

How MINIMISE Moisture™ is Helping to Prevent and Manage MASD

What Could You Do?

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Quick reminder!

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

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

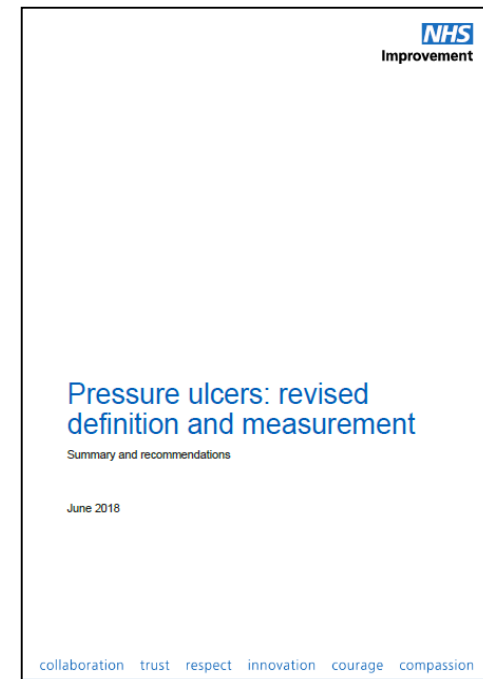
.... included moisture damage

Recommended a quality improvement approach to reduce incidence

25. Moisture-associated skin damage (MASD) should be counted and reported in addition to pressure ulcers.

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.

Impact: Likely impact is higher reported numbers of incidents; new category needed for local monitoring systems.



MINIMISE Moisture campaign

- Local campaign at LHCH
- About raising awareness and driving local quality improvements
- Aiming to achieve consistent, standardised prevention & treatment
- Aiming to reduce incidence of MASD
- Initial campaign but system for ongoing monitoring and review
- New clinical pathway, documentation to support best practice, Patient Information Leaflet

Advantages of local campaigns, such as MINIMISE Moisture

- Raises the profile of an issue .. gets people talking
- Engages staff and patients
- Improves knowledge and skills
- Helps get 'buy in' to support improvements in practice
- Improved patient outcomes, reduced incidents



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

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

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



Excellent, compassionate and safe care for **every patient**, every day

A bundle of
considerations!

References

Fletcher J et al (2020) International Best Practice Recommendations: Prevention and management of moisture-associated skin damage (MASD). *Wounds International*.
<https://www.woundsinternational.com/resources/details/best-practice-recommendations-prevention-and-management-moisture-associated-skin-damage-masd>

Tyrer J (2021) MINIMISE Moisture™: a local quality improvement initiative raising awareness of moisture-associated skin damage. *Wounds UK*, 17 (1) pp.42-48.



Our 'inaugural' national MASD day was held last year 17th March 2022

The 3rd Thursday in March
was chosen to complement
Stop the Pressure Day
(falls on 3rd Thursday in
November)

The aim was for local
campaigns to be aligned on
this day creating the first
MASD awareness day in
the UK and Ireland



