

# The solution is bleeding obvious

23-29 AUGUST 2021



**WOUND  
AWARENESS  
WEEK 2021**

**#WoundAware**



## What is Wound Awareness Week 2021 all about?

Wound Awareness Week 2021 (WAW21) is Wounds Australia's most significant annual campaign to improve awareness of chronic wounds and influence wound management policy. WAW21 will be used to focus decision makers' attention on the best ways to solve chronic wounds, and to:

- make supportive policy announcements
- create opportunities for Wounds Australia, and partner organisations, to highlight policy shortfall and solutions

At Wounds Australia, we seek to enable a supportive environment and provide access to education and resources that achieve the best possible outcome for people living with a wound. We are a charity comprising of health professionals, volunteers and supporters who all have one goal in mind – To reduce the harm caused by wounds. We do this by providing our members with access to information, events and resources that support their continuous education. We collaborate with government and industry organisations to improve access to appropriate wound management, knowledge, and resources. We are focused on reducing the harm caused by wounds through advocacy, knowledge sharing and establishment of best practice.

Wound Awareness Week aims to raise awareness to reduce the financial barriers to treating chronic wounds, and there is evidence that the economic cost of chronic wounds to Australia's health system can be significantly reduced. The WAW21 theme is 'The solution is bleeding obvious' and whilst we recognise most chronic wounds do not bleed, the theme leads and is purposely attention grabbing.

WAW21 will highlight some familiar, and many new campaign features including our digital social media pack, t-shirts, campaign video, powerful patient stories, support from governments and organisations, webinars, and resources to name a few.

WAW21 is a mainstream media and digital campaign. It will target awareness of chronic wounds among health care professionals and the public, highlighting:

- the extent of this hidden affliction
- vulnerable cohorts most at risk
- warning signs (pain, fluid, smell, over 30 days to heal)
- treatment options
- where to go for education and resources
- it will also improve decision makers' awareness of the economic and social cost of chronic wounds

Principal Partners



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woundaware.com.au



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This year's WAW21 campaign will feature a digital kit available from our website [www.woundaware.com.au](http://www.woundaware.com.au) and will include the following elements:

- Campaign Guide – What this Wound Awareness Week is all about
- Patient Brochure
- Posters
- Information Guide about wounds
- Social Media Kit
- Competition Guide

Also keep an eye out for our social media posts, media coverage, emails, learning through webinars (including internationally renowned wound specialists), patient stories, WAW21 T-shirts (available online in our store), competitions and giveaways and our campaign launch at Parliament House Canberra.

## How can you help to raise awareness?

We have included promotional materials that we would love you to share with your patients, so they know more about wounds. Use these posters at your work and wear the t-shirts during Wound Awareness Week. You can also spread the message by delivering a presentation to your local community group.

To encourage the sharing of the WAW21 message, we are running a competition to win Wounds Australia prizes.

To enter the competition, all you need to do is:

1. Take a photo of yourself holding a competition sign (the orange A4 flyer with our logo on it)
2. Upload it to Facebook, Twitter, LinkedIn, or Instagram
3. Tag Wounds Australia in the photo and use the hashtag #WoundAware and #WAW21

If you are interested in learning more about wound prevention, care, and management, then become a member of Wounds Australia to access our exclusive membership benefits.

With the right treatment, a chronic wound can be healed. Let's work together to raise more awareness as the solution is bleeding obvious!

Kind Regards,

Blake Wilson

CEO, Wounds Australia

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