



News in Wound Care

Awareness and Advocacy

Wounds Canada's 2023 Awareness Campaigns: Spreading Knowledge about Wound Care Principles

In the months of April, May and June, Wounds Canada ran three separate campaigns around wound care that coincided with specific monthly events.

April was **Limb Loss and Limb Difference Awareness Month** and Wounds Canada took the opportunity to raise awareness about the challenges faced by those who have experienced limb loss, particularly due to diabetes-related conditions.

Throughout the month, we shared useful tips and resources

as well as the stories of those affected by limb loss. We also took the opportunity to highlight the connection between the risk of limb loss and wounds related to diabetes and peripheral arterial disease.

Popular hashtags promoted during the month were *#ActAgainstAmputation*, *#LimbLossAwareness* and *#PAD*.

May was **Foot Health Month** and Wounds Canada focused on emphasizing the importance of healthy feet, particularly for those who are already dealing with pre-diabetes and diabetes.

We sought to promote Wounds Canada guidelines and tools in order to help patients with diabetes avoid problematic ulcers and infections. We recommended that anyone afflicted with diabetes undergo a diabetic

foot screening, and a complete assessment followed by personalized diabetic foot care advice, including professional foot care and footwear guidance.

Hashtags for the month were *#FootHealthMonth*, *#HealthyFeet* and *#ActAgainstAmputation*.

Finally, June was **Wound Healing Month** and we chose to focus on the prevention and treatment of wounds, highlighting the fact that prevention was preferable to treatment.

Through our campaign, we focused on these four guiding principles:

1. Evading all avoidable wounds
2. Prohibiting existing wounds from escalating to complex or chronic stages
3. Redirecting all chronic wounds onto a healing path



4. Enhancing and sustaining an excellent quality of life for patients with non-healing wounds.

Our hashtags for the month were *#WoundHealingMonth*, *#WoundPrevention*, and *#ProtectSkin*.

All our campaigns used evocative visuals and clear messaging to drive the message of each month's theme. As such, we hope to reach a large audience and convey the principles required to protect against wounds of all kinds and promote healthy skin.

CN Tower Salute

On June 13th, the CN Tower lit up with Wounds Canada colours in homage to *#WoundHealing*



Awareness

Month. This is but one of the many ways we raise awareness, staying at the forefront of teaching the significance of proactive measures to circumvent wounds entirely.

Events

Don't Miss our Hybrid National Fall Conference

We are excited to invite all interested parties to the in-person Wounds Canada National Fall

Conference taking place from September 28 to 30.

This continuing education conference is designed to support health-care professionals who work with patients with wounds or who are at risk for developing wounds. It is a hybrid session with both virtual and in-person sessions taking place at the Fallsview Casino Resort in Niagara Falls, ON.

Our co-chairs for this event are Dr. Virginie Blanchette, Dr. Robyn Evans and Marlene Varga.

For a full agenda and more information on the Wounds Canada National Fall Conference, visit woundscanada2023.ca.



Research

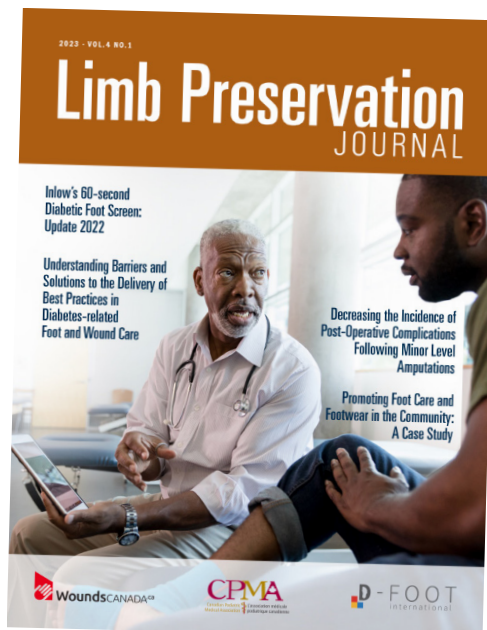
Limb Preservation in Canada now Limb Preservation Journal with DOIs

Our peer-reviewed journal dedicated to improving understanding among stakeholders working in the area of limb preservation has been rebranded from *Limb Preservation in Canada* to *Limb Preservation Journal*.

