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NSWOCC acknowledges the First Nations custodians of land where we work and live across Canada. We respect their unique connection to the land, waters and the environment.
MISSION
Leading excellence is our passion. Enhancing lives is our inspiration. Innovation is our commitment.

VISION
Every person deserves specialized wound, ostomy and continence care.

VALUES
It has been an eventful year for Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC). The activities noted in this annual report reflect the dedication of the organization to the promotion of its core values: nursing specialty excellence, leadership, innovation, collaborative partnership, and compassion. It is important to note that these activities are performed and made successful through the extreme dedication and countless volunteer hours of YOU, our members. These achievements support optimal patient care, bringing wound, ostomy and continence specialty excellence to the forefront and would not be possible without the dedication and passion of our Member's.

The May 2022 virtual NSWOCC 41st National Conference was very successful, and this year's in-person conference is shaping up to provide outstanding educational sessions and getting everyone back together face to face after three challenging years. Unique educational sessions are geared to promote knowledge and growth in wound, ostomy, and continence and to build and enhance leadership skills for NSWOCs. The Wound, Ostomy and Continence Institute continues to provide high level and premium education offerings, both developing new Nurses Specialized in Wound, Ostomy and Continence (NSWOCs) and Skin Wellness Associate Nurses (SWANs) and providing continuing education program offerings for our Members and beyond. There are customized education programs to enhance knowledge for other professional groups such as Paramedics, and Industry Partners.

The Nova Scotia Wound, Ostomy and Continence Summit was held in Halifax in September 2022. This Summit highlighted the state of NSWOC services for patients
in Nova Scotia and stimulated good discussion and positive feedback amongst those in attendance including NSWOCs, hospital management and administration, and government representatives. A similar Summit is being planned for New Brunswick on June 1, 2023. Further advocacy work occurred at a large Ontario acute care facility where NSWOCs were supported by the Community Engagement Core Program in stopping de-classification of the NSWOC role.

NSWOCC also continues to collaborate with aligned organizations such as Ostomy Canada Society, Spinal Cord Injury Ontario, Woundpedia, Wounds Canada, and the Canadian Nurses Association on initiatives and activities to improve and increase access to specialized care for patients experiencing wound, ostomy and continence issues, as well as provide educational opportunities for members and other health care professionals. One example is the Woundpedia supported ECHO project done in conjunction with NSWOCC and Sault College. Education on the Care of Diabetic Foot Wounds included presentations by Dr. Kimberly LeBlanc. This type of collaboration can reach health care professionals in rural and underserviced areas.

These projects and activities will continue to thrive within NSWOCC in order to promote and support our Members and the patients we care for. Something we can always count on is the volunteer spirit of our Members in the development and completion of this work. A huge thank you to everyone who has been involved in NSWOCC initiatives – and a big invitation to those who would like to be a part of future projects! There is always a way to become involved, and there is room for everyone. NSWOCC belongs to its Members and it is the involvement of its Members that make better wound, ostomy and continence care possible.

With warmest regards,

Marcia Leard, RN, BScN, NSWOC, WOCC(C)
NSWOCC President
As I reflect on the end of 2022, and look at the first quarter of 2023, the growth of our membership of 18.8% gives me great cause for optimism. The registration of Members into our association is not just surviving, it is thriving as evidenced through Member participation in national best practice recommendations, involvement in our core programs and attendance at our NSWOCC 42nd National Conference.

Our Members are our priority at Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC) and we thank you for being a part of our mission of advancing your profession and our vision of every person deserving specialized wound, ostomy and continence care. A sincere thank you to our NSWOCC Membership Core Program who are meeting monthly in order to determine how we, as an association, can serve you better.

As we moved into the post-pandemic world, our NSWOCC Strategic Plan implementation continued to be put to the test requiring innovative thinking on behalf of our staff. Despite a great deal of uncertainty in the macro climate, from inflation to the war in Ukraine, to health care changes and a potential economic downturn, the business model of NSWOCC remained resilient.

We continue to be a self-funded association and our strong financial performance from 2022-2023 is the direct result of our prioritized efforts and commitment to control expenses. Our five growth levers are membership registration, our Wound, Ostomy and Continence Institute education program registrations, our NSWOCC 42nd National Conference, our Webinar Series and our NSWOC Advance advertising continue to fuel NSWOCC’s financial stability. The opportunities ahead are significant and complex, and our strategy and accomplishments are proving to be effective.
I am grateful for the steadfast support of our corporate sponsors who continue to invest in our Members. Over the past year, the established NSWOCC Industry Advisory Council (NIAC) met every four to six weeks in order to engage in discussions with NSWOCC staff to provide feedback on initiatives, bring forward new ideas and share information. The Co-Chairs Marianne Stacey and Rodney Blair were active in organizing these meetings and ensuring Industry’s voice was heard within NSWOCC. There were up to 45 NIAC members participating at each meeting helping us to strengthen this partnership.

COMMUNICATING WITH OUR MEMBERS SUPPORTS TRANSPARENCY

Communication to our members continued through our newly designed NSWOCC website and through weekly E-Communications with updates throughout the year. The Wound, Ostomy and Continence Institute also launched a new website recently in order to support optimal communication with the students. Social Media and Digital Marketing have been a focus and last Fall we hired Samaia Aidroos into a Digital Marketing position. She has been working to strengthen the awareness of our association and the Wound, Ostomy and Continence Institute and based on the analytics, we are seeing growth in the reach to our target audiences. We have a strategy to continue to enhance our communications in the digital world in order to attract the next generation of nurses.

The work of the Board when it comes to the implementation of the strategic plan is done through our very active NSWOCC Core Programs. The projects and initiatives are designed to assist our Members and Partners in supporting practice change and advancing the profession. Our Professional Development Core Program under the leadership of Debra Johnston has launched an important national project: Best Practice Recommendations for the Topical Management of Malignant Cutaneous Wounds. This best practice recommendation will be developed in partnership with the Canadian Palliative Care Nurses Association which will bring a high level of palliative care expertise to this project team. Laureen Sommeray is leading the development of a Virtual Consultation Tool Kit with NSWOCC Members from across Canada. This tool kit will contain the information required to conduct virtual consultations safely and effectively with an understanding of the proper legal and regulatory requirements.

Additional projects which will be completed in 2023 include:
- The Paediatric Community of Practice led by Stephanie Furtado who have developed: Paediatric Incontinence-Associated Dermatitis: Canadian Best Practice Recommendations
- The Research and Practice Core Program
led by Karen Campbell who are developing a Urinary Catheter Selection Decision Aid.

- The French Community of Practice led by Valerie Chaplain who have developed Feeding Tube Best Practice Recommendations.
- The Parastomal Hernia Prevention, Assessment, and Management: Canadian Best Practice Recommendations led by Kim LeBlanc

Other NSWOCC Core Programs making an impact are as follows:

The Indigenous Wound, Ostomy and Continence Health Core program led by Bev Smith continues to grow representing many larger Indigenous Nursing and/or health care organizations. The new “Sharing Circle” website focused on Indigenous Wound, Ostomy and Continence Health continues to expand. There was an article on this website published in the December 2022 JWOCN and the March 2023 Hospital News. Bev Smith was interviewed on a podcast for the Canadian Nurses Association’s – “Nurses Voices” where she shared information on the activities of this core program. Bev Smith and Michelle Buffalo, a core program member, co-presented on pressure injuries in Indigenous Communities at the Spring 2022 National Pressure Injury Advisory Panel (NPIAP).

The Community Engagement Core Program led by Erin Rajhathy focused on advocating for more NSWOCs in several provinces and continuing working with the Ostomy Canada Society as a joint advocacy group to go after increased Ostomy Reimbursement and to get NSWOCs added as authorizers for the Disability Tax Credit forms. This work is still in progress. Another highlight was the Nova Scotia Wound, Ostomy and Continence Summit which took place September 20, 2022. We advocated for the role of both NSWOCS and SWANs in order to improve the outcomes of wound, ostomy and continence patients.

The Skin Wellness Associate Nurse (SWAN) Community of Practice continues to develop as this group, led by Sharon Hunter, works towards solidifying the SWAN role. Some key accomplishments of this core program include developing their terms of reference, creating a SWAN education stream at the 2023 NSWOCC 42nd National Conference, developing a written role description for SWANs which will be shared nationally, they launched a SWAN Facebook page and launched two products to create SWAN brand awareness in the workplace which are stainless steel mugs and SWAN branded t-shirts.

Membership Core Program led by Shelly Barnes continues to increase Members who are working diligently to build Member value within the association. Some of their successes include launching a Facebook page for Members to enhance communications, developing a Membership Survey which will be conducted annually in order to be aware of Member’s needs, supporting a mentorship process and launching a popular Journal Club for NSWOCC Members.
The National Conference Planning Committee, led by Mary Hill, implemented a strong virtual educational program in May 25-28, 2022, and have worked tirelessly to launch the first face to face conference since 2019 which is May 3-7, 2023, in beautiful downtown Ottawa at the Westin Hotel. NSWOCC has partnered with Woundpedia to bring a dermatology program to the 2023 NSWOCC 42nd National Conference which is a new offering within the educational program. The conference theme is “Let's Face It Together!” and we are really looking forward to seeing everyone in Ottawa.

Lina Martins continued to lead the Publications Core program and worked to further expand the NSWOC Advance and also provided Canadian Feature Articles to the JWOCN. Louise Forest-Lalande joined Lina as the French Editor with the goal to increase French content and the first article was printed in the French language.

WE CONTINUE TO BUILD STRATEGIC PARTNERSHIPS

Our collaboration with Ostomy Canada Society continues to be a priority to optimize initiatives such as advocacy for ostomy reimbursement. NSWOCC was a gold sponsor for “Step Up for Ostomy” entering a team called the NSWOCC Sweet Soles in order to support their fundraising.

NSWOCC partnered with Wounds Canada and the Canadian Pressure Injury Advisory Panel in order to hold the November 18, 2022 Pressure Injury Symposium which was a virtual educational event. NSWOCC also participated at the Wounds Canada which took place in Toronto in October 2022. I have the honour of representing NSWOCC on the Canadian Nurses Association -Specialty Nursing Practice Advisory Council who report to the CNA board.

Internationally, working on an international consensus statement of Wound Debridement with the Society of Tissue Viability was a highlight in 2022-2023. Discussion around how we can improve debridement and coming to consensus on approaches was a beneficial process. There will be a paper published on this initiative soon and so please stay tuned. NSWOCC will also be holding a wound care master class and exhibiting our WOC Institute education programs at the International Council of Nurses (ICN) meeting, the first week of July 2023 in Montreal, Quebec.
EXCELLENCE IN WOUND, OSTOMY AND CONTINENCE EDUCATION IS OUR PRIORITY

The Wound, Ostomy and Continence Institute, led by Dr. Kimberly LeBlanc, has continued to work with the WOC Institute faculty and staff in growing existing programs such as the WOC-EP and SWAN programs and to develop new programs. Together with the Program Manager, Nicole Kocajda, they are raising the bar by achieving CNA accreditation for educational programs and continuing to build the WOC Institute programs brands such as the Practice Enrichment Series - Advanced Wound Debridement Program, the Wound Management Program and the Paramedic Wound Care Associate (PWA) program. We have also been partnering with Woundpedia and the ECHO project to support educational initiatives in Ontario which are given virtually on topics such as lower limb management, diabetic foot, and pressure injuries. NSWOCC participates by holding a "Nurses Corner" that has a skin and wound care focus in long term care. We also worked on a micro-credential wound care education project which was done in partnership with Woundpedia, Sault College, and Queen's University. This program took place in early 2023 and had a strong focus on educating nurses serving Indigenous communities. The WOC Institute textbook initiative continues to gain momentum as the chapter writers develop their chapters.

We continued to provide management and communications support to the two official interest groups of NSWOCC—the International Skin Tear Advisory Panel (ISTAP) and the Canadian Pressure Injury Advisory Panel (CPIAP)—who continued to move their agendas forward over the past year. ISTAP has solidified a “World Without Skin Tears Day” on April 27 which includes a day of skin tear education. CPIAP completed a strategic planning process and is ready to start implementing the plan in order to improve pressure injury awareness, support standardization and enhance knowledge translation and dissemination.

