

#ThinkMASD
MASD Day 2022



Julie Tyrer, Tissue Viability Nurse Consultant

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



Examples of Incontinence Associated Dermatitis (IAD)

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

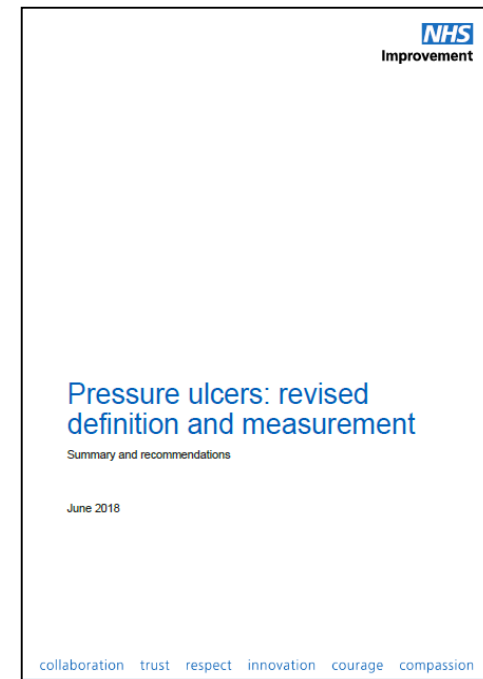
.... included moisture damage

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

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!

Took the opportunity to review products, based on best evidence

Ultrisorb pad already in use – no plastic backed incontinent pads used under a patient



3-in-1 cleansing wipe recently evaluated and implemented



Advance Skin Protectant evaluated & implemented



Advantages of local campaigns such as MINIMISE Moisture

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





MASD Awareness Day

17th March 2022

MINIMISE Moisture™



#thinkMASD
#MINIMISEMoisture
#MASDawarenessweek

Why do an awareness day for MASD?



- Incidence rate of up to **29%** in longer stay (48 hrs+) critical care patients
Primarily patients with incontinence associated dermatitis (IAD) but also intertriginous dermatitis (ID)
- Risk of pressure ulcers increase by **X5**
In doubly incontinent patients with IAD
- MASD rates are **increasing**
- Significant burden on patients and the health system
- Preventable patient harm?

... and pressure ulcers has a day all to itself, so should MASD!

Key focus: educating healthcare professionals



- Key themes:

- All forms of Moisture Associated Skin Damage (MASD) covered
- Identify high risk patients early
- Have a plan

- Align local campaigns to create first MASD Awareness Day in UK and Ireland on **17th March**



Incontinence



High body mass index



Diabetes



Immobility

#THINKMASD

Education is key in MASD reduction



MINIMISE Moisture™ education campaign at
Liverpool Heart and Chest Hospital NHS FT

MINIMISE Moisture™



- **90%** felt the campaign had raised their awareness of MASD
- **96%** felt better able to identify patients at risk of MASD
- **91%** felt better equipped to provide high quality care as a result

**Education made a significant contribution to a
three-fold reduction in cases of MASD**

How to participate

www.medline.eu/uk/masd-awareness-day



On 17th March 2022, we invite everyone to participate in the inaugural MASD Awareness Day and create their own MINIMISE Moisture™ initiatives.

MASD Awareness Day – 17 March 2022

The aim of this first MASD Awareness Day is to get everyone to **THINK MASD** and have a plan to **MINIMISE Moisture™** for those patients most at risk of developing MASD.

What does it involve?

We would like you all to run your own local MINIMISE Moisture™ campaigns on **17 March** and together we can raise awareness of MASD as an avoidable harm.

To help you get started, we have worked with Julie to develop a MINIMISE Moisture™ digital campaign kit containing posters and an educational leaflet for both staff and patients.

Complete the online form below to access your MINIMISE Moisture™ digital campaign kit for MASD Awareness Day 2022.



Register below and start planning!

MASD Awareness Day 2022 registration

Complete the registration form below to receive your digital campaign pack:

☐ I am a healthcare professional *

1. **Go to MASD Awareness page** using the link above
2. **Register for campaign materials**
3. **Start planning!**

Campaign material



Posters to download and print

MASD Awareness Day
March 17th 2022

#ThinkMASD

MASD Awareness Day
March 17th 2022

What will you do today to M.I.N.I.M.I.S.E Moisture Associated Skin Damage (MASD)?

