Hospital Skin Fair Toolkit

Pressure Ulcer Prevention
In order to address the prevalence of pressure ulcers in hospitals, Primaris created this Pressure Ulcer Prevention (PUP) Skin Fair Toolkit. Organizing a skin fair can help educate the staff about the prevalence of pressure ulcers in hospitals and raise awareness about prevention techniques. This Skin Fair Toolkit will take you through each stage of the planning and implementation process. It will provide you with customizable promotional material, a variety of activity examples, and access to skin care tools with an aim to make your Skin Fair a success.

THE BASICS:
Objective: To provide staff with the knowledge to prevent pressure ulcers by raising awareness of skin care issues through activities, discussions, and storyboards.

Theme: Utilizing the pressure ulcer prevention puppy throughout all skin fair materials allows for a unified theme.

The following packet is divided into three stages:
Stage 1: Organizing and Promoting
Stage 2: Message Delivery
Stage 3: Post-Skin Fair Evaluation

Each stage walks you through the steps of developing and executing an informative and successful Skin Fair.
Raising awareness about a particular health care issue can be challenging. The right amount of planning and promotion can ensure a successful turnout of participants and deliver an environment of skin care learning opportunities and hands-on experiences.

The following section contains organizational and promotional materials that can be altered to fit your hospital’s needs.

• Planning Guide
• Suggested Timeline
• Registration Sheet
• Flyers
• E-mail Announcement
• Mailer
• Directional Signs

*All materials are customizable to fit your hospital’s name/contact info/logo. Design files can be found on the accompanying CD.*
Planning Guide:

By forming a skin fair team, you can designate roles to the staff that are conducting the fair. This team will provide leadership and coordination to make sure the fair runs smoothly. Use this document to outline roles, responsibilities, and deadlines. Share by posting on a bulletin board or passing out as a handout.

**Team 1: Planning/Coordinating**

- **Roles:**
  1. Develop and adhere to timeline
  2. Set and manage budget
  3. Identify potential participants within hospital and outside of hospital
  4. Distribute all “Organizing and Promotions Stage” materials (mailers, e-mails, flyers, etc…)
  5. Other role not listed: __________________________

- **b. Name and contact information of those responsible:** __________________________

- **c. Target Completion Date:** ________

**Team 2: Clinical**

- **Roles:**
  1. Identify key activities/booths to be included
  2. Contact potential nurses willing to demonstrate activities and share experiences
  3. Attain materials needed for activities
  4. Other role not listed: __________________________

- **b. Name and contact information of those responsible:** __________________________

- **c. Target Completion Date:** ________

**Team 3: Administrative**

- **Roles:**
  1. Determine appropriate location
  2. Plan for equipment, supplies, and electrical needs (outlets, projectors, etc…)
  3. Plan for both quantity and arrangement of chairs/tables
  4. Post directional signs leading people to location of Skin Fair
  5. Other role not listed: __________________________

- **b. Name and contact information of those responsible:** __________________________

- **c. Target Completion Date:** ________

**Team 4: Staffing**

- **Roles:**
  1. Plan for cleanup/setup the day of skin fair
  2. Designate sign-in table staff
  3. Assign on-floor responsibilities (answering questions, giving breaks to those at the booths, etc…)
  4. Other role not listed: __________________________

- **b. Name and contact information of those responsible:** __________________________

- **c. Target Completion Date:** ________
Suggested Timeline:

This is a suggested timeline of how to follow through on the months leading to the skin fair. Change according to your needs.

6 months before:
• Set date/time/location
• Determine budget
• Establish planning teams
• Identify possible participants and presenters

3 months before:
• Establish a written timeline to follow
• Secure commitment from nurses/presenters
• Obtain a finalized list of activities/booths that will be present
• Reserve tables/chairs/equipment
• Print any promotional materials

1 month before:
• Start publicizing through mailer, flyers, e-mail announcements, etc…
• Make registration form available
• Determine the floor plan of the booths/activities
• Purchase extra supplies, if needed

1 week before:
• Send reminder e-mails to potential attendees
• Send confirmation/reminder e-mails to participants
• Finalize registration
• Finalize staffing roles

Day before:
• Set up tables/chairs/booths
• Double check supplies
• Print out directional signs for the location of the skin fair
• Set up sign-in table (contact info sheet, list of booths/activities, evaluation sheets, etc…)
• Double-check electronic equipment

Day of:
• Follow through on any extra set-up
• Put up directional signs leading to skin fair location
• Collect sign-in info and evaluations
• Clean up

Follow-up:
• Send evaluations through mail/e-mail OR collect evaluations at the skin fair sign-in table
• Send thank you letters to participants, volunteers, and presenters.
Customizable Registration Sheet

Although a registration sheet is not always required, having one will help in accurately planning for expected turnout, keep track of who attended, and assist in measuring the success of the fair. Details can be changed according to your needs.

### Registration Form

**Prevention** is the key to reducing pressure ulcers. Come attend [HOSPITAL NAME]’s Skin Fair on [DATE]!

The Skin Care Fair is **free** to attend, however, please register to help us make proper accommodations.

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For more information please contact: [CONTACT NAME] [EMAIL] [PHONE] [INSERT HOSPITAL LOGO]
Flyers:

The following are customizable flyers that can be used to promote the skin fair around the hospital.

Suggested placement locations: hallways, meeting rooms, staff/break rooms, and mailboxes of targeted attendees.