We applaud the incredible energy put forward by the NSWOCC contractors and the WOC Institute Academic Faculty, in the face of such adversity to maintain the integrity of our operations during COVID-19. Everyone stepped up to ensure that things were running smoothly. Sustainability is at the very heart of our operations at NSWOCC and plays a big part in how we conduct our business. We are working on various ways in which we are enabling sustainable growth across NSWOCC, to positively impact our people, the health care system and environment, while creating value for our Members and ultimately improved care for our wound, ostomy and continence patients.

We are well into 2023 and I am excited about the opportunities that NSWOCC has for the rest of the year and on into 2024.
Working with all of you is an honour and I am grateful for the opportunity to serve the wound, ostomy and continence communities. As always, you can reach out to me anytime at office@nswoc.ca if you have any feedback or defining moments that could impact those who we serve.

With warmest regards,

Catherine Harley
NSWOCC CEO
2021-2023 STRATEGIC PRIORITIES

1. Strengthen member value through new programs and initiatives that advance the profession of Nurses Specialized in Wound, Ostomy and Continence.

2. Establish an NSWOC voice in shaping Canadian Health Policy—put wound, ostomy & continence on the political agenda—nationally and provincially.

3. Develop a National “Wellness” Program to support Nurses Specialized in Wound, Ostomy and Continence.

4. Create a collaborative and respectful NSWOCC professional culture through establishing a policy on diversity, equity and inclusion and identify ways to support Indigenous People of Canada through a focus on “Truth and Reconciliation”.

5. Connect NSWOCs across Canada: both provincially & nationally creating a national community of practice including a Paediatric Community of Practice.

6. National & International recognition of academic excellence of the WOC Institute academic programs while meeting the need of nurses and allied health care professionals.

7. Increase our ability to provide education and material in both national languages

8. Lead the way for virtual Wound, Ostomy & Continence Care.

9. Advance leaders in specialized wound, ostomy and continence nursing.

10. Strengthen wound, ostomy and continence patient interaction through a Patient Engagement Framework.

11. Develop a national pressure injury strategy to address the prevention & management in Canada.

12. Form national and international partnerships to increase reach in wound, ostomy and continence prevention and management.

13. Develop a technology infrastructure to support Core Programs, marketing and communication.
NSWOCC VALUE PROPOSITION

**ONE VOICE:** We advocate for solutions.

**COMMUNITY:** We convene and connect networks & communities of practice across the continuum of care.

**AUTHORITY:** We bring credibility with relevant partnerships to address members issues.

**INSIGHT:** We engage health leaders & health researchers to develop policies that shape the future of WOC health for Canadians.

**LIFE-LONG LEARNING:** We develop & empower WOC leaders as transformation agents now & in the future.

**CORPORATE SOCIAL RESPONSIBILITY:** We support wound, ostomy & continence initiatives internationally.
DIRECTOR OF OPERATIONS

Troy Curtis, BHums(hons)

Growing our Membership, Bettering the Membership Experience, Improving our Communications, and Standardizing our Operations

MEMBERSHIP

- NSWOC currently has 503 NSWOC Members and 347 Associate types for a total of 850 Members & Associates.
- NSWOCs make up the majority of our membership, followed by WOC-EP Student Associates (173), SWAN Associates (52) and SWAN Student Associates (43).
- This represents at 9.25% overall growth year on year, up from 778 Members & Associates in April 2022.
- This is the highest number of members that NSWOC has had in its history – a real milestone.

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<tr>
<th>Registration Type</th>
<th>Total</th>
<th>Percentage</th>
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<tr>
<td>Nurse Specialized in Wound, Ostomy &amp; Continence Member</td>
<td>503</td>
<td>59.18%</td>
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<tr>
<td>WOC-EP Student Associate</td>
<td>173</td>
<td>20.35%</td>
</tr>
<tr>
<td>Skin Wellness Associate Nurse (SWAN) Associate</td>
<td>52</td>
<td>6.12%</td>
</tr>
<tr>
<td>Skin Wellness Associate Nurse (SWAN) Student Associate</td>
<td>43</td>
<td>5.06%</td>
</tr>
<tr>
<td>Practice Enrichment Series Associate</td>
<td>37</td>
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<tr>
<td>Industry Associate Plus</td>
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<tr>
<td>Allied Healthcare Professional Associate</td>
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<tr>
<td>Honorary Lifetime Member</td>
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<tr>
<td>Retired NSWOC Member</td>
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<tr>
<td>Full-time Student Nurse Associate</td>
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<tr>
<td>International Associate</td>
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<tr>
<td>Government/Administrative Professionals Associate</td>
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<tr>
<td>Grand Total</td>
<td>850</td>
<td>100.00%</td>
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• Our NSWOC Members have grown from 453 to 503, representing a 11.04% growth rate.

• Of our 850 Members & Associates, 309 have joined NSWOCC since April 2022, with 541 renewing their membership from a previous year. We expect to see an increased number of renewed Members when we send a reminder email after the National Conference to those accounts that have expired.

• 48% of our Members & Associates live in Ontario, while the second most populous Province/Territory is British Columbia at 14%. Quebec and Alberta are the next most populous. There are 40 Members/Associates who have not entered Province or Territory; we will make sure to remind those Members/Associates to select a Province/Territory.

• Due to the change in Associate types, we don’t have a specific growth rate to report for SWAN Associates, SWAN Student Associates, or WOC-EP Student Associates. Please read further for the description of changes to the NSWOCC Associate Types.

• The average age of NSWOC Members & Associates remains 42, the same as in 2022.
2022 Membership Survey Results
In early 2022, the Membership Core Program launched the annual Membership Survey, which produced insightful results that helped guide the Core Program’s direction for improving the membership experience for NSWOCC Members. Based on the 53 respondents’ answers, the key takeaways are listed below. For each main point, I have provided a key highlight or update on how NSWOCC and/or the Membership Core Program have responded to the responses.

The Most Valuable Membership Benefits
Continuing Education Webinar Series
• Since January 2022, we have provided 37 educational webinars worth nearly 40 hours in continuous learning for NSWOCC Members
• The Continuing Education Webinar Series has grown in total webinars, total registrants, total attendees, and attendance rate. More information can be found later in this report.

Access to Best Practice Recommendation documents
• Our Core Programs continue to work hard to develop and publish Best Practice Recommendations documents, which are sent to NSWOCC Members directly via email when they are launched. The full list of available BPR documents developed by NSWOCC can be found on our website at https://www.nswoc.ca/bpr

Discounted Subscription to JWOCN
• 74.8% of Members & Associates choose to receive the JWOCN by mail, while 25.18% prefer to receive electronically only.

• Did you know: all NSWOCC Members and Associates that are subscribed to the JWOCN can access the journal online by logging into their account at www.membersnswoc.ca and clicking “Access JWOCN Online” in the left-hand sidebar, even if they prefer to receive the JWOCN by mail?

Discount on National Conference Registration and other Non-NSWOCC Conferences
• All NSWOCC Members and Associates are able to register for the 42nd National Conference May 3-7, 2023 for a discounted rate.

• When NSWOCC receives complimentary discount codes to aligned organizations’ conferences that are open to Members, it is circulated to Members and Associates via email.

Access to CINAHL Library
• All NSWOCC Members and Associates can access the CINAHL Library by logging into their membership account at www.membersnswoc.ca and selecting “Access the CINAHL Library” in the left-hand sidebar.

Accessing NSWOC Advance

The Least Valuable Membership Benefits
10% discount on Lab Coats Perkopolis
• I will be meeting with our new account manager at Perkopolis in April 2023 to review their offerings and to come up with a better strategy to promote the discounts that NSWOCC Members and Associates can receive through Perkopolis.
Members discounts on the WOC Institute’s Practice Enrichment Series Programs
- With quite a few new developments with the Advanced Wound Debridement (AWD) Program, the Wound Management Program, and prospective Ostomy Management and Continence Management Programs coming soon, we plan to better share the opportunities offered by the programs that are a part of the Practice Enrichment Series

What NSWOCC can do to help Members in their Practice
Educational Seminar on how to navigate the Provincial/Territorial health care system
- A panel presentation on this topic was hosted at the NSWOCC 42nd National Conference in May 2022

Facilitating networking opportunities
- One of the ways we created new networking opportunities was through the creation of the Journal Club, managed and facilitated by the Membership Core Program. The Journal Club has over 40 subscribers now and has proved to be a fantastic way to connect with other Members and Associates from across the country! More information about the Journal Club can be found online at https://www.nswoc.ca/journal-club
- The Membership Core Program will also be launching the NSWOCC Members & Associates Facebook group for those who are on Facebook already. This group will provide more opportunities to discuss, share, and collaborate in an easy-to-use social media group for NSWOCC Members-only. More details to come soon!

Additional Advocacy for the Power of 3 and the value NSWOCs bring
- During NSWOC Week 2023, we are launching a campaign called “#IndispensableNSWOCs”, which will feature some of the reasons why NSWOCs are indispensable across Canada and across the continuum of care.
- These critical messages are backed by research and studies, which are referenced in the NSWOC Power of 3.
- We hosted the Nova Scotia Wound, Ostomy and Continence Summit in September 2022, with one of the main goals to highlight the vital need for NSWOCs in the province. We are preparing for a similar Summit again in New Brunswick on June 1, 2023, with plans to expand to other provinces in the near future.
- We will continue to look for more ways to help you advocate for the role of the NSWOC in your province, region, and/or facility. For more resources on the Power of 3 campaign, including a whitepaper, social media assets, brochure, testimonials, research, and more, please visit https://www.nswoc.ca/powerof3

Mentorship
- The Membership Core Program met with WOC Institute Academic Chair, Kimberly LeBlanc, once in fall 2022 to discuss revamping the Peer Mentorship Program, with plans to meet again to find further ways to connect newer NSWOCs/SWANs with more experienced ones and create more opportunities to mentor and receive mentorship.

What improvements can be made to membership experience
More advanced education opportunities
for CNA continuous learning; Region-specific NSWOCC events and webinars; Awareness of access to other conferences that NSWOCC Members can attend.

- We continue to improve our Continuing Education Webinar Series and are looking to hold more regional events, summits, and meetings now that we can return safely to in-person gatherings.

**JOB OPPORTUNITIES**

- NSWOCC receives job postings for NSWOC and SWAN-related jobs often, and are always posted publicly on our website at [https://www.nswoc.ca/jobs](https://www.nswoc.ca/jobs)

**NETWORKING:** Networking with other members; Socializing

More frequent updates about NSWOCC’s activities

- One of the ways the Membership Core Program has addressed this is by the creation of an NSWOCC newsletter, which was launched in February 2023, and features the following sections:
  - Contest(s)
  - NSWOCC Joke of the month
  - Featured NSWOCC Member
  - Recognizing NSWOCs and SWANs
  - Core Program Corner
  - NSWOCC Association News
  - WOC Institute Program News
  - Upcoming Events
  - Industry News

- The newsletter will be circulated to Members every February, April, September, and November.

**Leadership Development Skills**

- In Fall 2023, there will be a series of 2-4 professional development webinars hosted by NSWOCC and the WOC Institute on highly-requested topics submitted by members and the NSWOCC Board of Directors. Stay tuned for this exciting announcement!

### 2023 Membership Survey

The 2023 Membership Survey will be launched in April 2023 and will arrive in Members’ inboxes via email along with the April Newsletter.

### OPERATIONS & SUSTAINABILITY

**Changes to Associate Types**

At the Board Meeting in October, I presented a change to the way we identify the many types of Associates under our Operating Policy for Associates.

The rationale behind this proposed change was to:

1. Acknowledge and recognize Skin Wellness Associate Nurses (SWANs) as their own Associate type and to be able to better track growth and other analytics related to SWANs.
2. Separate previous Associate types into more specific WOC Institute student roles to better monitor their growth and other analytics.
3. Create a new Industry Associate Plus type to increase partnership opportunities for Industry, while supporting our Association’s financial sustainability.

The NSWOCC Board of Directors approved the following Associate Types:

- WOC-EP Student Associate
- Practice Enrichment Series Associate
- Skin Wellness Associate Nurse (SWAN) Student Associate
- Skin Wellness Associate Nurse (SWAN) Associate
- Full-time Student Nurse Associate
Industry Associate Types
In January 2023, NSWOCC launched the new criteria and benefits for the Industry Associate and the (new) Industry Associate Plus types.

