



Wound Awareness Week 2015

March 23 – 27

Ten Things Toolkit

Ten ways AWMA members can make
Wound Awareness Week a big
success in local communities.

Our campaign strategy

When there are different types of dressings and different types of wounds that all look a bit nasty, what do you show? A nasty wound character that can represent the problem!

He's angry and sore and has been hanging around far too long. But with the right care, we can send him packing!



Got a Wound that won't Go?

Get a Wound Expert!

Wound Experts are here to help long term wounds heal faster. So if you're sick of suffering, contact a Wound Expert today. Find one in your local area at:

www.woundexperts.com.au

Welcome to Wound Awareness Week 2015

Dear AWMA Members,

While hard-to-heal wounds remain a significant health and social issue in Australia, there is low public awareness around the very existence of Wound Experts and how they can help.

To address this, the national theme of Wound Awareness Week 2015 is **“Got A Wound? Get A Wound Expert.”** This excellent theme is being supported with a local activation strategy that not only raises local awareness, it helps people find their nearest Wound Expert. We are directing them to a new page on the website that lists every Wound Expert in the state, by region. People will land on this page by typing in **www.woundexperts.com.au**. **This initiative is underway now!**

To make this year’s WAW a success, **we’re asking all AWMA members to promote the cause locally** and we’re giving you the tools to do it in your own community.

The Ten Things Toolkit has many ideas and resources to help you advertise, publicise, educate and communicate key messages. **This is all about reaching wound sufferers** (and their carers) in your community and telling them how they can get help.

Wound Awareness Week is just around the corner so **get active now!** Team up, brainstorm, order your posters and pads, talk to the media and create events. If you need support from your manager, they will be pleased to know that community engagement of this kind helps them meet the new **national standards for Clinical Accreditation**.

Thank you for your participation. **Over 300,000 Australians suffer from chronic wounds** at any time and wounds constitute 70% of community nurses’ workload.

We believe that by giving patients the right information, they can make positive actions.

This Wound Awareness Week offers a unique opportunity for us to unite and help heal wounds together. Big time. So go teams!

Yours in appreciation,

Margo Asimus

AWMA National President

1. Are you a Wound Expert?

Tell us now!

This Wound Awareness Week is all about you making a difference and people being able to find you, so we need a full and accurate list of every Wound Clinic.

- If you know of a specialist wound clinic please notify us at **info.nsw@awma.com.au**
- Provide your name or clinic name and preferred contact email and/or phone number.
- Provide your clinic address if applicable and the region you service e.g. Western Sydney, Hunter Valley etc.
- Even if you are already registered with us, please report your details to ensure our database is up to date.

Reply **info.nsw@awma.com.au**

reply by Friday 13 March so the list can be collated and uploaded to our website in time for WAW.

2. Poster

What's their purpose?

- These appealing A3 posters are designed for display **outside** your clinic to educate people who are not yet aware of Wound Experts.
- The yellow strip at the bottom is a space where local information can be hand written. This could be a contact number for the local Wound Expert, or it could be information for an event that you are holding.

Where to put them

- Where a typical wound sufferer or carer is most likely to see them.
- Where people go for wound care like local pharmacies and GP surgeries.
- Where older people gather – bowling clubs, community centres, seniors clubs.
- Where carers and services are based such as Meals on Wheels offices. These people go into people's homes and may pass on information.
- Where else is a good place in your local area?

How to go about it

- Seek permission.
- Talk with somebody who has the authority to make a decision e.g., the pharmacy owner, the surgery manager or club official.
- Ask if they would allow a poster to be displayed.
- Take the poster in and put it up in the agreed place.

When

- Have them up by Monday 23 March in time for Wound Awareness Week.
- There is no time limit; they can stay up all year!

order now

Avoid disappointment. Limited number available. Order your posters now by contacting your State Association Representative

3. Tear Off Pads

What

- 50 page colour notepads 10 x 15 cm.
- Each sheet has information on Wound Experts and wound care.
- People can just tear a page off and take it home for reference or to pass on.
- No mess, easier than leaflets.

Where to use them

- Alongside the posters.
- Service counters in pharmacies and GPs and in your own practice.
- To hand out after information sessions.
- For home based services to have on hand such as Meals on Wheels.
- Where else can you use them?

how to go about it

- Seek permission.
- Talk with somebody who has the authority to make a decision e.g., the pharmacy owner, the surgery manager or club official.
- Ask if they would be willing to leave the pad where it can be seen.
- Deliver the pad yourself.

When

- Have them in place by Monday 23 March in time for Wound Awareness Week.
- There is no time limit; they can remain in place until they're all used up!

order now

Avoid disappointment. Limited number available. Order your tear off pads now by contacting your State Association representative



4. Radio Advertising

What

- A 30 second radio commercial on Wound Experts is being produced.
- It will be available for broadcast as a free Community Service Announcement.

Call your station

- Ring up your local radio station and ask to speak with the right person about running a radio commercial as a free Community Service Announcement.
- Briefly tell them who you are, who you represent (AWMA) and that Wound Awareness Week is soon approaching.
- You will have a professionally produced, broadcast quality 30 second radio commercial that tells long term wound sufferers (usually isolated at home), that there is help nearby.
- Could they please consider airing the commercial in the week commencing Monday 23rd March as a free information service to their community?
- You have an official written request to send to the right person – ask for name and address or email contact.

Send CSA letter of request

- Follow your phone call with a written request.
- Use the CSA Request document that has been supplied as an attachment.
- Personalise it if possible with the recipient's correct name and title as well as your own name and contact details.
- Email or post letter.

Send the radio ad

- The radio file will be emailed to you in the week commencing Monday 9 March.
- As soon as you receive it, email it on to your contact at your local station.
- Then phone them to make sure they have received it and to determine if they are able to play it during Wound Week.

