

MINIMISE Moisture

**A local campaign aiming to improve patient outcomes
by reducing the incidence of
Moisture Associated Skin Damage**



Julie Tyrer, Tissue Viability Nurse Consultant

What is Moisture Associated Skin Damage?



MASD is an umbrella term which covers a range of types of skin damage caused by repeated or prolonged moisture on the skin.

Types of MASD

- **Incontinence Associated Dermatitis (IAD)**

Damage caused when urine and faeces make prolonged or repeated contact with the skin

- **Intertriginous dermatitis (intertrigo)**

When 2 surfaces of skin are in contact with one another, friction and moisture e.g. under arms, groins, under breasts

- **Peri-wound moisture associated dermatitis**

From high volumes of exudate, skin becomes macerated and can breakdown

- **Peri-stomal dermatitis**

Sore and excoriated skin around stoma



Example of intertrigo – under breasts



Examples of Incontinence Associated Dermatitis (IAD) Minor harm



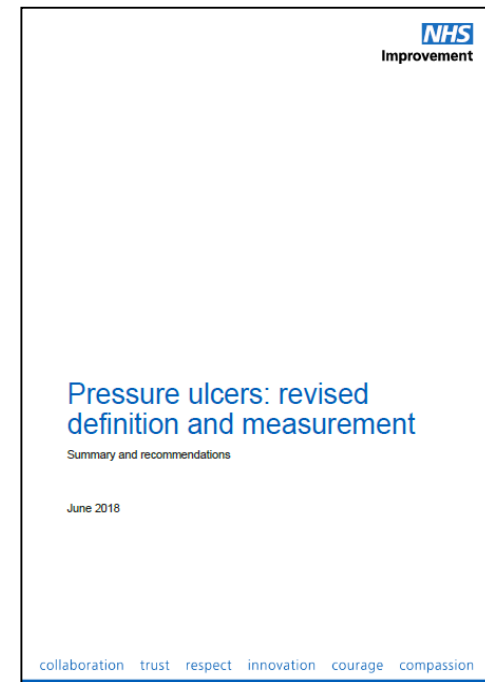
Examples of Incontinence Associated Dermatitis (IAD) More severe harm

Pressure Ulcers: revised definition and measurement (NHS Improvement, June 2018)

- Included 29 recommendations
- Changes to terms we use, how we record and report pressure ulcers

and included moisture damage

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| <p>25. Moisture-associated skin damage (MASD) should be counted and reported in addition to pressure ulcers.</p> | <p>Rationale: To capture skin damage that is currently reported inconsistently. To help identify the clinical problem with individual trusts and QI action that needs to be taken.</p> <p>Impact: Likely impact is higher reported numbers of incidents; new category needed for local monitoring systems.</p> |
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Background to MINIMISE Moisture campaign

- Patients being admitted with MASD
- MASD developing during in-patient stays
- **Many incidences were minor harm**
- **But some where skin had been badly affected**
- Started to formally collect data relating to incidence of MASD October 2017- provided us with a baseline
- Noted a variety of different products being used/at different times!
- Improvement work began January 2018
 - New local MASD Clinical Guideline
 - Introduction of new skin wipes (Cavilon Continence Care Wipe)
 - New protocol for prevention and management of IAD



MINIMISE Moisture campaign - what is it?

- An educational campaign
- About raising awareness
- Driving local quality improvements
- Aiming to achieve consistent, standardised prevention & treatment
- Aiming to reduce incidence of MASD
- Monitoring outcomes
- Initial campaign but ongoing monitoring and review

What does “**MINIMISE**” stand for?

Management of incontinence – making the right choice at the earliest opportunity

Inspect the skin – checking all areas that can be affected by urine, faeces, sweat and wound fluid

Nutrition – importance of nutrition in maintaining skin integrity

Implement plan for prevention/management of MASD for at risk patients

More moves – changing position aids evaporation of moisture & cooling

Identify MASD correctly: understanding the differences between pressure and moisture damage

Skin care – importance of skin care protocol for at risk patients

Educate – staff who you work with and patients – about actions they can take to reduce the risk of MASD

Implement plan for prevention/management of MASD for at risk patients

Ours includes:

- Use of Ultrasorb pads, and not plastic backed incontinence products!
- Help prevent MASD by absorbing bodily fluids “such as blood, wound exudates or incontinence” (Medline Europe, 2021) ... and perspiration!
- Use of Cavilon Advanced Skin Protectant (3M), as prevention at first sign of liquid stools
- Most frequently used in critical care



MINIMISE Moisture

- M**anagement of incontinence
- I**nspect the skin
- N**utrition optimisation
- I**mplement the MASD parameter
- M**ore moves – regular repositioning
- I**dentify moisture lesions correctly
- S**kin care – cleansing and barrier products
- E**ducate staff and patients



A bundle of
considerations!