Industry Associate
$175.00 Annual Registration Fee
• Associate Type with NSWOCC

Industry Associate Plus
$500.00 Annual Registration Fee
• Associate Type with NSWOCC

Industry Associate Plus Key Advantages
• Discount on Webinars
  • Industry Associate Plus associates are offered a $250 discount on hosting continuing education webinars in partnership with NSWOCC.

• Discount on Industry News Posts
  • Standard cost for an Industry News Post - $500.00
  • Pricing discounts for:
    • Industry Associate Plus is $300.00 (Total $200.00 per post)
    • Industry Associate is $225.00 (Total of $275.00 per post)

• Exclusive Communication & First Right of Refusal
  • National Conferences
    • First to receive the list of additional sponsorship opportunities (starting in 2024)
    • 10% discount on the cost of registering company representatives

for the National Conference
• NSWOC Advance
  • First right of refusal for ad placement in the NSWOC Advance

• Job Postings
  • Ability to advertise job postings on the NSWOCC job board at www.nswoc.ca/jobs

10 companies/representatives have joined as an Industry Associate Plus so far, while 3 remain an Industry Associate. This is up from 9 Industry Associates in April 2022.

Hiring an Office Administrator
In February 2023, NSWOCC welcomed Zachary Abraham to our team as our Office Administrator.

Zach is a 4th year student in Honours Health Studies at the University of Waterloo. While completing his undergraduate degree he has developed a strong interest in population health research and aims to pursue further studies after receiving a bachelor's degree. Through his studies and working alongside professors, Zach has found an interest in the field and developed specific interest in gerontology, psychiatric epidemiology, and health service utilization. He is currently conducting research involving marginalization and its relationship with psychiatric readmission. Zach's recent work experience include being a research
assistant as well as working in athletics and conditioning all at the University of Waterloo. These experiences have helped him to develop an array of skills which allow him to take on new challenges and work in a variety of different settings.

We look forward to having Zachary as a part of the NSWOCC team where he will apply his knowledge and skill set to advancing NSWOCC and the specialized nurses that we serve.

CONTINUING EDUCATION WEBINAR SERIES

Changes to the Continuing Education Webinar Series

As a response to growing attendance, the results from the membership survey, and feedback from industry, we have slightly modified how the webinar series works.

In August 2022, we revised the process for industry to partner with NSWOCC to host an educational webinar to further accommodate members from across the country while also staying organized. We now have an online booking process that allows industry to book a full-week block to host a single webinar topic in partnership with NSWOCC either once or at two different dates/times during that week at no extra charge.

Our goal with this format is to host more webinars in both English and French, as well as at different times to allow people to attend from each time zone or when it is more convenient to them. We will continue to monitor this system to determine its effectiveness and will be prepared to pivot to make sure we can better accommodate NSWOCC Members and Associates if we identify a better process.

We have noticed that more people are tuning into webinar via their phones or even calling in. We hope to explore opportunities to deliver continuing education in audio or podcast formats in the near future.

In January 2023, we began offering a discount to our Industry Associate Plus for hosting partnered webinars with NSWOCC.

2022 Summary & looking ahead at the rest of 2023

In October 2022, I presented a plan to the NSWOCC Board of Directors with a plan for growing our Continuing Education Webinar Series. At that time, I showed the final numbers for the 2022 calendar year:

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Webinars</td>
<td>16</td>
<td>30</td>
<td>88%</td>
</tr>
<tr>
<td>Average Live Viewers</td>
<td>86</td>
<td>113</td>
<td>31%</td>
</tr>
<tr>
<td>Average Registrants</td>
<td>221</td>
<td>273</td>
<td>24%</td>
</tr>
<tr>
<td>Average Attendance %</td>
<td>40.5%</td>
<td>41.1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

This shows remarkable growth not only in our total number of educational opportunities offered, but the vast number of people interested in the webinars judging by the growth in registration, live
attendance, and rate of attendance.
As of April 1, 2023, we can report the following:

- Total # Webinars Held: 7
- Average # Live Viewers: 163
- Average # Registrants: 361
- Average Attendance Rate: 45.3%

So far, we have seen further growth in registrants, attendees, and attendance rate. We will keep up the hard work as we look ahead to the rest of 2023!

As of April 1, 2023, we have also confirmed 12 more webinars in partnership with our industry partners, along with several more webinars hosted solely by NSWOCC and the WOC Institute, including plans for a professional development webinar series in fall 2023. There are only 5 spots left for our Industry partners to secure if they desire.

I personally want to thank each of our NSWOCC Members and Associates, including our SWAN and WOC-EP Students, for taking the time out of their busy schedules to attend the myriad of continuing education webinars.

We also thank our many NIAC Members and Industry Partners for their continued support and superb partnership to help deliver expert wound, ostomy and continence presentations. We could not offer these to NSWOCC Members without their generosity and commitment to NSWOCC's and SWANs' continuous learning!

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**Professional Development Webinar Series**

In Fall 2023, there will be a series of 2-4 professional development webinars hosted by NSWOCC and the WOC Institute on highly-requested topics submitted by members and the NSWOCC Board of Directors. Stay tuned for this exciting announcement!

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**COMMUNICATIONS**

**Sharing Circle**

I was happy to work with the Indigenous Wound, Ostomy and Continence Core Program throughout the past year, under Bev Smith BScN, RN, NSWOC’s leadership, to help develop and launch the Sharing Circle: a national communication tool in the form of a website that acts as an online informational and centralized educational resource hub.

The aim of this website was to enhance accessibility to information and resources to improve health care for Indigenous peoples. In August 2022, we launched the website, which is now live at www.sharingcircle.online.

The website will continue to be updated and revised over time and we are open to suggestions and submissions for new resources that can be added to the site.
Hiring a Digital Marketing Coordinator

As a part of the communications plan for 2022, a top priority was increasing our capacity for digital marketing, namely over social media.

In response to this need, in November 2022, NSWOCC welcomed Samaia Aidroos as our new Digital Marketing Coordinator. In the past 5 months since Samaia has come on board, she has played a pivotal role in improving our social media promotions and monitoring, graphic design, and search engine optimization, including researching and writing blogs, publishing NSWOCC and WOC Institute news, and conducting competitive search engine optimization (SEO) analyses.

The result of her great work is demonstrated via the social media and website reports.

Social Media Report

As of March 2023, NSWOCC uses four main social media platforms: Instagram, LinkedIn, Facebook, and Twitter. All statistics have been generated using Hootsuite, a social media marketing and management tool.

Important Notes:

- Posts that include Hashtags typically have higher traffic, especially from unique visitors.
- Different social media platforms vary in terms of which posts receive the highest engagement
- In the past year, we have purchased the Professional Package of Hootsuite. We also added a LinkTree to Instagram to make accessing links easier.

Social Media Growth between November 2022 to March 2023

(since hiring of a Digital Marketing Coordinator) compared to the same period last year.
NSWOCC Website & NSWOCC Conference Websites
- NSWOCC: People spend the most time on the Webinar Series page
- NSWOCC: Break into One of the Most Rewarding and In-Demand Nursing Specialties in Canada - Become an NSWOC was the post with the most traffic.
- NSWOCC: The most popular traffic source is Google
- NSWOCC Conference: The most popular page is educational programs
- NSWOCC Conference: Most popular traffic sources are direct (63%) followed by Google (37%) and Bing (4%).

Launching the new WOC Institute Website
Another part of the communications plan was the redevelopment of the Wound, Ostomy and Continence Institute’s website. In March 2023, the website was launched and can now be found online at www.wocinstitute.ca.

Thank you to Samaia Aidroos, Kimberly LeBlanc and Nicole Kocajda for their help in launching this great new site!

The website:
- provides a much simpler process for prospective students to discover and learn more about the programs we offer,
- is more competitive with regards to SEO,
- shares consistent branding with the NSWOCC website, and
- will make future changes and features simpler to execute.

Translating Websites
Another component of the Communications Plan is our commitment to translating both websites into French, with the priority to translate the WOC Institute website. We hope to launch the fully bilingual WOC-Institute website this spring! Please stay tuned for an announcement.

Once complete, we will then work on launching the bilingual NSWOCC website.

UPCOMING PRIORITIES IN 2023
- Professional Development Webinar Series
- Improving the Find an NSWOC online tool
- Launching the French translation of the WOC Institute Website
- Launching the French translation of the NSWOC Website
- Automating the process to receive webinar certificates of attendance
- NSWOCC-led podcasts

I look forward to seeing and meeting many of you for the first time in-person at our upcoming 42nd National Conference in Ottawa from May 3-7, 2023. For more information about the conference, please visit www.nswoccconference.com.

For membership inquiries or to provide feedback/suggestions, please feel free to email me at tcurtis@nswoc.ca. I’m always happy to help!

Troy Curtis
NSWOCC Director of Operations
NSWOCC: THE PEOPLE

NSWOCC Board of Directors

Executive
- President: Marcia Leard
- President-Elect: Corey Heerschap
- Secretary: Tracy Fournier
- Treasurer: Kelly Mazerolle
- Chief Executive Officer: Catherine Harley

Regional Directors
- British Columbia/Yukon: Misty Stephens
- Prairies/Northwest Territories/Nunavut: Jodi Quinlan
- Ontario: Roxie Demers
- Quebec: Audray Lafortune
- Atlantic: Nancy Schuttenbeld

Core Program Leaders
- Research & Practice: Dr. Karen Campbell, Dr. Kevin Woo
- Professional Development: Debra Johnston
- Indigenous Wound, Ostomy and Continence Health: Bev Smith
- Community Engagement: Erin Rajhathy
- French Community of Practice: Valérie Chaplain
- SWAN Community of Practice: Sharon Hunter
- Paediatric Community of Practice: Stephanie Furtado
- Membership: Shelly Barnes
- National Conference Planning: Mary Hill
- Publications: Lina Martins

NSWOCC Staff
- Chief Executive Officer: Catherine Harley
- Director of Operations: Troy Curtis
- Digital Marketing Coordinator: Samaia Aidroos
- Office Administrator: Zachary Abraham
- Bookkeeper: Andre Lavigne
- Professional Accountant: Bruce Deep
- Lawyer: Karen Cooper

NSWOC Advance Editorial Board
- NSWOC Advance Editor in Chief: Lina Martins
- French Editor: Louise Forest Lalande
- British Columbia/Yukon: Karen Campbell
- Prairies/Northwest Territories/Nunavut: Kevin Woo
- Ontario: Lina Martins
- Quebec/Atlantic: Louise Forest-Lalande

Committees
- Nominating Committee Chair: Laureen Sommerey
- NSWOC Advance Publisher: Deborah McNamara
- NSWOCC Industry Advisory Council (NIAC) Co-Chairs: Marianne MacMillan-Stacey, Rodney Blair
Interest Groups
International Skin Tear Advisory Panel (ISTAP) President: Samantha Holloway
Canadian Pressure Injury Advisory Panel (CPIAP) President: Kevin Woo

Wound, Ostomy and Continence Institute
- Academic Chair: Kimberly LeBlanc
- Program Manager: Nicole Kocajda
- Program Development: Cathy Downs, Erin Rajhathy, and Kim Merritt

Academic Advisors
- Preceptor Manager: Nicole Denis

Student Placement Coordinators
- Victoria McCallum
- Christie Cowan

Preceptor Markers
- Liette St Cyr
- Cecilia Yeung
- Barb Plumstead

SWAN Program
- Vida Johnston
- Shelly Barnes
- Sue Bolton
- Susan Chandler
- Tracy Lillington

ISWA Program
- Erin Rajhathy

WOC-EP Program
Wound
- Cathy Downs
- Nicole Pitcher
- Susan Peckford
- Melanie Fauteaux
- Svea Menard

Ostomy
- Eleanore Howard
- Louise Samuel
- Mary Engel
- Josée Sénéchal

Continence
- Nicholas Joachimides
- Najwa Shbat
- Laura Robbs
- Carly Lindsay
- Marie-Andrée Masson
- Louise Forest-Lalande
Celebrating NSWOC Week
April 17-21, 2023

NSWOCs...

