

# MEDIA RELEASE

## WOUND AWARENESS WEEK IS THE TIME TO TALK ABOUT WOUNDS

Each year \$3 billion is spent on wound treatment in hospitals and aged care facilities. On any given day, around 500,000 Australians could be suffering in silence because of their chronic wounds.

That's why Wound Awareness Week 2019 Ambassador Professor Fiona Wood AM say the financial and emotional cost of chronic wounds can no longer be ignored.

Australian of the Year 2005 Professor Fiona Wood and the nation's peak body for wound management and treatment, Wounds Australia, are urging everyone to embrace its 2019 Wound Awareness Week theme of 'Let's Talk about Wounds'.

"We know many people think it's 'gross' or inappropriate to talk about wounds. We hope that can change this Wound Awareness Week," Professor Wood said.

"Too many Australians don't know the warning signs or the available treatments for chronic wounds.

"As a result, thousands of people end up in hospital for treatments that cost millions of dollars when it could have been avoided.

"The average sufferer also spends around \$340 a month on things like dressings and painkillers.

"If you or a family member are showing signs of a chronic wound, talk immediately to your healthcare professional.

"Doctors, nurses, pharmacists, podiatrists, Aboriginal and Torres Strait Islander Health Workers, Diabetes Educators, and some physiotherapists, occupational therapists and dieticians are qualified to give advice.

"Ignoring a wound won't make it go away, but talking to your healthcare provider this Wound Awareness Week will," Professor Wood said.

Keep an eye out for the following warning signs. Take action if the wound:

- becomes red, swollen, hot or very painful
- bleeds regularly
- becomes black or yellow
- has thick, yellowish fluid or unpleasant smell
- takes longer than a month to heal or has not decreased in size.

People over 65 years or have chronic diseases like diabetes are also more at risk.

### ENDS

More information on wounds and their treatment is at [www.woundsaustralia.com.au](http://www.woundsaustralia.com.au)

More information about Wound Awareness Week is at [www.woundaware.com.au](http://www.woundaware.com.au)

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