



1. What is the Why Wound Care?™ campaign?

The purpose of the campaign is to inform nursing faculty, nursing students, and recent graduates about the growing need for specialized wound care nurses. The national campaign seeks to promote career opportunities and offers preparation in specialized wound care nursing.

2. Why is wound care nursing important?

According to the Institute of Medicine's 2011 report, *The Future of Nursing*, in order to meet future healthcare needs, it is imperative that more nurses receive a solid education in how to manage complex conditions, coordinate care with multiple health professionals, and pursue additional education opportunities.¹ The current shortage of specialized wound care nurses greatly increases the risk of sub-standard care for patients who are at risk for the development of a wound or wound-related complications. Chronic wounds (including pressure ulcers, foot ulcers in persons with diabetes mellitus, and venous insufficiency ulcers) currently affect approximately 6.5 million Americans annually, and this number is expected to rise due to an aging population and increases in the prevalence of diabetes and obesity.²

By growing the number of nurses choosing to specialize in wound care, we can help ensure safe, effective care for high-risk patients in all care settings.

1. IOM (Institute of Medicine). 2011. *The Future of Nursing: Leading Change, Advancing Health*. Washington, DC: The National Academies Press.

2. Sen CK, Gordillo GM, Roy S, et. al. Human skin wounds: a major and snowballing threat to public health and the economy. *Wound Repair and Regeneration*; 2009;17(6):763-771.

3. Who is the campaign for?

The campaign focuses on nursing school faculty, nursing students and recent nursing school graduates. The transformation of nursing education programs and scientific advances continue to present considerable challenges for nursing school faculty.¹ The science and practice of wound prevention and care also continue to evolve. In addition to serving as a 'one-stop' portal for obtaining information about specialized wound care nurse education and continuing education opportunities, registered users will have access to complimentary wound care education resources. These resources can be integrated into the curriculum, used to supplement available textbook materials, and help nursing students develop critical thinking skills.

1. IOM (Institute of Medicine). 2011. *The Future of Nursing: Leading Change, Advancing Health*. Washington, DC: The National Academies Press.

FAQs on Why Wound Care?™

4. Who created the campaign?

HMP Communications, LLC, a subsidiary of HMP Communications Holdings, LLC, the largest provider of wound care education in the U.S., is committed to providing complimentary educational resources for nursing school faculty, current nursing students and recent graduates to attract more nurses to the specialized wound care practice. HMP worked with its WWC?™ Advisory Board of Certified Wound Care Nurses and Nurse Educators, as well as the WWC?™ Founding Supporters to create the campaign.

5. What types of resources does the WWC?™ website offer?

Through the website, you can gain access to FREE resources such as:

- **Essential teaching and learning tools, including three levels of PowerPoint Teaching Presentations:**

- o Level I: Basic Wound Care
- o Level II: Advanced Wound Care
- o Level III: Culture of Health (Coming Soon)

- An online community that features stories from specialized wound care nurses about why they chose this field, and also connects students with role models who can answer questions about the specialty.
- Discounts on events such as the Symposium on Advanced Wound Care (SAWC) Spring and Fall meetings.

6. How does our nursing school/program get involved?

HMP seeks to partner with leading nursing schools and programs across the country to raise visibility for this campaign and integrate specialized wound care content into nursing curricula. Contact Peter Norris, Executive Vice President, HMP Communications, at (800) 237.7285, ext. 4222, or email pnorris@hmpcommunications.com to discuss your school becoming a supporter of WWC?™

There are no costs involved the initiative and as a participant, you receive the following:

- Recognition on the Why Wound Care?™ website, and in all campaign PR
- Downloadable digital badge for use on your website and in communications
- Press kit that includes a sample press release for your distribution
- Access to turnkey digital assets designed to help you promote the campaign
- Tools for integrating wound prevention and care into nursing curricula
- Access to wound care experts, available to speak to your nursing students, either on campus or via webcast.

7. I am a nursing student/recent graduate. Who do I contact for more information?

If you have questions or need more information, please visit whywoundcare.com or contact Peter Norris, Executive Vice President, HMP Communications, at 800-237-7285 x 4222, or pnorris@hmpcommunications.com.

We are also actively looking for nurses interested in becoming a member of the WWC?™ Social Media Council. By joining the council, you can help promote the campaign via social platforms and share your experiences about this specialty. Participation includes national visibility in front of leading faculty, experts and employers, and the opportunity to inspire others to pursue careers in specialized wound care nursing.