#ThinkMASD

- M Manage moisture
- I Inspect the skin
- N Nutrition and hydration optimisation
- I Implement a prevention care plan
- M Move more—regular repositioning
- I Identify moisture damage correctly
- S Skincare—cleansing and barrier products
- E Educate staff and patients

MASD Awareness Day
#ThinkMASD

ID risk factors early

- Incontinence
- High body mass index
- Diabetes
- Immobility

MASD Awareness Day
#ThinkMASD

Got a plan? Does it cover...

- ☒ ...incontinence management?
- ☒ ...cleansing the skin?
- ☒ ...moisture management?
- ☒ ...barrier protection?

MASD Awareness Day
#ThinkMASD

What do you know about your patient?
Incontinence? Diabetes? High body mass index? Immobility?

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#ThinkMASD

Eating healthy keeps your skin healthy

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#ThinkMASD

Drinking regularly keeps your skin healthy

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Pressure ulcer or IAD? Which is which?

Similar presentation. Different treatment.

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Reduce the risk of MASD in 3 simple steps

- Gently cleanse skin with balanced pH cleanser
- Keep excess moisture away from skin
- Protect and moisturise the skin

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#ThinkMASD

In patients with IAD, pressure ulcer risk increases by as much as...

...X5

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#ThinkMASD

My 3 things to...

...M.I.N.I.M.I.S.E MASD today

MASD Awareness Day
#ThinkMASD

Campaign material



Games

MINIMISE Moisture™ 

Moisture Associated Skin Damage (MASD) Word Search


O	M	T	A	E	W	S	R	S	P
G	M	O	I	S	T	U	R	E	I
T	A	N	V	S	S	V	N	N	M
D	S	Z	E	H	K	S	C	I	S
E	D	Q	V	E	I	O	A	R	P
A	F	S	R	L	N	J	T	U	E
P	M	C	O	I	F	R	H	E	C
O	A	L	N	Q	O	C	E	M	T
O	Z	E	S	U	L	F	T	Q	I
S	N	A	M	I	D	K	E	J	O
T	C	N	S	D	S	Q	R	I	N
S	C	S	F	S	M	L	U	O	M
B	K	E	Z	T	S	X	W	E	E
A	S	J	Q	O	K	S	J	K	Z
L	R	E	P	O	C	H	A	R	T
D	M	S	C	L	M	R	J	S	Q
M	B	A	R	R	I	E	R	R	B

Words to find:
 MOISTURE
 URINE
 MASD
 INSPECTION
 BARRIER
 REPOCHART
 INCONTINENT
 LIQUIDSTOOL
 SKINFOLDS
 CLEANSE
 SWEAT
 CATHETER

Name: _____
 Department: _____

MASD Awareness Day
#ThinkMASD

This campaign is in partnership with Healthcare Industries Ltd. For more information please visit www.healthcare.co.uk

Congratulations, you 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
 [contact details]

MASD Awareness Day
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Staff / Patient leaflet

MINIMISE Moisture™ 

Moisture Associated Skin Damage (MASD)
 A guide for patients and carers

#ThinkMASD


This campaign is in partnership with Healthcare Industries Ltd. For more information please visit www.healthcare.co.uk




Campaign material




Social media


MASD Awareness Day 
17 March 2022



What do you know about your patient?


#ThinkMASD

MASD Awareness Day 
17 March 2022

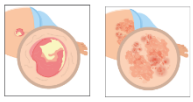


What are you doing to identify MASD risk factors earlier?

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17 March 2022

Pressure ulcer or IAD? Which is which?




Similar presentation.
Different treatment.

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MASD Awareness Day 
17 March 2022


Reduce the risk of MASD in 3 simple steps.



Cleanse the skin. Manage moisture. Protect and moisturise.

#ThinkMASD

MASD Awareness Day 
17 March 2022



What will you do to M.I.N.I.M.I.S.E. MASD today?


#ThinkMASD

MASD Awareness Day 
17 March 2022


Does your MASD plan cover?

- ☒ ... Incontinence management?
- ☒ ... Cleansing the skin?
- ☒ ... Moisture management?
- ☒ ... Barrier protection?

#ThinkMASD

MASD Awareness Day 
17 March 2022

IAD can increase pressure ulcer risk by as much as ...



#ThinkMASD



@harmfreecareuk

MINIMISE Moisture™

www.medline.eu/uk/minimise-moisture



Additional resources

- MINIMISE Moisture toolkit
- MINIMISE Moisture protocol
- Clinical papers
- Blog
- Webinar
- Videos

MINIMISE Moisture™

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.

