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**News release****Pressure ulcer awareness week at the RUH**

A campaign to raise staff awareness of pressure ulcer prevention is taking place this week at the Royal United Hospital.

The MOVE campaign, which stands for Movement, Observation, Voicing concerns, Eating and Education, will highlight important issues relating to pressure ulcer prevention.

Pressure ulcers, sometimes called bed sores or pressure sores, can affect up to 10% of patients admitted to acute hospitals in the UK. They can be painful and debilitating, increase a patient's risk of infection and lengthen their hospital stay.

The good news is that pressure ulcers are preventable with early, effective intervention, and the RUH has an encouraging prevention success rate.

Nikki Heywood, Tissue Viability Nurse Specialist, says: "Reducing the incidence of hospital acquired pressure ulcers is one of our key priorities. Last year, we were successful in reducing the number of category 3 and 4 pressure ulcers (the most serious) by 50%, but there is still more that we can do. We'll be looking to improve on that success over the coming months.

"We are passionate about trying to reduce these mostly avoidable complications and to improve the quality of life for people in this area."

The hospital aims for a further reduction of hospital acquired pressure ulcers by 25% for category 3 and 4, and by 20% for category 2.

The campaign has been organised by a group of Tissue Viability specialist nurses from the RUH, Great Western Hospital, and Wiltshire and Bath and North East Somerset communities. The nurses will be on hand throughout the week to provide information about preventing pressure ulcers, and offering guidance to staff.

The MOVE campaign is also being taken out into the community and information will be available in GP surgeries, at care homes, and for patients who are cared for by community nurses in their own homes. This will assist patients and their carers in identifying whether they are at risk, and who they should contact if they have concerns.

**Ends**