You found MOISTURE!



*Congratulations
You have found Moisture!*

Urine, faces & perspiration
are the main causes of
Moisture Associated Skin Damage

*We need to MINIMISE Moisture to
stop it from causing harm to patients*



To claim your prize, please contact:
Tissue Viability Nurses
Extension 1324 or bleep 2138





Tissue Viability Notice WINNERS ... so far!

The following staff have found MOISTURE on their ward/clinical area and claimed their prize.

- Jess Ross, HCA, Maple Suite
- Lynn Grue, Ward Clerk, Cedar Ward
- Jodie Wynn, Staff Nurses, Cedar Ward

There are plenty of opportunities in the forthcoming weeks for you to find MOISTURE.



Help reduce the risk of your patient developing Moisture Associated Skin Damage - Identify those at high risk – and put the right measures in place!

As part of our new **MINIMISE** moisture campaign, keep a look out for **Moisture**

Urine, faeces, perspiration are the main causes of Moisture Associated Skin Damage.
Who knows where he's lurking and what harm he could do?

If you find him, follow the instructions on his back, to find out how to claim your prize!

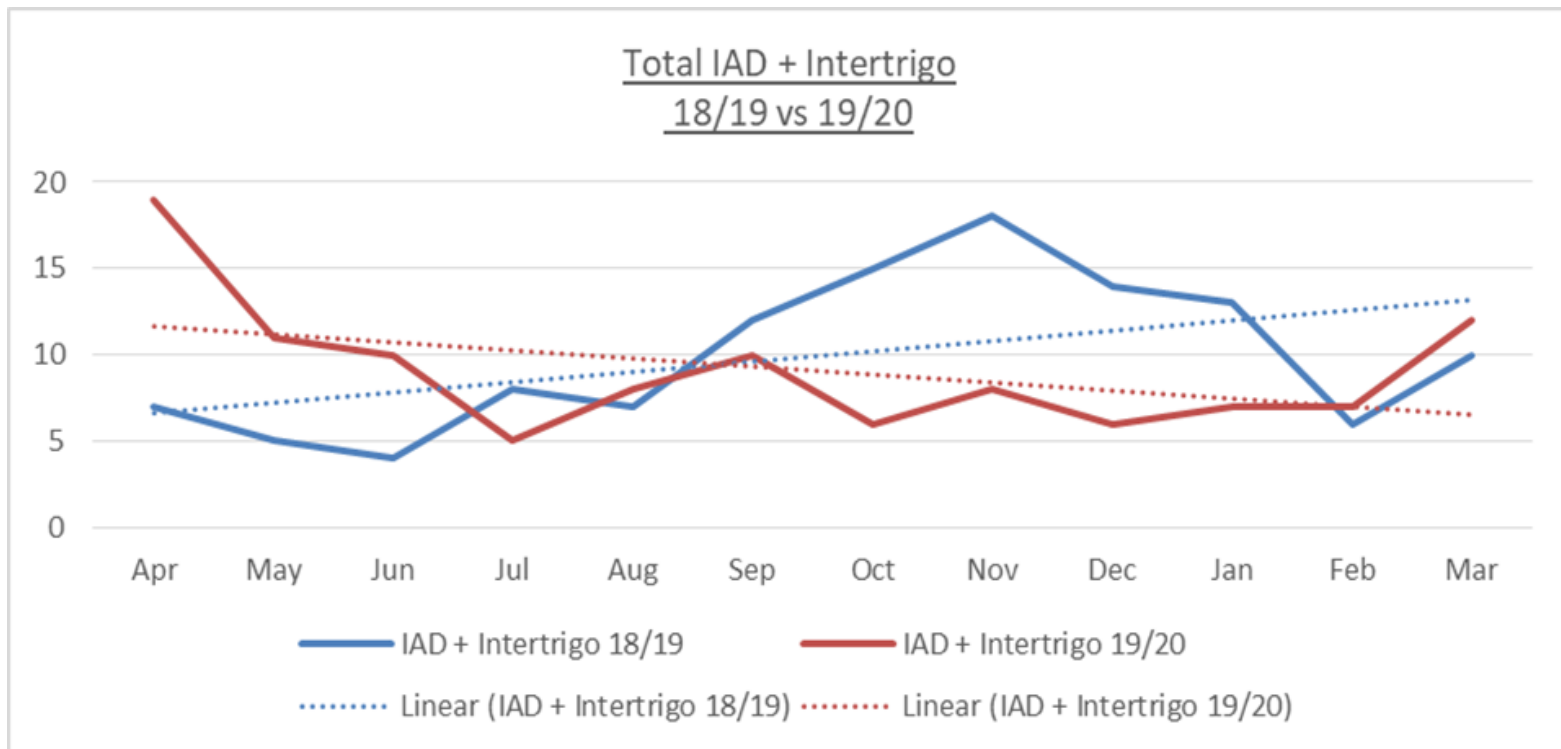
Tissue Viability Service, Ext 1324 bleep 2138



