

STAND UP FOR LEGS

We're taking a stand

We are a coalition of healthcare organisations that have come together to make sure that anyone with a lower leg or foot problem understands their condition and receives the urgent care, attention and support they need.

Together we have extensive experience of caring for and working with patients and practitioners who face the daily reality of living with or managing a leg or foot condition.

We understand the scale and severity of the challenge and the action that needs to happen to create the change that is needed.

What we do

We believe:

1. Non-healing wounds of the leg and foot are one of the biggest health challenges of our time but it is a challenge that can be solved
2. Everyone has a right to good-quality lower leg and foot care that promotes healing and reduces the risk of harm
3. We need to improve awareness, understanding and treatment of lower leg and foot conditions
4. We can achieve more by working together than we can by working alone

We're working together to increase awareness, understanding and action on lower leg and foot conditions among the public and healthcare professionals.

We do this by:

- Providing a central source of information and signposting to further information through our website legsmatter.org
- Encouraging healthcare professionals to be aware of the signs of lower leg and foot conditions and understand the serious implications of poor management
- Empowering specialist lower leg and foot healthcare professionals to deliver and champion better lower leg and foot care
- Working with senior influencers within the NHS to reshape care within the UK and make lower legs and feet a higher priority

Why Legs Matter?

Did you know that non-healing wounds of the leg and foot are one of the UK's biggest health challenges? Despite this, conditions of the leg and foot do not currently receive the care or attention they urgently need.

Every day, thousands of people's quality of life is devastated by the lack of awareness, prompt diagnosis and correct treatment of lower leg and foot conditions.

This can and must change

£8.3 billion

The total annual NHS cost of wound management is £8.3 billion – an increase of 48% in real terms from 2012/2013. That's almost as much as the combined cost of managing osteo and rheumatoid arthritis conditions (£10.2 billion).

Guest J et al (2017)

Corporate partners

Would your organisation like to support the Legs Matter campaign?

We want to work with like-minded organisations to help raise awareness of our campaign and to further develop the website, and signpost people to relevant and useful information.

To achieve, this we want to develop strong working relationships with organisations who share our vision and aims. We want to hear your ideas about how we can achieve this to the benefit of all.

Who's involved

Sarah Gardner

Tissue Viability Society Trustee and Independent Clinical Consultant, Wound Matters

Qualifications: RN, DN Cert, BA, MSc

Sarah led a community tissue viability team in Oxfordshire before leaving the NHS in 2020. She now runs her own Tissue Viability consultancy business, working with a range of organisations to help improve the lives of people with chronic wounds such as leg ulcers. She does this through education, clinical guidance and expert advice. Sarah is a Trustee for the Tissue Viability Society and is currently Chair of the Legs Matter group.

Alison Hopkins MBE

Chief Executive – Accelerate

Qualifications: RN, DN, MSc

Alison's lifelong interest in leg ulcers began in the 1980's. She developed as a specialist nurse, led the multidisciplinary East London W/H Centre and founded Accelerate CIC. Her passion for increasing tolerance to compression bandaging has not wavered and she has pioneered an innovative compression strapping technique for hard to heal leg ulcers. She loves data and demonstrating how a system change can create significant savings to the health economy. Alison is one of the vice chairs of Legs Matters.

Joanne Casey

Acute Diabetes Foot Specialist Podiatrist, Kings College and Royal College of Podiatry

Qualifications: BSc (Hons) MRCPod

Joanne has worked at Kings College Hospital for 10 years. She also works at The Royal College of Podiatry and within independent practice. During the first wave of the Covid-19 pandemic, she worked as a TVN delivering frontline patient care. She has been a Podiatrist for 20 years and is curious about how disease manifests within foot health. Her specific area of interest is within the renal foot in those patients living with diabetes.

Leanne Atkin

Vascular Nurse Consultant and Council Member of the Society of Vascular Nurses

Qualifications: RGN, MHSc, PhD

Dr Leanne Atkin is a Vascular Nurse Specialist, Mid Yorkshire NHS Trust. Lecturer University of Huddersfield. She believes that lower leg and feet disorders are often overlooked by patients, carers and clinicians leading to thousands of people needlessly suffering simply. Legs Matter will help put a stop to this.