The Fighting Force for Wound, Ostomy & Continence Patients

- Will advocate for better patient care (Baker 2001).
- Prevent ostomy complications, reducing hospital readmission rates (Medley, 2014).
- Lower emergency room visits and decrease hospital readmissions (Baich et al., 2010).
- Reduce costs (Heerschap & Duff, 2021).
- Help prevent catheter-associated urinary tract infections (CAUTIs), and incontinence-associated dermatitis (Medley, 2014).

are indispensable
#IndispensableNSWOCs

Michelle Buffalo,
RN, BScN, NSWOC, WOCC(C)
Alberta

Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC)
www.nswoc.ca | office@nswoc.ca | 1-888-739-5072
NSWOCC REGIONAL DIRECTOR REPORTS

Engagement and collaboration to drive meaningful change.
To create improvements in wound, ostomy and continence care, NSWOCC continues to engage members to discuss issues and create solutions not only at scheduled events but also year-round through ongoing reflection and dialogue during Regional Meetings.
BRITISH COLUMBIA & YUKON

Misty Stephens, RN, BScN, MCISc-WH, NSWOC, WOCC(C)

stephenscrew05@gmail.com

REGIONAL MEETINGS

There were four regional meetings held in 2022 on February 12, May 26, September 29 and December 15. Thank you to all who participated.

KEY REGIONAL HIGHLIGHTS

- Completed frostbite provincial management guidelines and an education session on this topic.
- Provided NSWOC education on the subject of dermatology.
- Continued advocacy at the Provincial Nursing and Allied Health level for NSWOC leadership and formal structural reporting system.
- Congratulations to all the new NSWOC’s and SWAN’s that have graduated from their programs after a great deal of hard work. We look forward to having you join our BC/Yukon teams.
- Best wishes and thank you to Teresa Stone and Jackie Geddies on their well-deserved retirements. Their endless guidance, advocacy, and knowledge for nursing and for NSWOC’s, set us on a path that has improved quality and patient safety for all in our provinces.
- Congratulations to Shelly Barnes and Island Health for their initiative to educate practical nurses in the WOC Institute Skin Wellness Associate Nurse (SWAN™) Program.
PRAIRIES, NORTHWEST TERRITORIES AND NUNAVUT

Jodi Quinlan, RN, BN, IIWCC, NSWOC, WOCC(C)

jmq1167@gmail.com

REGIONAL MEETINGS

One Regional meeting held on March 22, 2023 at 7pm.

KEY REGIONAL HIGHLIGHTS

• Alberta NSWOCs to continue to work with NSWOCC to promote the role and get recognition of certification.
• Ongoing work to promote WOC Institute programs (SWAN, Paramedic Program, Advanced Wound Debridement, Wound Management)
• Regional Members were reminded to keep their registration with the association current so that they have access to all communications.
• Encouraged all NSWOCC Members to please consider acting as a preceptor for students.
• Promoted the NSWOCC 42nd National Conference to all NSWOC’s, SWAN’s, Aligned Health Professionals and Physicians.
• Made connections with NSWOC’s from other provinces and promoting community of practice.
• Emails were sent to Members throughout the year in order to keep them updated.
ONTARIO

Roxie Demers, RN, BScN, NSWOC, WOCC(C)

roxieelise@live.com

REGIONAL MEETINGS

One regional meeting held January 24, 2023, via Zoom. Our Regional Meetings are called “Ontario NSWOC Connect”.

KEY REGIONAL HIGHLIGHTS

• Stephanie Furtado who was the previous NSWOC Ontario Regional Director resigned this post, in order to have more time to lead the Paediatric Community of Practice who are working on a best practice recommendation for Paediatric Incontinence Associated Dermatitis.

• Ontario NSWOC Connect meetings for members are being set up and we will inform you by email soon.

• Ensure that your email address is up to date in the nswoc.ca members data base and that you have added this email address to your safe list to receive updates and invites for educational events and meetings. If you need assistance in navigating this, please email office@nswoc.ca.

• Please plan to attend the Ontario NSWOC Connect virtual meetings so you can be a part of a network of colleagues and resources for each other.

• At the first meeting, we will discuss preferred frequency, time, weekday, and agenda topics for future meetings.
KEY REGIONAL HIGHLIGHTS

- Congratulations to the directors and the authors of the newly printed *Pratiques exemplaires en soins des plaies : de novice à expert*. This book entirely in French, is not only based on the latest knowledge, but it also showcases the talent that we have within the Québec NSWOC community. It will become an important reference not only in Québec but in the entire francophone world. Thank you for your hard work!

- The Alliance pour l’avenir des soins infirmiers du Québec continues. The 3 main topics that we are addressing and representing are acknowledgement of specialization, organization of care and education. Within the last few months, we met with the Minister of Health, Christian Dubé, and Elisabeth Arpin, National...
enjeux. Notre priorité est aussi de sortir dans les médias pour faire entendre la voix infirmière (autre que syndicale) sur les enjeux infirmiers.


• La rencontre de l’AIISQ était le 31 mars 2023. Lors de la rencontre, nous avons fait la promotion de la conférence du ISPSCC et de la semaine des ISPSCs ainsi que le suivi des dossiers en cours.

Director of Nursing Care and Services. We are also active in the media to enhance the nursing narrative in relation to nursing related issues.

• NSWOCC and AIISQ were present for the OIIQ conference in November 2022. We were able to meet with other associations and nursing administrators, in addition to speaking with nursing students about the WOC-EP program. We will be prepared next year to present an approach based on cost-analysis and cost saving of having NSWOCs.

• The AIISQ had their bi-annual meeting on March 31st, 2023. The promotion of the NSWOCC 42nd National Conference, NSWOC Week and follow up on active business were discussed.
ATLANTIC

Nancy Schuttenbeld, RN, BScN, MN, NSWOC, WOCC(C)
nancy.schuttenbeld@horizonnb.ca

REGIONAL MEETINGS

There were four regional meetings held in 2022 on February 12, May 26, September 29 and December 15. Thank you to all who participated.

KEY REGIONAL HIGHLIGHTS

- The first regional meeting was a face to face gathering on Saturday, October 29th at the Crowne Plaza Moncton with 19 participants who attended in person and 7 attended virtually. The day was packed with great presentations and an opportunity to share common concerns, challenges, and successes. After a full day of networking, learning and fun, we gathered at a restaurant for a sponsored dinner. We had NSWOC presenters from three provinces and a report was submitted from the NSWOCs in Newfoundland.
- Our second meeting was held virtually February 9th via Microsoft teams with a Valentine’s Day theme and although we did not have the face-to-face contact, it was very well received and 14 were able to participate.
- Congratulations to Denise Nicholson, NSWOC from Moncton, NB, who received the NSWOC Recognition Award from Ostomy Canada Society for her excellence in ostomy care and support to her local ostomy support group as well as national activities. Denise
also volunteered for the ostomy youth camp which was held summer 2022. Congratulations to Denise!

- The Nova Scotia Wound, Ostomy and Continence Summit: Supporting Sustainability was held in September 2022 and Karla Lohnes did an excellent presentation on the state of wound care in the province. She emphasized the need for more NSWOCs to meet the growing demand for wound, ostomy, and continence services. The Summit provided an excellent opportunity to highlight the current services and gaps for wound, ostomy, and continence care in the province. It was also a great opportunity to network with colleagues and the various health sectors that provided care across the health care spectrum in Nova Scotia.

- Congratulations to Bridget Pinaud and Emily Woodgate for completing the prescribing course that was held at Dalhousie University. This will permit them to expand their scope of practice at the IWK. Although this course is only available in Nova Scotia at this time, it is hoped that it will expand to include other provinces in the near future.

- The NSWOCC National Office provides us with a data base of NSWOC members and we are currently editing this to develop a quick reference tool to contact other NSWOC members across the Atlantic Provinces for consultation and further networking.

- On June 1, New Brunswick will be holding a provincial Wound, Ostomy and Continence Summit modelled after the Summit held in Nova Scotia.

- The NSWOCC 42nd National Conference is being held May 3-7th in Ottawa Ontario. We are hoping to organize an Atlantic gathering for those able to attend during the conference time.

- Our next Atlantic meeting will take place Fall 2023 and we look forward to networking, supporting, and growing together as we continue to build our Atlantic team.

- In the meantime, monthly emails and wound care tips are sent to members as we support, collaborate, and grow together in NSWOC practice.
NSWOCC CORE PROGRAM REPORTS

Les soins de plaies, stormies et continence: au cœur de l’infirmerie storthérapeute

Association des infirmiers et infirmières stomathérapeutes du Québec

INTRODUCTION

FORMAISON

Les soins de plaies, stormies et continence: au cœur de l’infirmerie storthérapeute

Association des infirmiers et infirmières stomathérapeutes du Québec

La formation totale de 115 h est accréditée par le World Council of Enterostomal Therapy (WCE) sur l’ensemble du programme de spécialisation. Les titres d’infirmiers Spécialisés en Ostomie de l’RSPSC sont délivrés en collaboration avec l’Institut canadien de la stomathérapeute. Les standards nationaux de pratique sont délivrés par l’RSPSC. La formation par l’Institut est la seule formation canadienne permettant de plaies, stormies et continence de l’ARC, délivrée par le paysage RSPSC (C).
PROFESSIONAL DEVELOPMENT

Debra Johnston, MN, BScN, RN, NSWOC, WOCC(C)

**MAIN PROJECT**

Best Practice Recommendations for the Topical Management of Malignant Cutaneous Wounds

**Project Description**

- Development of an inaugural Canadian Best Practice Recommendations for the Topical Management of Cutaneous Wounds.
- Collaborative project with the Canadian Palliative Care Nurses Association (CPCNA).
- 30 combined task force members
- Funded by Mölnlycke Health Care

**Project Duration**

January 2023- Spring 2024

**Peer Review Process**

Anticipated to begin in the fall of 2023.

Thank you to the team members for contributing their time & expertise:

1. Allison Da Silva, BScN, RN, NSWOC, WOCC(C)
2. Anna Tumchewics, BScN, RN, DipOPN, NSWOC
3. Ashley Hogan, BN, RN, NSWOC
4. Candy Gubbels, NP(F), NSWOC, WOCC(C)
5. Cecilia Yeung, MN, RN, NSWOC, WOCC(C), GNC(C)
6. Dawn Ross, BScN, RN, CHPCN(C)
7. Debra Johnston, MN, BScN, RN, NSWOC, WOCC(C)
8. Elaine Klym, RN, CHPCN(C)
9. Elisabeth Antifeau, MScN, RN, GNC(C)
10. James Smith, BScN, RN, NSWOC
11. Janice Nesbitt, MN, RN, CHPCN(C)
12. Jennifer Brooks, MCISc-WH, BN, BKin, RN, NSWOC
13. Jennifer Malley, RN, BN, CHPCN(C)
14. Jessica Cloutier, RN, SWAN
15. Joanie Beaudin, BScN, RN, ETN
16. Joel Drennan, BScN, RN
17. John Gregory, IIWCC, ISWA
18. Jordan Smart, MCISc-WH, BN, RN, NSWOC WOCC(C)
19. Juliana Cozza, Infirmiere clinicienne
20. Katlynn Book, BScN, RN, NSWOC, WOCC(C)
21. Kelly Sair, MCISc-WH, BScPT,
22. Kevin Woo, PhD, BScN, RN, NSWOC, WOCC(C), FAPWCA
23. Kim Mayenburg, BScN, RN, IIWCC, NSWOC
24. Marilyn Adam, RN certified in Hospice Palliative Care, Oncology & Gerontology
25. Marilyn Kerr, MCISc-WH, BN, RN, NSWOC, WOCC(C)
26. Marilyn Ringdal, BSN, RN, NSWOC
27. Melanie Spencley, MScN, NP-PHC
28. Shawna Lough, BScN, RN, NSWOC, WOCC(C)
29. Valentina Popov, BN, RN, NSWOC, WOCC(C)
30. Valérie Chaplain, BScN, RN, NSWOC, WOCC(C)
31. Veronika Surowiec, BScN, RN, NSWOC, WOCC(C)
32. Wendy Mirander, BScN, RN, NSWOC
33. Willa Potter, BSN, RN, CHPCN(C)
RESEARCH AND PRACTICE

Kevin Woo, PhD, BScN, RN, NSWOC, WOCC(C), FAPWCA and Karen Campbell, PhD, RN, NSWOC, WOCC(C)

ONGOING PROJECTS

Canadian Best Practice Recommendations for the Management of Malignant Wounds

**Status of Activities**

- Launched January 2023 as a collaboration with Canadian Palliative Care Nursing Association (CPCNA).
- Literature search process initiated ahead of title/abstract screening before scoping review.
- Launch estimated early 2024.

**Project Lead**

Debra Johnston, MN, BScN, RN, NSWOC, WOCC(C)

Virtual Consultation Position Statement

**Status of Activities**

- Scoping review of 176 articles in progress.
- Launch estimated early 2024.