#ThinkMASD

potential stakeholders

Equipment are considered and that they can provide their needs.

Other stakeholders may be identified within your

MINIMISE Moisture campaign

Moisture to structure training and education – you'll develop/ we put up banners to raise awareness, and posters and leaflets. Nurses and visitors to support the campaign, in doing so, they'll be supporting the prevention of Moisture Associated Skin Damage.

Your existing link nurse structure to help support the key considerations. If a new skin care product has been introduced, it's important to ensure that the product is safe and effective. Local Champions can support these efforts, as well as being able to provide advice and guidance on the product. Please contact your local champion for more information.

Incontinence Associated Dermatitis (IAD) Protocol

Clinical presentation	Cleanse, moisturise and protect		Additional skin protectant if worsening erythema/skin condition		
	What to use	When to apply	What to use	When to apply	How much to use
No redness and skin is intact		Cleanse skin after each incontinent episode	The use of Ultra absorb drypads are recommended for UNDER a patient (lying or seating). If they are at risk of IAD (or other moisture associated skin damage)		
Red, but skin is intact		Cleanse skin after each incontinent episode		Day and night	Pea-size increments
Red with skin breakdown (moderate)		Cleanse skin after each incontinent episode		Daily	Apply an even coat
Red with skin breakdown (severe)		Cleanse skin after each incontinent episode	Apply on alternate days In cases of skin breakdown, please consult with your Tissue Viability Nurse		
Or after 1st episode of LIQUID STOOLS to prevent IAD					

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#ThinkMASD

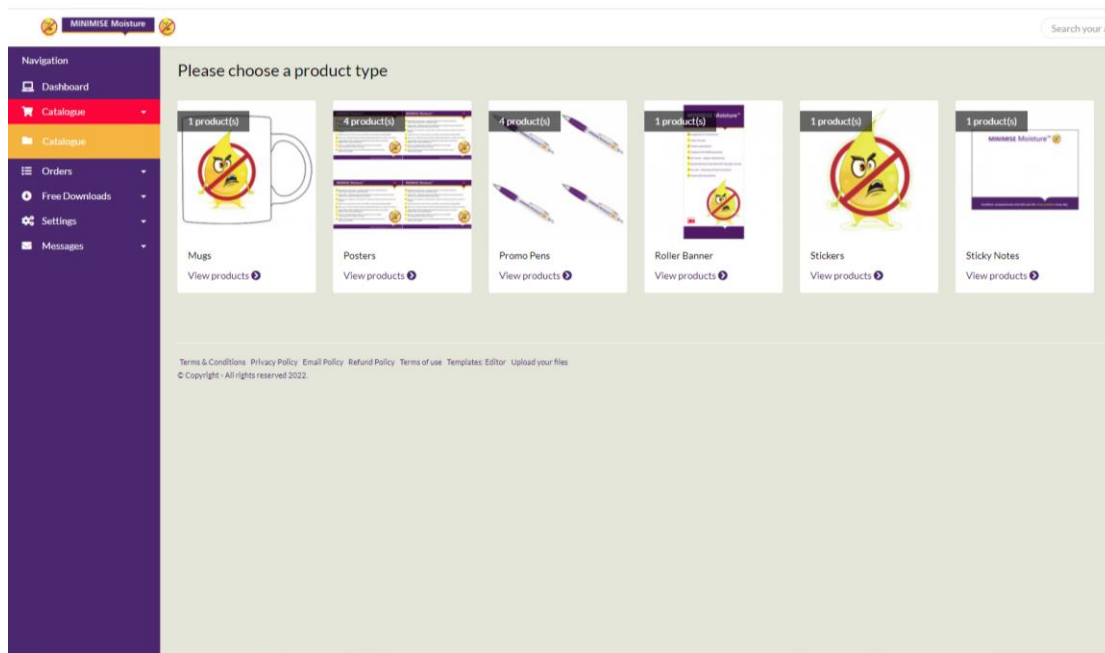
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MINIMISE Moisture™



Promotional Merchandise

<https://www.orderlink.co.uk/minimisecampaign>



1. **Set up** account
2. **Order** additional promotion items
3. **Start** planning!

Support for the day

Contact your local Medline representative



Follow up after day

Staff survey – Survey Monkey

Ask if you could ask staff to complete – after the event

Nursing Times – post interview

WE WANT YOUR FEEDBACK



GREAT!

Let's get planning for 17th March 2022 !