Figure 1: Liverpool Heart and Chest NHS Foundation Trust

Figure 2: Leeds Teaching Hospitals NHS Trust

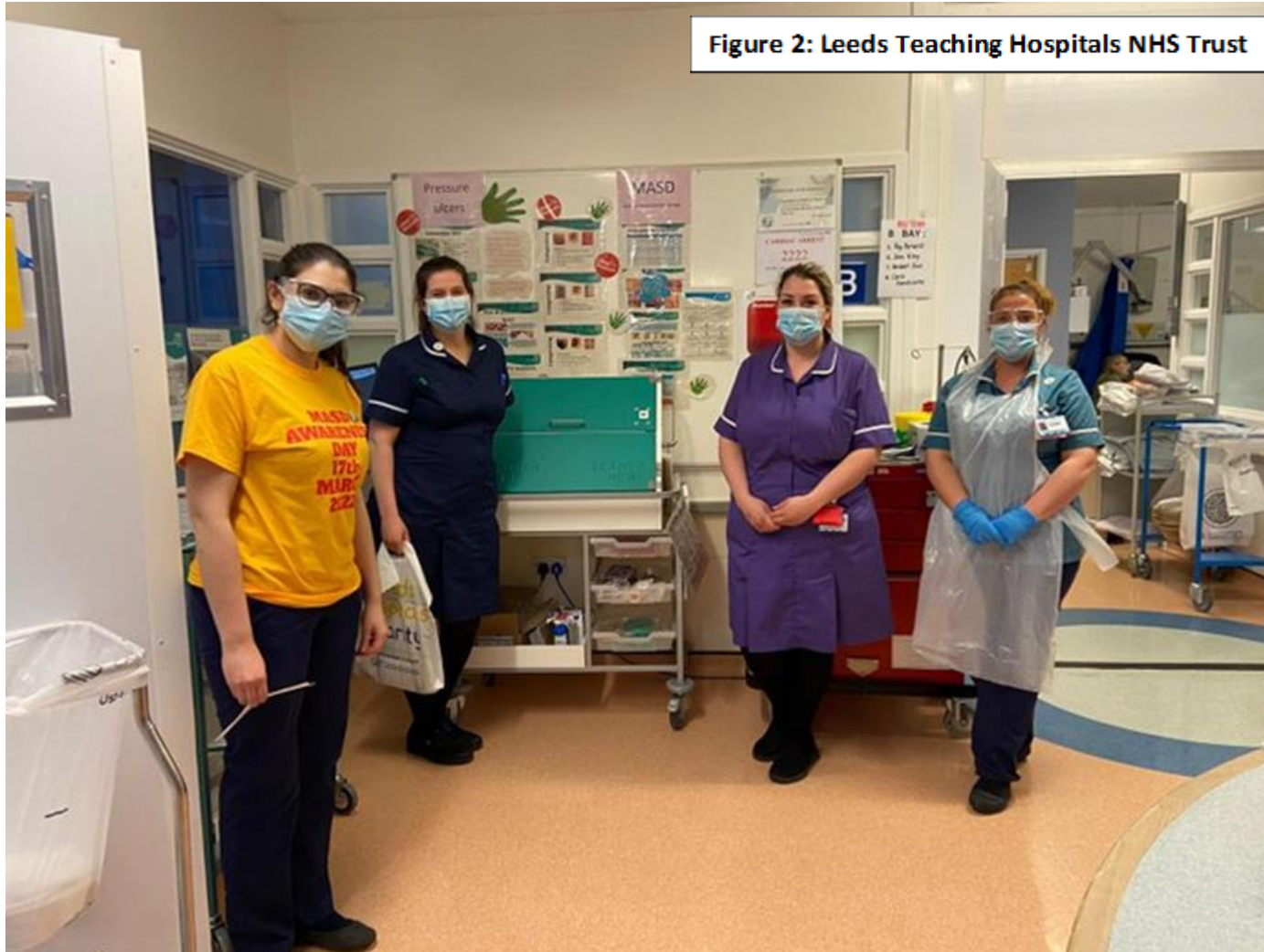




Figure 3: Warrington and Halton Hospitals NHS Trust

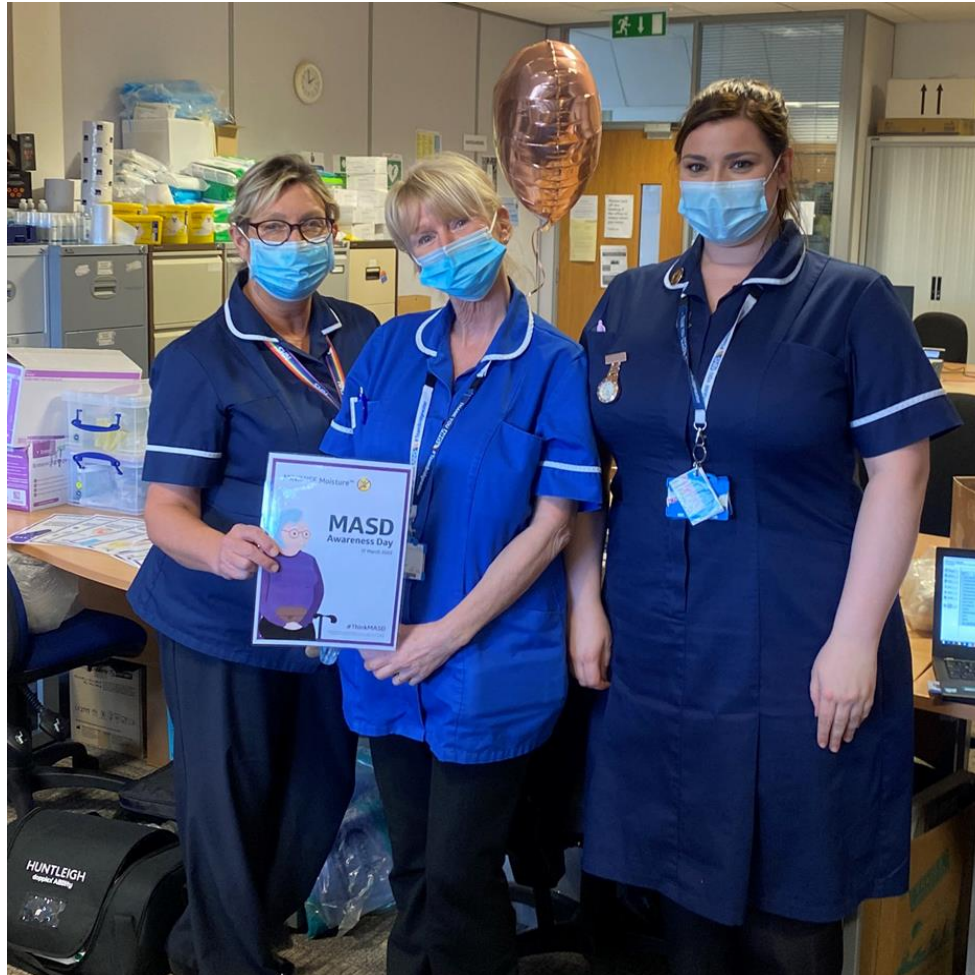


Figure 4: Bridgewater Community Healthcare NHS Foundation

**Awareness days work by
increasing exposure each year
as more people hear about or
recognise the event**



Join in Thursday 16th March 2023

**#ThinkMASD
#MINIMISEMoisture**

Big or small – it doesn't matter!

**If you have questions, you can
contact your local Medline
representative or our customer
service team on +44 844 334 5237**

Get involved and register for MASD Awareness Day 2023

<https://www.medline.eu/uk/masd-awareness-day>

MINIMISE Moisture digital campaign kit

containing posters to print and use
educational leaflet, for staff and patients
can be used all year round

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Have a think ...what Could You Do?