patient care to reduce the number of pressure ulcers developed in hospital and I know all nursing staff are proud of this achievement."

\*\*\* ENDS \*\*\*

## NOTES TO EDITOR

The Director of Nursing, Denise McMahon, is available for interview

**Pictured:** Chief Executive Paula Clark posed for the camera for our pressure ulcer campaign poster, modelling her hip

**Pictured:** Director of Nursing Denise McMahon modelled her heels

**Pictured:** Medical Director Paul Harrison modelled his shoulder

**Listening into Action** (LiA) is a staff engagement programme that puts staff at the centre of change. It launched in September 2010 with a series of LiA feedback 'conversations' hosted by Chief Executive Paula Clark in which staff said what big impact changes they wanted to see that would most benefit patient care. Ward teams and departments are now holding their own LiA conversations to make improvements to their services.

For more information please contact Jackie Dietrich, Communications and engagement officer, The Dudley Group of Hospitals NHS Foundation Trust (01384) 456111 extension 1423.

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