The change is meant to reflect the global nature of the journal that seeks to provide insights into how to apply new knowledge in the field. Another excit-

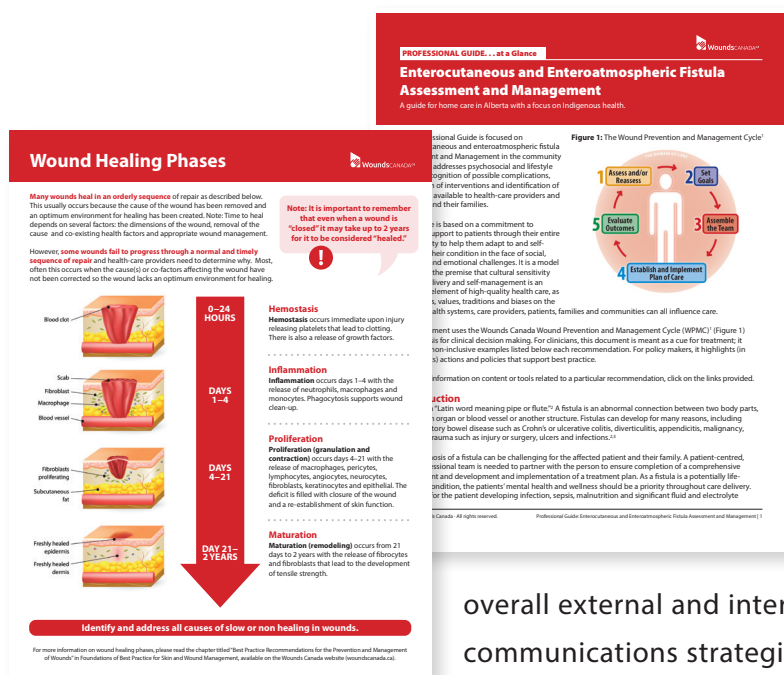
ing and important development is the addition of digital object identifiers (DOIs) in the latest edition.

DOIs identify objects persistently, allowing for all articles to be uniquely identified and accessed reliably at all times. DOIs will from now on be featured in all our journals.



New Indigenous Resources Available for Free Download

We are excited to announce that Wounds Canada, in collaboration with Indigenous Services Canada and KTC Health, has developed a set of resources focused on skin health and wound management in Indigenous-oriented home care in Alberta. These new best-practice-based resources, ranging from Product Pickers to Professional Guides for Care to posters, have been developed and reviewed by clinical,



education and communication experts. To support their intended audience, they have been customized to reflect the needs and available resources in Alberta, including in major and minor centres and remote areas. All resources are free to download and can be accessed [here](#).

New Faces at Wounds Canada

Gaylene Poulin is a communications professional with over 20 years' experience in strategic communications and media relations, in both the private and not-for-profit sectors. As Director of Communications for Wounds Canada, she contributes and oversees the



overall external and internal communications strategies and promotion of Wounds Canada.

As a Métis woman, she is very passionate about projects involving reconciliation and inclusion. During her career, Gaylene has worked for such organizations as the Canadian Red Cross, Parks Canada, CBC, Government of Saskatchewan and Métis Nation - Saskatchewan. She was lead of the communications team that launched the *Beyond 94 – Truth and Reconciliation in Canada* project, an interactive website

and tool that houses resources and measures the 94 Calls to Action by the TRC. During her time with Parks Canada, she was the event lead of the closing ceremony of the inter-

national memorial installment of "Walking with Our Sisters", a week long memorial exhibit honoring Missing and Murdered Indigenous Women and Girls for which she was recognized with the Parks Canada CEO Award of Excellence. She spends her spare time traveling, camping with her children and her little dog, Charlie.

Loukia Papadopoulos is the new Communications Specialist for Wounds Canada, where she will be intimately involved in all aspects of our journals and numerous other projects and initiatives. She is the former program manager for the Clean Energy Business Council. She has had a long career in journalism and the not-for-profit sector which included roles with the United Nations Momentum for Change,



Leo Burnett and Al Arabiya English. She holds a DEC in Pure and Applied Sciences from Marianopolis College, a BA in Communications and a MSc in Geography, Urban and Environmental Studies from Concordia University. 🇨🇦

Membership Has Its Privileges!



Become a Wounds Canada Member Today!

As the leading wound care organization in Canada we provide you, our member, with the information and tools to help advance your career, your practice and your team. Your membership provides you with:

- **Exclusive access** to members-only sections:
 - Image bank:** view and download images for personal or educational use
 - Video gallery:** view scientific presentations from the Wounds Canada's conferences and webinars
- **Discounts** on our professional educational programs and eBoutique.
- **A member-only newsletter** with the latest in wound care information.

How do I join?

Visit www.woundscanada.ca/become-a-member today to take your wound care knowledge to the next level!

- Individual Annual Membership: \$100.00 CDN
- Student/Retiree/Patient/Lay Caregiver Membership: \$50.00 CDN

Register today to take full advantage of these exclusive benefits!

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Find out more about us at www.WoundsCanada.ca