Success

- Tell us if you get free airplay at info.nsw@awma.com.au
- See more on reporting success in Point 10.

5. Publicity

What

- Free publicity in the local media is a brilliant way to raise public awareness of wounds and Wound Experts.
- Alert the media that Wound Awareness Week is happening.
- Make it newsworthy.

PR Release

- Use the official PR Release attached.
- If you feel comfortable speaking with the media, include your own contact details.
- Send it to your local newspaper, radio station, TV station, Seniors publications, Medicare Local newsletter, in fact any appropriate media outlet that be emailed the PR release.

Human Interest

- A local story will create further interest and newsworthiness.
- A patient you have successfully healed may be willing to share their story with the media. Ask if they would help you speak with the media.
- Please ensure you have their full consent and respect their wishes for privacy if they do not wish to be identified. You are asking for their help as a member of AWMA, not as an official employee of your workplace.
- A real life story can illustrate the pain, misery and isolation shared by over 300,000 Australians – and how they can be helped with specialist care from a Wound Expert.

Events

- Local events are also newsworthy if they are interesting enough.
- Plan an event for WAW and tell the media about it, invite them along for interviews and photo opportunities.
- See Events section Point 7.

6. Media Kit

Send the following attachments to the news desks of your local media outlets:

- **PR Release**
- **Wound Character**
- **Poster**

For other correspondence regarding Wound Awareness Week, use the attachment:

- **WAW letterhead**

Talking to the media

- To avoid any tricky questions, make it clear that you are speaking as a member of AWMA for Wound Awareness Week.
- You are not speaking on behalf of your employers and cannot comment on other issues.

Read the attachment:

- **Tips on Media inquiries**

Key Messages

1. Approximately 300,000 Australians suffer from chronic wounds at any one time. They can be painful, messy, embarrassing and isolating.
2. Wound Management constitutes greater than 70% of community nurses' caseload.
3. In general practice, 3 of the 5 frequently performed procedures involve wounds.
4. Wounds cost the health system \$10,000/patient. 3% of the national health budget. Estimated at \$3 billion/year.
5. Best Practice can heal many chronic wounds and the good news is, there are many wound experts throughout the state who can help heal wounds faster.
6. If you've got a wound that won't go, get a Wound Expert. You can find one near you at www.woundexperts.com.au

7. Events and Education

What

Get your team together to create an event this Wound Awareness Week.

Raise awareness, educate and spread the word. It could be a fun event, Q&A session or a presentation on correct wound care.

Talk about:

- When is a wound a chronic wound?
- Correct wound management – the Dos and Don'ts
- Get help from a wound expert
- Find one at www.woundexperts.com.au

Things to use:

- Posters
- Tear off pads for take home information
- Wound product display
- PowerPoint

Where

Think about local community venues you could use like:

- Schools
- Community halls
- Nursing homes
- Clubs
- Local clinics
- Ask your own patients if they are in a club or association with other potential wound sufferers and hold an event there to distribute information.

Who

Identify key groups such as:

- The Elderly
- Those affected by Diabetes
- Carers
- Allied Health Care Professionals such as GP's

Publicise

- Inform and invite the media along for potential news coverage and interview opportunities.

Social Media

- Create an event on Facebook
- Upload Wound character
- Invite people to attend and 'like'
- Tweet
- Upload poster to your own Facebook site and share with everyone.
- Take photos at the event and upload to Facebook, Instagram, and local news online.
- Take screen grab for the scrapbook.



8. Education

Refer to Webinars on the AWMA website or access wounds international website webinars.

This is the week to be talking and sharing wound information. If a local presenter is not available you could also consider other excellent wound management websites to review recorded presentations, for example, Wounds International.

9. Team up & Brainstorm

With Wound Awareness week just around the corner, it's important that you get your team together and start planning now!

- Ask yourselves, how can we get this message out to our local community and reach the people who need us?
- Who do we talk to and what can we do?
- Start with elderly people, diabetics and postoperative patients.
- What about speaking at your local Rotary Club, bowling club, RSL, or perhaps to organisations that provide home services such as Meals on Wheels.
- Use your own social and professional network to spread the word. Just start the conversation!
- Use social media, upload the wound character or even the poster pdf with our key message, share it with all your contacts and ask others to do the same.
- Make a team and give each other specific tasks.
- Who's in charge of education events – what will you do?
- Who's in charge of distributing the posters and tear off pads?
- Who's in charge of publicity? Send out the PR Release and talk to the media.
- Who's available for interviews? Be prepared.
- Who's contacting the local radio station about some free advertising?
- Put it in your diary and allocate time for WAW activities.

Make a list and tell us what you're doing, we'd love to hear and share your ideas.

Email: info.nsw@awma.com.au

10. Celebrate Success

We really want to know what works best, so that we can keep improving our strategies for next year.

We want your WAW report!

To help us evaluate the success of Wound Awareness Week, we need your feedback. When the week is over, please send us an activity report telling us about your functions and information events with photos, as well as any media coverage.

So it's important that you keep a record of

- Where your posters went
- How the tear off pads were used
- What events did you host and where? Who attended?
- Did you get any news coverage?

- Keep any press clippings, note or record any news stories on radio or TV.
- Record interviews, ask for a copy.
- Did the radio ad get free air play? What station did it run on?
- Social media – what did you do, how many likes?
- Have your referrals or direct inquiries increased and by how much? Ask new callers how they found you and note if it was due to WAW activities and promotions.
- Collect all the results and send them back in your WAW Report to

Your efforts will be very much appreciated!

List of Attachments

- PR Release
- Wound Character
- Poster
- Media Tips
- Report/Feedback Template
- Radio CSA Letter of Request

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Week 2015
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