World Diabetes Day 2020 Social Media Campaign

Background

Four out of five lower limb amputations related to diabetic foot complications can be prevented. Wounds Canada used November 14, 2020, World Diabetes Day, as an opportunity to increase awareness about the problem of unnecessary diabetes-related foot amputations and provide resources and solutions. We're trying to "end the four" of five amputations that wouldn't happen if more people knew how to prevent them. To that end, Wounds Canada carried out a national social media campaign to inform Canadians about amputation prevention.

About the Campaign

This fully bilingual campaign consisted of a series of co-ordinated tweets and Facebook, Instagram and LinkedIn posts, beginning in late October. The high point, November 14, World Diabetes Day, featured a blitz on tweets and retweets, personal challenges and live events.

The campaign was aimed at everyone (patients, families, health-care professionals, government

and policy decision makers, media personnel) and was designed to elevate the topic of skin and wound care in general and preventing diabetic foot-related amputations in particular.

A number of stakeholder organizations participated (see box on page 17), along with members of Wounds Canada's National Strategy Committee, Diabetic Foot Task force and individuals at large.

The hashtags used were **#EndAmputations**, **#EndDiabetes** and **#SaveThe4**.

Impact

This highly cost-effective campaign allowed Wounds Canada the opportunity to increase community engagement at the clinical, patient, organizational and policy maker levels. It also resulted in overall increased political awareness and engagement and new followers and fans.

Many thanks to all who participated by posting, liking and retweeting!

Wounds Canada will be initiating other campaigns in the future to raise awareness and advance the cause of excellence in wound prevention and management.



Ontario Podiatric Medical Association Regroupement Québécois en Soins de Plaies South Riverdale Community Health Centre **WoundPedia**

🗊 Engagement

87

engagements

7 48 from 39

Figure 1: Example of tweets during the campaign

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4 Retweets 2 Likes

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Figure 4: Wounds Canada shares this Diabetes in Canada #EndAmputations infographic widely among policy makers and politicians to raise awareness of the financial and human cost of diabetes to our health-care systems and society.

A Second Campaign in November

November 19 was World Wide Pressure Injury Prevention Day, led by the National Pressure Injury Advisory Panel (NPIAP). Wounds Canada participated by conducting a blitz campaign on social media to raise awareness about pressure injuries in all sectors of care, and particularly long-term care. Using the hashtags **#StopPressureInjury** and **#StopPUDay2020,** Wounds Canada posted in our social media accounts to inform and engage Canadians about this ongoing problem. Federal Health Minister Patty Hajdu's tweet in support of our campaign helped raise the profile of the issue.



Patty Hajdu 🤣 @PattyHajdu · Nov 19

Too many people in care settings develop pressure injuries, and #COVID19 has made this worse. This extends hospital visits and prolongs suffering. On Worldwide Pressure Injury Prevention Day, I'm joining @WoundsCanada to raise awareness of #pressureinjury prevention.

Wounds Canada @WoundsCanada · Nov 18

On Nov 19 Join the global community & @WoundsCanada to raise awareness of #pressureinjury prevention #StopPressureInjury woundscanada.ca/leader-change-...



Figure 5: Canada's Minister of Health, Patty Hajdu, supported World Wide Pressure Injury Prevention Day.





221 Subject Randomized Controlled Trial: Edema and Wound Healing Outcomes in Renal Transplant Patients Lawson Research, London Health Sciences Centre, London, Ontario^{1,2} The geko[™] device vs Intermittent Pneumatic Compression and Thromboembolic Deterrent Stocking

Measure	Outcome	Significance
Demographics	No significant difference	None
Leg Edema ¹	IPC 3.6 cm vs 2.5 cm geko™ device	P=0.001
Weight Gain ¹	IPC 5.18 kg vs 4.06 kg geko™ device	P=0.003
Urine Output Total ¹	IPC 12.6 L vs 15.99 L geko™ device	P=0.003
Higher Femoral Vein Velocity ¹	IPC 14.41 cm/sec vs 18.9 cm/sec geko™ device	P=0.001
Wound Healing ²	POD 3/POD 5	P=0.04/P=0.0003
Wound Infections ²	29% of IPC patients vs 12% geko™ patients	P=0.03
Length of Stay ¹	9.36 days IPC vs 8.15 geko™ ~ 1 less day than IPC	P=0.038
Mobility ² (Pedometer)	1099 steps IPC vs 1231 geko™ device	P=0.009
Hospital Observation	Cost savings of \$2,300.00/patient with geko™ device	

1. 2. Wen Xie et al. Daily use of a muscle pump activator device reduces duration of hospitalization and improves early graft out comes post-kidney transplantation: A randomized controlled trial. E-pub ahead of print 2020 https://cuaj.ca/index.php/journal/article/view/6487

Shahid A *et al.* Use of a muscle pump activator leads to improved lower limb edema, lower limb blood flow, and urine output compared with standard ted stockings and compression devices following kidney transplant: a randomized controlled trial. Transplantation Proceedings. 2019; 51(6): 1838-44. https://doi.org/10.1016/j.transproceed.2019.04.032