**Project Leads**

Laureen Sommerey, RN, BScN, MN, WOCC(C) & supported by Cathy Harley, RN, eMBA, IIWCC
Urinary Catheter Decision Aid

Status of Activities
- Work on the decision aid framework continues.
- Two rounds of scoping review and synthesis completed during 2022.

Project Lead
Karen Campbell, PhD, RN, NSWOC, WOCC(C)

Parastomal Hernia Prevention, Assessment, and Management: Canadian Best Practice Recommendations

Status of Activities
- Pending approval of document by NSWOCC Board in April 2023. Following which, the artwork version will be created with numbered referencing.
- Launch of the document in time for the 2023 NSWOCC annual conference in May.

Project Lead
Kimberly LeBlanc, PhD, RN, NSWOC, WOCC(O), FCAN

Feeding Tube Best Practice Recommendations

Status of Activities
- Simultaneous best practice recommendation publication in French and English.
- Recommendations are in second/third Delphi rounds in French and English. Cover concepts in development to support peer review.
- Formatting of 161 references in French and English will be completed before April. Medical illustrator is engaged to provide supporting figures.
- Launch estimated summer 2023.

Project Lead
Valérie Chaplain, IA, BSc Inf, ISPSC, PSCC(C)

Paediatric Incontinence-Associated Dermatitis: Canadian Best Practice Recommendations

Status of Activities
- Recommendations have passed Delphi rounds.
- Peer review of documents during March 2023.
- Cover artwork created.
- Obtaining photographs with consent has been problematic.
- Levels of evidence for references supporting recommendations complete. Launch estimated early summer 2023.

Project Lead
Stephanie Furtado, RN, BSCN, MCISc-WH, NSWOC, WOCC(C)
## COMPLETED PROJECTS

### Urinary Diversions Position Statement

**Status of Activities**
- Complete. Published and presented at the 2022 NSWOCC National Conference.
- Canadian Urological Association has added to their website here [https://www.cua.org/program/13306](https://www.cua.org/program/13306)
- Protracted discussions with CSCRS to submit a manuscript for publication.

**Project Lead**
Debra Johnston, MN, BScN, RN, NSWOC, WOCC(C)

### Debridement: Canadian Best Practice Recommendations for Nurses

**Status of Activities**
- Advances in Skin & Wound Care podcast with Kevin Woo and Erin Rajhathy. [Click here to listen.](#)
- Paper published in JWOCN.

**Project Lead**
Nancy Parslow, RN, MCISc-WH, NSWOC, WOCC(C)

### Preoperative Stoma Site Marking Position Statement

**Status of Activities**

**Project Lead**
Debra Johnston, MN, BScN, RN, NSWOC, WOCC(C)
Indigenous Wound, Ostomy and Continence

Bev Smith, BScN, RN, NSWOC

Core Program Meetings

Our Core Program held 10 meetings in 2022-23. We met monthly, except for July and August. Our meetings are via zoom and are 1-2 hours long.

Key Highlights

- Our Core Program continues to grow with 43 members to date and new members requesting to join on a regular basis.
- We continue to work with the University of Toronto - KITE researchers who have been awarded grant funding to go forward with the “Smart Socks” research project. This project would support a method of identifying pressure points on the feet of Indigenous people. We have the goal of developing culturally appropriate footwear that would offload to prevent diabetic foot injuries in the Indigenous Population.
- In August 2022 we launched our new website, “The Sharing Circle”. This website was created with the goal of having culturally appropriate resources related to Wound, Ostomy and Continence, that can be accessed by Indigenous patients, family, care givers and health professionals.
- Our Core Program published an article on the Sharing Circle website in the Nov/Dec 2022 issue of the peer reviewed journal-JWOCN written by Cathy Harley and Troy Curtis. The article was chosen by JWOCN to be the focus of a video that JWOCN produced and distributed across North America.
- Our Core Program was chosen to record a podcast for Nurses Voices. The focus was on nursing recruitment and retention in Canada. Bev Smith, the Core Program
Leader for the Indigenous WOC Health program, spoke about the Core Program and the Sharing Circle website. She also discussed the ideas and goals that this Core Program has around recruitment and retention of Indigenous Nurses in Canada.

- Michelle Buffalo, BScN, RN, NSWOC, WOCC(C)
  Core Program Member and Bev Smith, BScN, RN, NSWOC Core Program leader were invited to speak at the National Pressure Injury Advisory Panel (NPIAP) Conference that was held in San Diego March 2023. Bev and Michelle did a virtual presentation on the Challenges of Providing Wound Care to Indigenous Communities in Canada.

- We will give a presentation during the national NSWOC Conference in Ottawa, Ontario, in May 2023. This presentation will address developing a survey about the knowledge needs of healthcare providers, families, and patients in Indigenous communities and many gaps that they are facing.

- Our Core Program Members continue to inform people about our group, about the Sharing Circle, and about the work we do. We will continue to work on building relationships with key partners of Indigenous Wound, Ostomy & Continence Health.

Thank you to the team members for contributing their time & expertise:

1. Alexsanderine Stevens
2. Amanda Sowiak
3. Anna Tumchewics
4. Audray Lafortune
5. Bev Smith
6. Billie Jo Hardy
7. Brain Evans
8. Brenda Moodie
9. Bruno Auger
10. Cathy Harley
11. Christina Seguin
12. Cole Woytiuk
13. Cynthia Magiskan
14. Denise Lalonde-Niccoli
15. Denise Taylor
16. Dr. Rachel Asinwasis
17. Edith Mercieca
18. Heather Wright
19. Jeremy Caul
20. Jocelyne Bergen
22. Marian Abdelsayed
23. Marilee Nowgesic
24. Meaghan Wilton
25. Melanie Jeffery
26. Michelle Buffalo
27. Misty Corbiere
28. Morgan Austin
29. Nick Kwiatkowski
30. Nicole Corbiere
31. Rachel McCallum
32. Rachel Radyk
33. Robin Cano
34. Seona Furlong
35. Sharon Gabison
36. Steven Fisher
37. Sue Bolton
38. Tamara Henry
39. Tanya Girouard
40. Taylor McGregor
41. Tracy Locke
42. Troy Curtis
43. Victoria Marchand
COMMUNITY ENGAGEMENT

Erin Rajhathy, RN, BScN, MCISc-WH, NSWOC, WOCC(C)

KEY HIGHLIGHTS

• NSWOC Canada is responsible for advancing the role of NSWOCs across Canada and was able to support NSWOCs through attempts to declassify the NSWOC position in Ontario.

• The leadership team at a large acute hospital in Ontario declassified a vacant NSWOC position as Nurse Clinician to Registered Nurse Skin and Wound Team title with a significant decrease in role and remuneration.
  • This new position required the NSWOC qualification and listed many of the duties the NSWOC is responsible for.
  • NSWOCC supported the efforts of the NSWOC Team in this hospital system and 8 NSWOCs met weekly via Zoom with the NSWOCC team from this hospital to aid in union navigation and preparing them for meeting with their executive team.
  • NSWOC Canada also used existing strong relationships with key partners to bring awareness to this important issue. This resulted in this hospital removing this declassified new position and reposting the position as Nurse Clinician to reflect the existing position and role of the NSWOC.

• Held a Nova Scotia Wound, Ostomy and Continence Summit in Halifax, Nova Scotia in September. 68 key decision makers attended including the Minister of Long-Term Care, Nursing Directors, Nurse Managers, NSWOCs and a SWAN.
• The objectives of this Nova Scotia WOC Summit were to:
  • Update our stakeholders on best practices in wound, ostomy, and continence within Nova Scotia
  • Evaluate a patient’s experience living with an ostomy in Nova Scotia
  • Determine the economic burden for people living with an ostomy through the review of the ostomy impact study.
  • Provide information on the value of a wound, ostomy, and continence tri-specialty to support patient-centered improvements.
  • Deliver updated information of the Nova Scotia continuing care provincial wound care program.
  • Discuss wound care innovation within the province of Nova Scotia
  • Engage and strengthen wound, ostomy and continence health within Nova Scotia.
  • Since the Nova Scotia Summit, there have been some new NSWOC and SWAN students registered and a part-time NSWOC position had hours increased.

There were advocacy initiatives in all three domains of wound, ostomy and continence:

1) Wound
  • Participation as a key stakeholder in the Wounds Canada Diabetic Task Force.
  • Joint initiative with Society of Tissue Viability participating in a joint concensus meeting and drafting a consensus document about wound debridement.
  • Collaboration with the ECHO Project (Woundpedia) in Ontario to provide a Clinical Corner at each ECHO session.

2) Ostomy
  • Ongoing participation in the joint Advocacy Committee between NSWOC Canada and Ostomy Canada Society.
  • Together, this joint Advocacy Committee met with the Ontario Assistive Devices Program to advocate for increased funding to ensure 75% of costs of supplies are covered annually and to bring awareness that mandatory access to NSWOCs would drive the cost down for the public health system. This meeting went well, with the ADP team agreeing to perform a current audit of patients receiving funding.

3) Continence
  • NSWOC Canada will continue to support advocating for a better reimbursement model for intermittent catheterization with organizations such as Spinal Cord Injury Ontario.
Strengthening the French Language in Wound, Ostomy and Continence

FRENCH COMMUNITY OF PRACTICE

Valérie Chaplain, RN, BSc (Nursing and Biology), NSWOC, WOCC(C)
Valérie Chaplain, Inf. B. Sc. (Inf et Bio.), ISPSC, PSCC(C)

POINTS CLÉS

- La communauté de pratique francophone travaille depuis le début de l’été 2022 sur les recommandations des meilleures pratiques au sujet des stomies d’alimentation. Au moment de rédiger ces lignes, le processus Delphi est en cours et le document principal est écrit, 8 rencontres virtuelles ont eu lieu jusqu’à maintenant.
- Le document des meilleures pratiques de l’ISTAP sur l’intégrité de la peau a été traduit en français, les membres du comité de traduction ont révisé la traduction.
- Louise Forest-Lalande, dans son rôle de co-éditrice francophone, révise le contenu en français qui est publié dans l’Avancé de l’ISPSC.
- La responsable de la communauté de pratique francophone (Valérie Chaplain) a assisté à la rencontre régionale des ISPSC, tenue lors de l’automne 2022 dans la région Atlantique pour mobiliser l’engagement des ISPSC francophone de cette région bilingue.

KEY HIGHLIGHTS

- Since the summer of 2022, the French Community of Practice is working on the Canadian Best Practice Recommendations for Feeding Tubes. The Delphi process is in progress, and the main document is written after participating in 8 virtual meetings.
- 2020 ISTAP Best Practice Recommendations For Holistic Strategies To Promote and Maintain Skin Integrity was translated by the members of the translation committee who also completed the translation review.
- Louise Forest-Lalande in her role of French editor of the NSWOC Advance is reviewing the French content to be published in the NSWOC Advance
- Core program Leader (Valérie Chaplain) went to the regional NSWOC 2022 Fall meeting in the NSWOCC Atlantic Region to engage with French speaking NSWOC’s in this bilingual community.
• Lors du SIDIEFF tenu en octobre 2022 à Ottawa, un kiosque faisant la promotion des ISPSCC était sur place. Deux affiches présentant les publications francophones de l’association ont également été présentées (normes de pratique et marquage pré-opératoire des stomies fécales).

• During SIDIEFF held in October 2022 in Ottawa, NSWOCC and the Wound, Ostomy and Continence Institute educational programs participated with an exhibit on site. Two posters presenting the French-language publications of the association took place. They included the Canadian Standards of Practice for Wound, Ostomy and Continence Nurses and the Pre-operative Stoma Marking Position Statement.