Paul Chadwick

National Clinical Director – College of Podiatry and Committee Member of Foot in Diabetes UK

Qualifications: MSc, PhD

Dr Paul Chadwick became interested in foot wounds from the moment he qualified, when on day one he was faced with a complex ischaemic foot. He has since strived to develop a whole system approach to the management of foot wounds so that ease of access to good foot services becomes the norm. To date this has achieved this locally and regionally in the North West, with the ambition to take this forward and make a difference on a national level.

Ellie Lindsay OBE

Life President - Lindsay Leg Club Foundation

Qualifications: OBE, FQNI, BSc (Hons) RN, DN, CPT, Dip HE

Ellie's goal has been to put leg ulcers and associated conditions onto the healthcare agenda by seeking support from influencing decision makers (e.g. NICE, Parliamentary groups, Healthcare Commissioners and industry). She has been working in partnership with members of the public, Expert Patient groups, Department of Health policy developers, NHS managers and Healthcare professionals with an aim to raise awareness of preventative management of all aspects of lower limb related problems.

Promoting good practice by forging relationships with nursing and professional organisations / societies, patient and industry groups, she regularly attends the All-Party Parliamentary Groups (APPG) and Medical Technology Group meetings (MTG), representing the Leg Club Members (patient) group.

Margaret Sneddon

Chair – British Lymphology Society

Qualifications: RN, RCNT, MSc (Research) PGCHE

Margaret is committed to enhancing lymphoedema education and practice in her roles as Chair of the British Lymphology Society (BLS), Honorary Lymphoedema Clinical Specialist in NHS Forth Valley and Honorary Senior Research Fellow in University of Glasgow.

Gail Powell

Executive Committee Member of The Leg Ulcer Forum

Qualifications: Queens Nurse, Bsc (Hons) RGN, DN

Gail is a Nurse Specialist and works in the Wound Care Service, Sirona Care and Health and is Team Lead for Bristol. She developed a passion for lower limb wounds while undertaking District Nurse Diploma at UWE Bristol, while visiting Cardiff healing Centre/Clinics in 1992. She works with colleagues to deliver education and training in lower limb issues and ABPI. Gail set up a leg ulcer clinic and wound clinics in Bristol.

legsmatter.org



Accelerate



Corporate Partner Opportunities

How you can help us to **STAND UP FOR LEGS**

Your money helps us to do the following activities... and more!

- Printing of posters, mini brochures and other materials which will be used to promote the Legs Matter campaign in hospitals, clinics, surgeries and educational establishments
- Supporting the coalition to influence policy
- Running a national Legs Matter awareness week
- Supporting coalition members to speak at industry conferences and promote the Legs Matter campaign by providing banners and graphics
- Keeping the Legs Matter campaign and website fresh and vibrant and filled with useful up to date content
- Spreading our messages via our social media channels, Twitter, Facebook, LinkedIn and Instagram

Platinum Corporate Partnership **£5,000**

What you get

- Association with a high profile public campaign run by renowned individuals and organisations from the wound care world
- Logo and acknowledgement of corporate partnership on most Legs Matter printed materials and every page of the website
- Accreditation for one year on the base of every page of our website plus partner's page including a link back to your website
- Updates on Legs Matter strategy and activities
- Mentions, retweets or tags on Facebook, Twitter, LinkedIn and Instagram and inclusion on social media graphics
- Company logo and link on all e-newsletters
- Acknowledgement of support by Legs Matter speakers at industry conferences
- The ability to use the Legs Matter logo and approved text on your corporate materials (subject to guidelines - the logo may NOT be used to endorse products or promotions)
- The ability to have non-product articles published on the Legs Matter website
- Promotion of your Legs Matter week (non-product) activities
- An educational on-line event in partnership with Legs Matter

Gold Corporate Partnership **£2,500**

What you get

- Association with a high profile public campaign run by renowned individuals and organisations from the wound care world
- Logo and acknowledgement of corporate partnership on some Legs Matter materials
- Accreditation for one year on our website including a link back to your website
- Updates on LEGS MATTER activities
- Mentions, retweets or tags on Facebook and Twitter
- The ability to have non-product articles published on the Legs Matter website
- Promotion of your Legs Matter week (non-product) activities

Silver Corporate Partnership **£1,000**

What you get

- Association with a high profile public campaign run by renowned individuals and organisations from the wound care world
- Accreditation for one year on our website including a link back to your website
- Updates on LEGS MATTER activities
- Some social media activity
- Promotion of your Legs Matter week (non-product) activities