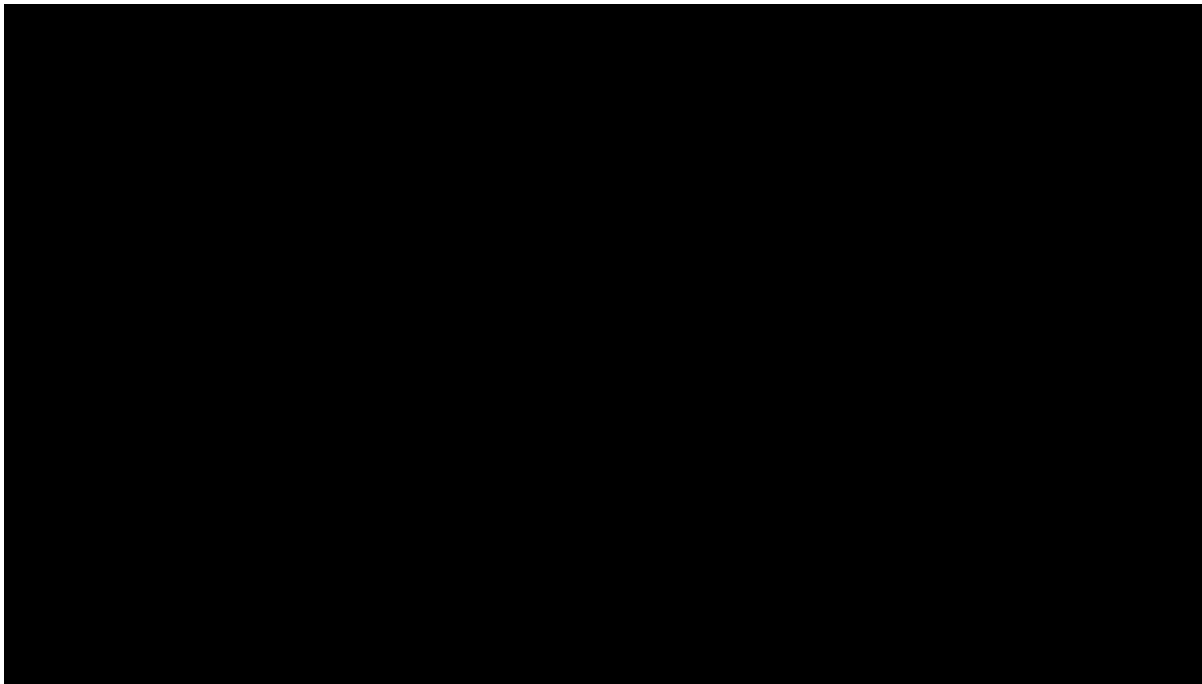
Communications via:

- Weekly Bulletin
- Screensavers
- Meetings/forums
- Posters in clinical areas
- Visiting all clinical areas with information and promotional items (pens, badges, stickers) .. everyone loves a freebie!

Incidence of hospital acquired Moisture Associated Skin Damage 2019-20 (red) compared with 2018-19 (blue)



Promotional video available on YouTube
Search '*Minimise Moisture LHCH*'



Liverpool Heart and Chest Hospital **NHS**
NHS Foundation Trust

Toolkit to support the implementation of MINIMISE Moisture

This toolkit provides theoretical and practical guidance and information about how to implement MINIMISE Moisture in your organisation, with links to tools and resources that are designed to help you review current practice and make improvements to reduce the incidence of Moisture Associated Skin Damage.