Names of task members on the Feeding Tube Project
Noms des participants francophones du projet des stomies d’alimentation :

1. Anne-Marie Blais  
2. Rachel Bossé  
3. Manon Caissy  
4. Isabelle Deshaies  
5. Isabelle Dionne  
6. Julie Gagnon  
7. Audray Lafortune  
8. Nadie Leclerc  
9. Marie-Carine Lemieux  
10. Luce Martineau  
11. Jessica Pelletier-Deschenes  
12. Sandra Quirion  
13. Josée Sénéchal  
14. Heidi St-Jean  
15. Mélanie Therrien  
16. Valérie Chaplain (Lead)  
17. John Gregory from Open city inc.  
18. Véronique Synnet (Professional Librarian at the Institut du savoir Montfort)

Name of the French reviewers for the ISTAP document:
Noms des réviseurs du document français de l’ISTAP:

1. Heidi St-Jean  
2. Anne-Marie Blais  
3. Valérie Chaplain
PAEDIATRIC COMMUNITY OF PRACTICE

Stephanie Furtado, RN, BScN, MCISc-WH, NSWOC, WOCC(C)

KEY HIGHLIGHTS

• The main project is the Canadian Best Practice Recommendations in Paediatric Incontinence-Associated Dermatitis
• These Best Practice Recommendations have passed Delphi rounds.
• The peer review of this BPR took place during March 2023.
• Cover artwork for the document has been created.
• Obtaining photographs with consent has been challenging but we have persevered.
• Levels of evidence for references supporting recommendations is complete.
• There will be a presentation given on this best practice document at the NSWOCC 42nd National Conference.
• The document will be launched by summer of 2023.
• Thank you to all team members who participated and who made this project come to fruition.

Paediatric Community of Practice Members

1. Veronika Anissimova, MCIScWH, BMedSc, RN, NSWOC, WOCC(C)
2. Gail Creelman, RN (Retired), NSWOC, WOCC(C)
3. Paulo Da Rosa, MCISc-WH, BScN, RN, NSWOC, WOCC(C)
4. Caroline Daoust, MScN(A), PNP, BScN, RN, NSWOC
5. Tracy Dowds, MCISc-WH, BScN, RN, NSWOC, WOCC(C)
6. Louise Forest-Lalande, M.Ed., B.Sc, RN, NSWOC
7. Ashley Hudson, BSN, RN, NSWOC, IWWCC
8. Nicholas Joachimides, MCISc, MSc, BScN, RN, CHE, IWWCC, NSWOC, CPedN(C)
9. Lina Martins, MScN, RN, NSWOC, WOCC(C)
10. Shelley Masyoluk, BSN, RN, NSWOC, IWWCC
11. Carolyn Morin, BSN, RN, NSWOC
12. Tina Rutledge, BN, RN, NSWOC
13. Emily Woodgate, BScN, RN, NSWOC, WOCC(C)
14. Christina Yadav, BScN, RN, NSWOC, WOCC(C)
Building Wound, Ostomy and Continence Teams

SWAN COMMUNITY OF PRACTICE

Sharon Hunter, RPN, IIWCC, SWAN

KEY HIGHLIGHTS

- This year the SWAN Community of Practice has grown in participation with strong voices participating in the group from coast to coast.
- The group was pleased to be able to work with the 2023 NSWOCC National Conference Planning Core Program to add educational sessions of interest to SWANs. A SWAN Educational Stream was developed for the May 2023 national NSWOCC conference as a result.
- The SWAN Community of Practice supported a webinar in November 2022 that spoke to the education experience and how becoming a Skin Wellness Associate Nurse (SWAN) could guide a nursing career.
- We worked together as a group to create a working document of a “SWAN Job Description” to assist us to advocate for SWAN positions in different work settings and in different provinces.
- Members shared their own cover letters, proposals, and job descriptions that they brought to employers to create SWAN specific roles in the community workplace. This was very helpful in further defining the SWAN role.
- We are currently working together to create some educational aids to assist the community in delivering information and training to the colleagues they support. These materials will provide a base presentation that can be modified and adapted for individual needs.
- As our SWAN Community of Practice continues to grow, we will collectively advocate to raise awareness of our role as skin, ostomy, continence, and wound nursing professionals.
- As we continue to work together into 2023, the group would like to bring in some resources to enhance leadership skills of the members to support ongoing professional development as well as establish peer mentorship with the community of practice.
Optimizing Continuing Education

NATIONAL CONFERENCE PLANNING

Mary Hill, RN, BScN, MN, NSWOC, WOCC(C)

Key Highlights

NSWOCC 41st National Conference (eWOC Educational Summit)
“Still online and feeling fine! Case-Based Learning in a Virtual World”

- September 2021, the NSWOCC Board of Directors made the decision to proceed with a virtual conference for May 25-28, 2022 due to the COVID-19 pandemic.
- Educational program featuring case-based learning with national and international subject matter experts in the areas of wound, ostomy, continence, and leadership.
- New to the educational program in 2022 was an “Industry and Science Day”. This day featured industry sponsored sessions that demonstrated the latest in products and technology in wound, ostomy, and continence, through a scientific and evidence-based case approach to education.
- Eliminated workshops as there was no ability for a hands-on portion but we will be providing workshops at the 2023 in person conference.
- Interactive Virtual Exhibit Hall with an educational scavenger hunt and prizes.
- During the 41st National Conference, the NSWOCC Annual Members Meeting took place where Members voices were heard.
- A fun networking event took place: “How to Design a Charcuterie Board” and “break out rooms” for networking. In advance of the conference, participants received a charcuterie cutting board branded with the NSWOCC logo in themail.
• First in person conference since 2019 due to the COVID-19 pandemic and we are excited!
• There will be no virtual option as the emphasis is on getting back to being in person and the resources are focused on making that happen.
• Returning to the conference educational program will be the popular hands-on foundational and advanced specialty workshops including management of lower leg edema, management of enterocutaneous/enteroatmospheric fistulas, wound debridement, basic and advanced ostomy, negative pressure wound therapy and continence management.
• 6 streams: Wound, Ostomy, Continence, SWAN, Leadership and French language.
• NSWOCC is proud to showcase best practice recommendations including Parastomal Hernia Best Practice Recommendations, Canadian Best Practice Recommendations for Feeding Tubes, NSWOCC National Paediatric Incontinence-Associated Dermatitis Best Practice Recommendations, NSWOCC Urinary Catheter Selection Decision Aid, NSWOCC Virtual Consultative Tool Kit and Indigenous Learning Circle.
• National and international speakers on sessions including management of challenging head wounds, nutrition and the high output ostomy, pessary management, dermatological skin lesions, peristomal skin management, malignant wounds, and the latest innovation in wound management and colorectal surgery.
• New to our program this year will be an accredited dermatology program for advanced health care practitioners. This session, aimed at NSWOCs, doctors (family medicine/general practitioners), nurse practitioners, nurses, allied health professionals (pharmacists, occupational and physical therapists, etc.), will review common diagnosis and treatments for the non-dermatologists. Participants will increase their expertise to improve dermatological patient outcomes.
• NSWOCC Disney Networking Event: Decades of Disney Lip Sync Battle. Back by popular demand NSWOCs and Industry partner to put on a fabulous show as they lip sync Disney songs.

NSWOCC 43rd National Conference: “Rising to the Challenge”
Hyatt Regency Hotel, Calgary, Alberta

We look forward to welcoming you in-person April 30 to May 5, 2024. Mark your calendars now!
NSWOC ADVANCE
L'AVANCEÉE DE L'ISPSC

PUBLICATIONS

Lina Martins, RN, BScN, MScN, NSWOC, WOCC(C)
Editor-in-Chief, NSWOC Advance
NSWOCC Canadian Features Section Editor, JWOCN

Louise Forest-Lalande, IA, M.Ed., ET
French Editor

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Karen Campbell PhD, RN, NSWOC, WOCC(C)
Kevin Woo PhD, RN, NSWOC, WOCC(C)

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1. Karen Campbell
2. Valérie Chaplain
3. Julie Gagnon
4. Corey Heerschap
5. Stephanie Laferrière
6. Kimberly LeBlanc
7. Erin Rajhathy
8. Laura Robbs
9. Elysa Roy-Sylvain
10. Kevin Woo

WHY PUBLISH?

• Add to body of knowledge in our tri-specialty.
• Become a recognized expert in the field.
• Help others understand how findings affect high-quality patient care.
• Indexed in CINAHL, EBSCO Publishing, and part of the EBSCOhost suite of CINAHL programs, Cengage Learning/Gale.

By publishing, you have an enduring record of your contribution to the pool of nursing knowledge.
NSWOC Advance KEY HIGHLIGHTS

- Continue to grow our association's publication.
- 2-3 peer reviewed manuscripts included with each issue.
- Ongoing review of submitted articles with submission of articles into peer review process to determine suitability for publication as a peer reviewed manuscript. To this end, have introduced Scholastica, an online submission and review process, which we are currently trialing.
- Ongoing Industry support with communication of company messages, products, services.
- First French manuscript published in December 2022 issue.
- Yearly Manuscript Award, recognizing an author of a peer reviewed manuscript published in NSWOC Advance, that has contributed to knowledge in skin and wound, ostomy and/or continence care or the tri-specialty of wound, ostomy and continence nursing practice.
- Reaching out to investigate affiliations with international ostomy care publications.
- Continue to reach out for submissions – adult, Paediatric, both French- and English-written, focusing on area(s) of our tri-specialty, in the categories of research, case studies, education, clinical practice, standards of practice, professional development, quality improvement, systematic reviews.

Manuscripts

Volume 33, Issue 2
- Exploring perspectives on foot care and footwear amongst individuals living and working with diabetes mellitus: A qualitative descriptive approach (Authors: A. Luther, K. Backx, E. Behse, R. Mohan, J. Kuhnke)
- Pelvic organ prolapse and exposed tissue integrity (Authors: L. Robbs, K. LeBlanc)

Volume 33, Issue 3
- Pressure injury education in long-term care settings: A quality improvement study (Authors: J. Evers, C. Heerschap, D. MacPherson)
- L’impact de l’ISPSC sur l’empreinte environnementale des soins de stomie (Auteur: S. Laferrière)
- Continent ileostomy (Kock pouch): A case study (Authors: T. Schroeder, E. Howard, M. Engel)

Volume 34, Issue 1
- Assessment and treatment of non-neurogenic chronic urinary retention in adults (Author: L. Robbs)
- Publishing consensus documents: Developing a standardized approach (Author: J. Gregory)
JWOCN KEY HIGHLIGHTS

All timelines for submission of articles to JWOCN for 2022 were met as per the NSWOCC-JWOCN affiliation agreement:

- Canadian Standards of Practice for Nurses Specialized in Wound, Ostomy and Continence (NSWOCs): A 2021 Update. (Authors: I. Costa, K. LeBlanc, E. Rajhathy) (Volume 49, No. 1)
- Still Online and Feeling Fine! Case-Based Learning in a Virtual World. (Author: M. Hill) (Volume 49, No. 2)
- Equitable Health care for Indigenous Peoples: Development of the “Sharing Circle” Web Site to Provide a Culturally Safe Method to Communicate Wound, Ostomy, and Continence Information and Resources (Authors: C. Harley, T. Curtis) (Volume 49, No. 6)

- Continue to support and promote NSWOC manuscript submissions
- Participation in JWOCN mid-year and Fall virtual board meetings
- Member of selection committee for manuscript award
2022-23 ANNUAL REPORT

Meeting our Members Needs

MEMBERSHIP

Shelly Barnes RN, BN, NSWOC, WOCC(C)

KEY HIGHLIGHTS

• We launched Journal Club, and meetings are well attended by a variety of clinicians and backgrounds, to discuss publications regarding wound, ostomy, and continence care. There are over 40 NSWOC Members signed up for Journal Club.
• NSWOC Members can now register in advance for upcoming Journal Clubs online at www.nswoc.ca/journal-club.
• We published the first edition of our Newsletter in February 2023 and will be asking membership to vote on a name during the week of the NSWOC 42nd National Conference.
• A membership Facebook page has been developed, and we are finalizing who can access this before making it available to all Members.
• We are working on providing a membership value webinar in June, which will highlight the benefits of membership e.g., continuing education and advancing practice).
• Our annual membership survey will be emailed out prior to NSWOC week, to help inform our work.
• On-going work includes looking at how to support mentorship for program learners, and to attract committee members from all Provinces/Territories.
• We will also be looking at Terms of References for recent graduates, to reflect the needs of program learners.

Thank you to our Membership Core Program Members!

1. Mildred Ababio
2. Shelly Barnes
3. Troy Curtis
4. Cassie Jilek
5. Angela Koziak
6. Joanah Eloisa Sigue
7. Alexsanderine Stevens
8. Christie Tuttosi
9. Heather Walsh
10. Kimberly Grimaldi

Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC)
www.nswoc.ca | office@nswoc.ca | 1-888-739-5072
WOUND, OSTOMY AND CONTINENCE INSTITUTE

Excellence in Wound, Ostomy and Continence Educational Programs

Kimberly LeBlanc, PhD, RN, NSWOC, WOCC(C), FCAN
Academic Chair, WOC Institute
chair@wocinstitute.ca

WOC INSTITUTE STRUCTURE
Building capacity of the WOC Institute

PROGRAM DEVELOPMENT

- Cathy Downs, Erin Rajhathy and Kimberly Merritt have been hired to collaboratively develop new WOC Institute programs and ensure our current programs are regularly updated and remain state of the art.
  - Upcoming programs include Practice Enrichment Series Ostomy and Continence management courses to add to our wound management courses, Personal Support Workers wound, ostomy and continence management, and a diversity and sensitivity awareness course for NSWOCC members.
- The WOC Institute is currently conducting several environmental scans to assess the development of other future projects.
- The program development team will collaborate with the NSWOCC Indigenous Core Program to ensure as programs are either developed or updated, that Truth and Reconciliation is respected.
- Collaborated with 2SLGBTQIA+ content specialist, Jess Crawford, to develop content for all of the WOC Institute programs and a learning module for NSWOCC members.

WOUND, OSTOMY, AND CONTINENCE EDUCATION PROGRAM

- WOC-EP enrolment has been steady, and we maintained enrollments numbers for the WOC-EP program to 105 English students per year and 10-15 French students per year (more than doubled since 2017).
- Currently recruiting for a French Program Manager to assist in growing our programs in French.
- Starting in late 2023, the WOC-EP will be re-branded to the NSWOC Program to better reflect the program outcomes and to align with the branding of our other programs.
- The WCET has accredited the WOC-EP at the highest level, which is continuous accreditation without the need to reapply unless our program structure changes. NSWOC WOC-EP is being used as the “gold” standard by the WCET for other programs.
- Academic Chair is an active member of the WCET education committee.
- The WOC-EP has achieved accreditation from the Canadian Nurses Association for 480 continuous education credits.
- The WOC-EP updates are planned for 2023 and 2024.
- The faculty now includes 24 academic advisors, preceptor manager/coordinators and markers.
- Developing the WOC Institute Preceptor program through the recruitment and maintaining current preceptors.
• Increasing the number of continence preceptors to meet student demand (work in progress).
• Launch the Professional Practice Webinar Series to provide ongoing education for NSWOCs and aligned Health care professionals.
• Implement the CANMEDS competency-based preceptor program to develop preceptors and improve learner’s evaluation and enrich learner experiences.
• Established a peer mentor program where experienced NSWOCs volunteer to mentor WOC-EP students.

Building membership capacity and increasing enrollment in the WOC-EP through recognition of prior learning (RPL).
• The WOC Institute recognizes that education at the level of the NSWOC graduate can occur outside of the WOC-EP. Recognition of prior learning is a prescribed process wherein a student accepted into the WOC-EP, who has an extensive theoretical and clinical background prior to starting the program, can demonstrate that they have already achieved advanced beginner level consistent with completion of a WOC-EP course (Ostomy, Continence or Wound). It is a rigorous assessment. If successful in demonstrating that this level of learning has been achieved outside of the WOC-EP, the applicant will be given credit for this learning, in the theoretical and/or clinical portion of the course.
• To date we have had 64 students successfully challenge RPL for either wound or continence including several French students.

University Recognition
• Western University’s MCISC-WH program currently provides exemptions for WOCC(C) nurses for certain aspects of the program.
• Currently working with another university to gain official credits towards a Masters in Nursing.

Canadian Nurses Association (CNA) WOCC(C) certification
• Raise the standard for and differentiate NSWOC by increasing the number of writers of the CNA certification exam to 100 per year. Since 2019 the final exam for the WOC-EP has been the CNA certification exam.
• The WOC Institute continues to support a prep course for NSWOCs interested in writing the CNA WOCC(C). NSWOC’s are provided a self-paced guide which includes the NSWOC competencies, focused readings, exam writing tips and sample exam questions.
• A dedicated TEAM has been established as a forum for NSWOCs to connect with other NSWOCs preparing for exam writing, develop study groups and ask questions. For more information visit www.membersnswoc.ca and log on to the “NSWOCC Members” area. Go to “View Available Downloads” and select “NSWOCC CNA Certification prep Course”.
• NSWOC members can contact programmanager@wocinstitute.ca to be enrolled into the CNA prep study group TEAM.
• The prep course is available in French. Thank you to Valerie Chaplain for facilitating the translation and supporting French NSWOCs in writing the certification exam.
• A group of volunteers is currently working on updating the CNA prep materials.
• The CNA certification exam is now the final exam for the WOC-EP (English and French)
• The number of people taking the WOCC(C) exam have been climbing steadily since we made the CNA exam mandatory starting in 2019. Numbers were down during the pandemic however this is in line with the National trend across all specialties due to COVID-19. Many of our students had to defer clinical placements due to COVID-19 and the 2023 numbers should reflect this. CNA is pleased with our progress.
• The WOC Institute continues to explore international partnership opportunities for certification exam writers is ongoing.

National Conference Workshops
• The WOC Institute is collaborating with the NSWOCC National Conference Planning Core Program to host workshops for our students and NSWOCs during the NSWOCC 42nd National Conference.

Universal WOC-EP Recognition
• NSWOC nurses interested in writing the WOCN certification exam in the United States:
  • While the final exam for the WOC-EP remains the CNA certification exam, nurses who have graduated from the WOC Institute's WOC-EP (NSWOC Program) are eligible to sit the Wound, Ostomy, and Continence Nurses Certification exam in the United States. *This does not replace the requirement to write the CNA certification exam.
  • Visit https://www.wocncb.org/ to learn more about certification in the United States.
  • When applying to write the exam Canadian graduates should use their NSWOC graduation documentation along with their Registered Nurse licence and proof of bachelor’s degree.
  • Within the exam application, nurses should choose the education program listing and the code #200 for “International WCET program/Traditional”. This is considered an equivalent to the WOC education programs.
  • Below is a link to our exam handbook with eligibility information, as well as a link to the list of test site locations. Exam Handbook: http://www.wocncb.org/UserFiles/file/exam_handbook.pdf
  • There is also a remote option for testing at home through a live proctor, as a scheduling option.
  • Test Site Locations: https://www.assessments.meazurelearning.com/test-site-cities/
SKIN WELLNESS ASSOCIATE NURSE (SWAN) PROGRAM

- SWAN enrolment has been steadily increasing with 103 graduates since the program’s launch in 2020.
- The SWAN Program has achieved accreditation from the Canadian Nurses Association for 240 continuous education credits.
- The SWAN Program updates are planned for 2023 and 2024.

- The faculty now includes 5 academic advisors.
- Will continue to monitor the graduation numbers and communicate with the CNA to determine if CNA certification for the SWAN students is feasible.

ADVANCED WOUND DEBRIDEMENT (AWD) PROGRAM

- The competency-based, advanced debridement program is designed by nurses for nurses and follows the Canadian best practise recommendations for nurses; however, the Wound, Ostomy and Continence Institute recognizes the program may be of interest to other disciplines. As such, non-nurses meeting the prerequisite education requirements will be accepted into the program. Health care professionals without a nursing background are responsible for recognizing their own scope of practice and jurisdictional policies related to their profession.
- Foundational knowledge of wound management is essential prior to enrollment in a competency-based debridement educational program. Prerequisite education is identified by the successful completion of a curriculum-based wound management program.
- The primary objective of this program is to provide learners with advanced theoretical knowledge pertaining to all aspects of debridement. Learners are encouraged to seek out mentorship opportunities within their work environment and to work within their scope of practice. At the end of this program learners will have advanced theoretical debridement knowledge beyond the WOC-EP/SWAN programs.
- The program is self-paced online with access to virtual mentorship and knowledge consolidation opportunities with our team of CNA certified NSWOCs.
- An annual workshop will be held during the NSWOCC National conference.
- AWD enrolment has been steadily increasing with 70 graduates since the program’s launch in 2022.
**INDUSTRY SKIN WELLNESS ASSOCIATE (ISWA) PROGRAM**

- WOC Institute developed the Industry Skin Wellness Associate (ISWA) Program in response to the growing desire for industry partners to enhance their knowledge, build confidence, and to be better able to communicate with health care professionals working in the areas of wound, ostomy, and continence. Specifically created for industry partners (launched September 3, 2020, with 16 graduates to date).
- The NSWOCC and WOC Institute developed the paced online ISWA education program as a means to empower industry partners to become a better resource in supporting health care professionals, ultimately improving clinical outcomes. The ISWA program prepares industry partners to have an enriched understanding of wound, ostomy, and continence issues.
- Redesigned into level 1 (clinical stream) and 2 (business partnership stream) to better meet industry needs.

**PARAMEDICS WOUND ASSOCIATE (PWA) PROGRAM**

- Education Program for Paramedics: A fully developed wound and skin care education program designed for Advanced Community Care Paramedics which can be delivered to an unlimited number of Paramedics.
- Paced online education program.
- Six weeks in duration. Students should expect to spend approximately 10 hours per week on course work.
- Educational material is delivered by an Academic Advisor who is an advanced practice nurse who is a CNA certified-WOCC(C) NSWOC.
- PWA enrolment has been steadily increasing with 70 graduates since the program’s launch in 2022.

**WOUND MANAGEMENT PROGRAM**

- Education Program for health care professionals: A fully developed foundational wound and skin care education program designed for an unlimited number of health care professionals.
  - Paced online education program.
  - Six weeks in duration. Students should expect to spend approximately 10 hours per week on course work.
  - Educational material is delivered by an Academic Advisor who is an advanced practice nurse who is a Canadian Nurses Association (CNA) certified-WOCC(C) Nurse Specialized in Wound, Ostomy and Continence.
- PES-Wound Management enrolment has been steadily increasing with 69 students who have completed the course since the program’s launch in 2022.
Spanish Wound, Ostomy and Continence Education Program
- Erin Rajhathy is the Director of Spanish Programs.
- Translation of the Wound and Ostomy courses is complete with Continence underway.
- 1 student from Argentina is currently piloting the program.
- The NSWOCC and the WOC Institute are exploring opportunities to launch the program in Mexico. In order for the program to proceed it must be self-funding.

Scholarships
- Multiple scholarships/financial awards have been secured to reward the achievements of WOC-EP and SWAN students and to support academic excellence.
  - 7 Generations Medical Ltd Award
  - Clement LeBlanc Memorial Scholarship
  - Coloplast Clinical Achievement Award in Continence Care
  - Hollister Award for Post-Graduate Studies
  - Hollister Clinical Achievement Award in Ostomy Care
  - McKIn Health NSWOCC Trailblazer Award
  - Mölnlycke Health Care (MHC) Highest Achievement Award for WOC-EP
  - MHC Highest Achievement Award for the SWAN Program
  - MHC Indigenous Award
  - Ostomy Canada Society’s WOC-EP Award
  - Smith and Nephew Clinical Achievement Award in Wound Care
  - Vancouver United Ostomy Association Award
  - WOC Institute ISWA Award

Support excellence in the WOC Institute Faculty
- Future aims to develop an annual faculty development program.
- Faculty to participate in the annual NSWOCC conference.
- Awards (voted on by students) given to faculty during the annual NSWOCC conference banquet.

WOC Institute Stream at the NSWOCC National Conference
- Plan to offer professional practice workshop on writing for publication during the NSWOCC 42nd National Conference
- Wound, ostomy and continence advanced workshops at conference.

Support and encourage NSWOC research and publication through mentorship and support
- Encourage WOC-EP student publications.
- Encourage and support NSWOC research through partnerships with NSWOC researchers (Dr. Kevin Woo, Dr. Karen Campbell, etc.)
- Explore research grants and opportunities.
- Explore research collaborations with other organizations.