Julie Tyrer

Tissue Viability Nurse Consultant

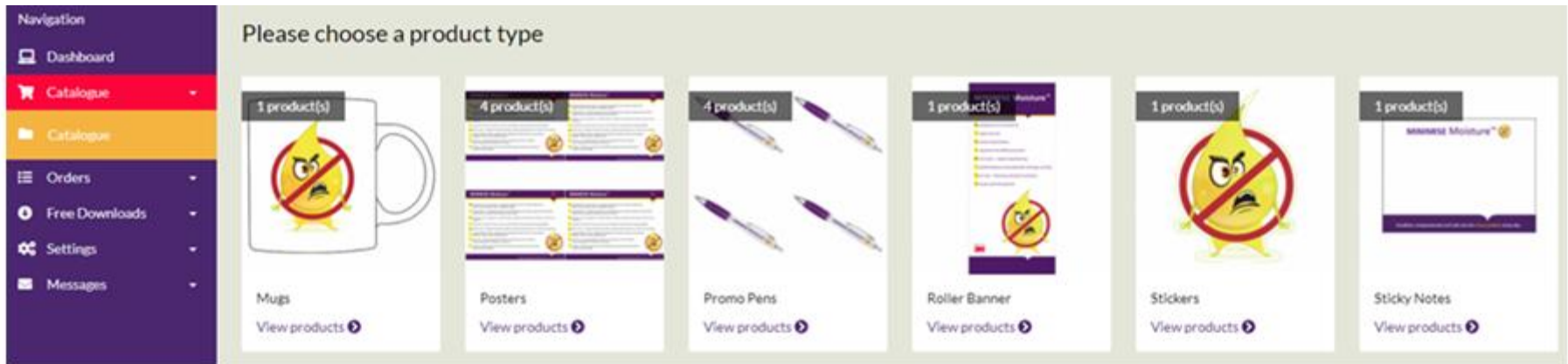
2020

Effective MINIMISE Moisture™

There are six steps to implement an effective MINIMISE moisture campaign in your organisation:

- 1 Identify all potential stakeholders
- 2 Establish your baseline and system for ongoing monitoring
- 3 Scope staffs knowledge and patients experiences of MASD
- 4 Review of products, protocols and policy
- 5 The MINIMISE Moisture campaign
- 6 Evaluation

**Campaign resources can be downloaded and purchased via:
<https://www.orderlink.co.uk/minimisecampaign>**



Toolkit and video also accessible via Tissue Viability Society website
<https://tvs.org.uk/skin-care-2>

PRACTICE DEVELOPMENT

MINIMISE Moisture™: a local quality improvement initiative raising awareness of moisture-associated skin damage

- KEY WORDS**
- » Clinical pathway
 - » Incontinence-associated dermatitis (IAD)
 - » Moisture-associated skin damage (MASD)
 - » Pressure ulcers
 - » Wound healing

The term moisture-associated skin damage (MASD) has gained momentum in the nursing press in recent years. There are national drivers (NHSI, 2018) that aim to improve patient care and prevent harm to patients caused by moisture damage. A local campaign has been implemented aiming to raise awareness and reduce the incidence of MASD. Positive outcomes have been achieved, which include a clear recording and reporting process to assist continuous quality improvement; a new clinical pathway; a reduction in incidents and raised awareness among staff.

Moisture-associated skin damage (MASD) is an umbrella term that covers different types of skin damage caused by moisture. It develops where urine, faeces, stoma output and/or perspiration is in continuous contact with intact skin (for example, perineum, perianal, buttocks, groins, inner thighs and the natal cleft)

reducing PU incidence. MINIMISE Moisture™ was developed as a local campaign in Liverpool Heart and Chest NHS Foundation Trust (LHCH), primarily as an education and awareness campaign to reduce the incidence of MASD. However, it also provided an opportunity for staff to review resources and skin care products that were used to



Advantages of local campaigns such as MINIMISE Moisture

- Engages staff and patients
- Raises the profile of an issue .. gets people talking
- Raises awareness of a topic
- Helps get 'buy in' to support improvements in practice
- Supports effective change
- Shows visible leadership
- Focus on measuring outcomes & monitoring improvements
- Improved patient outcomes