Promotion of the WOC Institute Programs
- The WOC Institute team attended the Wounds Canada conference to promote the WOC Institute programs.
- SWAN information night was held for prospective SWAN students.
Program Management/Marketing
- The WOC Institute Program Manager, in consultation with the Director of Operations, developed a targeted marketing plan to promote all WOC Institute programs. The plan will be presented to the Board at the May in person meeting.
  - Social media (based on past social media post success and new demographics reports)
  - Direct contact phone and email to various levels of customer channels
  - Updated promotional materials being developed for the NSWOCC conference including the rebranding of the WOC-EP to NSWOC
- Student groups for SWAN, Paramedic and PES series
  - Multiple groups were manually processed by Program Manager to ensure accurate registration and billing logistics

Textbook project
- The project is moving forward. It got off to a slow start due to COVID-19 and working conditions (including staff shortages) and some authors withdrawing their participation.
- Two information sessions were held to review the chapter writing requirements and answer questions from authors.
- A few chapters are already in the review process.
NSWOCC INTEREST GROUPS

ISTAP

CPIAP

Canadian Pressure Injury Advisory Panel
ISTAP continues to grow from strength to strength and our position as a truly international organization is reflected in the profile of our Board of Directors, our Class B members and international official partners. ISTAP's financial position has been strengthened by our prudent use of the budget in part due to the ongoing impact of the Covid-19 pandemic which reduced the need for travel and therefore expenses. This situation is now changing and there are more opportunities for ISTAP to engage with an international audience which will require sustained funding. Considering this the ISTAP Executive have actively sought new corporate partners and are pleased to report that we have successfully secured a Memorandum of Agreement with Essity for a 3-year period.

New for 2022 was the launch of the ISTAP Presidents Award. We were delighted to be able to award this to Sharon Baranoski for her outstanding contribution to ISTAPs mission and vision of a world without skin tears. ISTAP’s success in 2022 culminated in receiving a silver certificate in the Journal of Wound Care awards within the category for “Most Progressive Society”.

Samantha Holloway, MSc, RN
ISTAP President, on behalf of the ISTAP Board of Directors
INTERNATIONAL PRESENCE

ISTAP is committed to global networking, so in order to strengthen this we have built on our very successful programme of International partner agreements. Led by the Collaboration and Partnerships Workstream, Chaired by Professor Karen Ousey we have welcomed the following new international partners in 2022/23:

- Commonwealth Wound Care Resource Alliance (CWCRA)
- Turkish Wound Ostomy Continence Nurses Association
- Wound, Ostomy and Continence Nurses Society

This brings the total number of International Partners to 20 with 4 more currently under discussion for 2023.

ISTAP remain an International Partner Organisation of EWMA and have been invited to host a focus session on Skin Integrity, Skin Frailty and Skin Tears: embedding best practice recommendations in clinical practice at the May 2023 EWMA conference in Milan. EWMA have also approved a continuation of the Skin Tears project which means ISTAP will be working with EWMA to explore the lived experience of skin tears with patients, carers/relatives and health care professionals. This will contribute to the wider Living with Chronic Wounds project (https://ewma.org/what-we-do/projects/living-with-chronic-wounds).

EDUCATIONAL ACTIVITIES

Our Education Workstream, Chaired by Dr Kimberley LeBlanc, and supported by our Board of Directors, have been invited speakers at a number of international conferences in 2022/23 including:

- Skin Tear focus session, EWMA, Paris: (May 2022)
- CWCRA conference, Malaysia, virtual and in-person attendance (October 2022)
- AisLec conference, Italy, virtual (October 2022)
- ACCHIEHC conference, Chile, virtual (October 2022)
- Wounds UK conference, Harrogate, (November 2022)
- IIWG Conference, Abu Dhabi, (March 2023)

ISTAP has been invited by Wounds International to contribute to their digital event for 2023, which last year attracted over 6,000 delegates. The event is held over different time zones across three days. We are taking this opportunity to build on the wider global message around skin tones and under-represented groups. Our Directors for Australia/New Zealand, USA and Europe/UK will take part in this event in June 2023.

In collaboration with the WCET members of the Education Workstream have agreed a programme of activity to include writing editorials for the WCET journal in June and September of this year. We were commissioned to write a continuing professional development article for the Nursing Standard journal, this is currently in press.
A notable achievement that we would like to highlight is the publication of a special issue of the Journal of Wound Management published in July 2022 (https://ewma.org/what-we-do/jowm/special-issue-july-2022-vol-23-2). This represents a commissioned piece of work as part of an ongoing project with the European Wound Management Association (EWMA). Our Past President and myself co-edited the issue which saw 9 original articles published. Data from journal analytics shows that the issue had a high number of hits and downloads. This has strengthened the reach of ISTAP and helped to raise further awareness of the prediction, assessment, prevention and treatment of skin tears.

In April 2022 ISTAP launched our inaugural Global ‘A World Without Skin Tears Day’ held on the 28 April. Following on from its success, the Education Workstream, supported by the Board of Directors, have developed a programme for the 2023 campaign to be hosted on the 27 April. This online webinar brings together a number of our current international partners and colleagues in the wider community to foster more collaborative working (https://www.skintears.org/event-details-registration/global-a-world-without-skin-tears-day-2023).

## RAISING AWARENESS

The **Global Community Engagement Workstream** have continued to develop our website and increase the resources available to our members: [http://www.skintears.org](http://www.skintears.org).

We continue to have a successful presence on social media platforms including:

- Facebook
- Twitter
- LinkedIn

Our analytics tell us that we have increased our followers across all platforms with LinkedIn showing the highest level of activity in terms of followers, and unique visitors. Our social media activity aligned to our quarterly communiques which are distributed to our ISTAP members and wider community ([https://www.skintears.org/blog](https://www.skintears.org/blog)).

ISTAP invested in the production of an animated movie in 2022. This will continue to be part of our annual raising awareness campaigns and for 2023 will be integrated as part of the Society of Tissue Viability (SoTV) Conference being held on the 26 and 27 April 2023. We have also been invited to write a Blog based on the event for the SoTV website (For information see: [https://societyoftissueviability.org/news-insights/](https://societyoftissueviability.org/news-insights/)).

During 2023 we will be working with NSWOC on endorsement of the ISTAP Best Practice Recommendations for Skin
We welcomed Dr Ray Samuriwo to the role of Chair of the Research and Implementation Workstream in December 2022 and thank Dr Laura Teague for Chairing the group between May and October 2022.

The Research and Implementation workstream set out its terms of reference and continue to investigate ideas to develop and validate a search strategy for skin tears. The workstream are also exploring their role in implementation and dissemination with a view to building in strategies for knowledge translation science. To measure the impact of the work of ISTAP we have developed a more formalized process to monitor requests to use ISTAP figures/photos. Individuals who wish to use a resource are now required to complete a release form. In 2023 we will track these with a view to providing data on how, and where, evidence on Skin Tears is being used. Noticeably we have received an increased number of requests for use of figures in book chapters which are excellent measures of esteem for ISTAP.

Our Nomination Committee (Chaired by Dr Jayesh Shah) continues its work of filling Board vacancies by recruiting and selecting suitable candidates for Board appointments between Annual Meetings and assists in the recruitment and selection of Workstream Chairs. We have just appointed an Interim Board of Director for North America (Canada) to replace Dr Teague. A call for this position will be advertised in April alongside other positions. Alongside our existing procedures for nominations the Committee have developed a rubric for shortlisting and interviewing candidates to ensure our processes remain transparent and objective.

ISTAP continues to be successful, we are growing our membership annually and we maintain our due diligence with regards to working ethically as a not for profit group. ISTAP have secured additional corporate funding to support our work over the next three years and we continue to seek out new opportunities to build on a sustainable model. The organizational structure supports the work of ISTAP with our strategic plan helping us to realize our vision, mission and values. I am very proud to be the current President and would like to acknowledge all the Executive Team and Board of Directors in their sustained work and commitment to ensuring the continued success of ISTAP.

Tears. We are also working on a project with NSWOCC to validate the ISTAP classification system with indigenous populations in Canada. This represents a very important area of work for ISTAP and builds on our agenda of ensuring diversity and inclusivity in all that we do.
Kevin Woo, PhD, BScN, RN, NSWOC, WOCC(C), FAPWCA
CPIAP President, on behalf of the CPIAP Board of Directors

Pressure injuries are a growing concern in Canada with little accurate data to describe the scope of this problem. There exists limited pan-Canadian literature related to the extent of pressure injuries across Canada. According to an early study in 2004, it was estimated that the overall prevalence of pressure injuries across all institutions studied was 26 per cent (Woodbury & Houghton, 2004). The prevalence remains unchanged over the last fifteen years. Given Canada’s aging population, further research is needed to better understand the impact of pressure injuries across the continuum of care.

In order to address the national issue of pressure injuries in Canada, in 2021, the Canadian Pressure Injury Advisory Panel (CPIAP) brought together an interprofessional, nationwide panel.

This pan-Canadian panel will serve in a national advisory role and be represented by a cross section of health care professionals, dietitians, and researchers from different health care sectors from acute care to the community. Through organized workstreams, CPIAP will support making pressure injuries a national priority, drive standardization, advocate for policy solutions and optimize knowledge translation.
CPIAP IS COMMITTED TO BETTER PATIENT CARE.

CPIAP will promote a patient-centred approach to the work that we do by including patients and their caregivers to share their perspective in order for them to actively participate and be informed in pressure injury prevention and management.

CPIAP will:
- Strengthen the patient’s voice through its activities and communications.
- Meaningfully engage with patients and members of the general public who express a desire to work together on shared priorities.
- Establish the CPIAP Patient Voice to capture the voices of patients and families with unique experiences, insights, expertise, and perspectives that are invaluable to improving health care.
- Incorporate cultural safety needs for all people.
- Work together on policy solutions to drive meaningful change.

This patient-centred approach will strengthen and enrich our advocacy work and will help CPIAP develop policies that resonate within and beyond the profession.

CPIAP RESULTS IN 2022

Strategic Planning – 2023-2025
Starting December 3, 2022, CPIAP went through a strategic planning process and identified 4 strategic priorities which have formed the CPIAP workstreams and their subsequent focus (right). We have started the implementation of this strategic plan and look forward to moving the CPIAP agenda forward.

Governance
A full Board with representation from each province and territory (excluding the Northwest territories which we are still seeking a representative) was put into place by the end of 2022. A democratic nominations and elections process is in progress.
Education
CPIAP was a partner in the Wounds Canada November 18, 2022 Pressure Injury Symposium.

Research
Progress was made on securing funding to conduct a pressure injury related research project.

Policy
A strategy to reform pressure injury prevention and management nationally is being developed and will continue under the new strategic plan.

Global Partnerships
A letter of intent was sent for CPIAP to be involved internationally with NPIAP (USA) EPUAP (Europe) and PPPIA (Pan Pacific).

Communications
- The CPIAP website is www.cpiap.com
- A social media campaign to raise pressure injury awareness was launched in November 2022.

We are in a very early phase of CPIAP, but significant progress has been made to date. It is important for us to implement the newly approved three year strategic plan through engaging the provincial representatives to support the workstream initiatives. We will continue to collaborate with aligned organizations in Canada and internationally in order to ensure that CPIAP is leading pressure injury prevention and management in Canada and strengthening through International collaborations.

Best regards,

Dr. Kevin Woo, PhD, RN, NSWOC, WOCC(C), FAPWCA
Professor, Queen’s University
Thank you to the following individuals for their commitment to CPIAP:

**BOARD OF DIRECTORS**

Kevin Woo, President  
Kaylem Boileau, President Elect  
Linda Norton, Treasurer  
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Laura Teague, Director Ontario  
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Gary Sibbald, Advisory Committee  
Dr Chester Ho, Advisory Committee  
Danielle Gilbert, Advisory Committee - RQSP Representative  
Morgan Austin, Advisory Committee - Patient Representative  
Michelle Buffalo, Advisory Committee - Indigenous Representative
Thank you!

Thank you to NSWOCC Volunteers
NSWOCC is built by Members and is for the Members...
Thank you so much for the immeasurably valuable work you have done for Nurses Specialized in Wound, ostomy and Continence Canada over the past year! We cannot thank you enough and want to let you know that your dedication is essential to the work that we do. We cannot do it without you! We would not want to do it without you! You bring ideas, positive energy and a beautiful intensity to the profession. We hope you will come back and join us soon on an exciting initiative, and maybe even bring a colleague with you!

Thank you to our Industry Partners and NIAC Members
Our Industry Partners & NIAC Members are a part of our team...
Without the steadfast support of our Industry Partners, NSWOCC cannot do what needs to be done to advance the profession of nurses specialized in wound, ostomy and continence and to ensure that our patients receive the best possible care. Words fall short when we try to express our sincerest gratitude for standing behind us during the challenging times of the COVID-19 pandemic over the past year. We appreciate everything that you have done for us and look forward to a continued partnership between NSWOCC and Industry. We are in this together!