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**Lead the pack.**
**Register today.**

*Pressure Ulcer Prevention (PUP) Skin Fair*

[DATE]

• Hear about [HOSPITAL NAME]’s skin care success stories
• Participate in hands-on activities
• Learn key insights in preventing pressure ulcers

Register by contacting:
[CONTACT NAME]
[EMAIL/PHONE]

[INSERT HOSPITAL LOGO]
Flyers:

The following are customizable flyers that can be used to promote the skin fair around the hospital.

Suggested placement locations: hallways, meeting rooms, staff/break rooms, and mailboxes of targeted attendees.

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**Flyer #2**

**Have you registered for [HOSPITAL NAME]’s Skin Fair on [DATE]?

STOP!

Register today to:

- Learn key insights in preventing pressure ulcers
- Participate in hands-on activities
- Hear about [HOSPITAL NAME]’s skin care plans for the future

Be sure to leave your “registration paw print” with:

[CONTACT NAME/EMAIL/PHONE]
E-mail Announcement:

A convenient, free, and quick method to alert your intended participants and registrants of the upcoming skin fair is through e-mail notification. The following provides customizable e-mail body copy that can be used as a reminder to register.

[Hospital Name] is hosting a Pressure Ulcer Prevention (PUP) Skin Fair on [INSERT DATE HERE]! Come and participate with hands-on activities, listen to presenters, and learn about techniques aimed to reduce the prevalence of pressure ulcers.

Obtain your registration form from [TYPE IN CONTACT NAME] and register TODAY!

If you have any questions about the Skin Fair, please feel free to contact me.

Thanks,
[NAME of Main Skin Fair Contact ]
[Email Address]
[Phone Number]
Mailer:

Another way to raise awareness that your hospital is hosting a Skin Fair is through a mailer such as a postcard. If budget allows, the following postcard can be mailed out. If working on a restricted budget, then it can be edited to serve as a mini-handout instead.

Front of Postcard

Take part in hands-on activities and learn from presenters as we track the importance of preventing pressure ulcers at the [HOSPITAL NAME] Pressure Ulcer Prevention (PUP) Skin Fair!

[Hospital Name] is hosting a Pressure Ulcer Prevention (PUP) Skin Fair on [INSERT DATE HERE]. Come and participate with hands-on activities, listen to presenters, and learn about techniques aimed to reduce the prevalence of pressure ulcers.

Obtain your registration form from [CONTACT NAME] and register TODAY!

Thanks,

[NAME of Main Skin Fair Contact]
[Email Address]
[Phone Number]

Back of Postcard

Date: [mm/dd/yy]
Time: [TIME AM/PM]
Location: [NAME]

[INSERT HOSPITAL LOGO]

[TARGET ATTENDEE NAME]
[Target Address]
Directional Signs:

Work days in hospitals are busy and so making the accessibility to the skin fair as easy as possible is key. The day of the skin fair, post these directional signs near the location so that registered participants can easily find their destination and attend without problems.

Suggested placement locations: nearby hallways and doors.

Sign #1

Follow the Tracks to the Pressure Ulcer Prevention Skin Fair!

Sign #2

Follow the Tracks to the Pressure Ulcer Prevention Skin Fair!

Sign #3

This way to the Skin Fair!

Sign #4

This way to the Skin Fair!
Stage 2: Message Delivery

A great portion of the planning for the skin fair will involve determining the content that will be shared. Depending on the needs of your hospital, the format of the skin fair can be anything from very structured to very flexible. You may decide on lining up a series of presenters with predetermined time slots, in which case presentation content and format would depend on the speakers themselves. Or you may decide on having individual booths set up with activities and storyboards. The following section contains ideas and suggestions of activities and presentations that can be incorporated into your skin fair.

- Activity Ideas
- PowerPoint Presentation
- Storyboard Ideas
- Other Tools
Activity Ideas:

A memorable way to interact with participants is by incorporating activities to illustrate skin care topics. These activities can be done as a group or be set up as “stations/booths” at the skin fair location. The following section includes a list of activity ideas that can be altered to fit your needs and resources.

Activity #1: “Oh, My Precious Epidermis!”

Have a skin fair team member demonstrate the importance of moisturizing the skin to prevent pressure ulcers by using an onion to represent a patient’s skin. Place the onion inside a sock and then remove it. Notice the layers of onion skin that peels off. Share how this represents what happens when proper moisturization is not done. Next, take a different onion and apply lotion around it before putting it in a different sock. Show how the shedding on this onion is far less. Discuss how applying lotion affects results.

Basic Materials Needed: Onions, socks, and lotion.

Activity #2: “Braden Scale Shout Out!”

Divide the Braden Scale into sections (Sensory perception, moisture, activity, mobility, nutrition, and friction/shear) and place on posters around the room. Have a skin fair team member describe one of the risk factors without stating the name and have attendees run towards the poster that matches the corresponding description and place their hand on the poster. Continue until all risk factors are addressed.

*Alternative Method: Have a skin fair team member point to the risk factors and have everyone shout out everything they’ve learned about it.

Basic Materials Needed: Braden Scale print out and posters.
Activity Ideas:

**Activity #3: “The Great Barrier Reef”**

To illustrate the significance of using moisture barriers on skin to prevent pressure ulcers from forming, demonstrate the difference by conducting a comparison test. Dye a large bowl of water with red dye. Ask for a volunteer from the participants to put on clear moisture barrier ointment on one hand. The other hand should be left as is. Ask them to place both hands in the red water and wait. While waiting, ask the audience what they think his/her hands will look like when taken out of the water. Remove the hands after a few minutes and compare. The knuckles of the unprotected hand will appear “colored” while the protected hand will appear untouched by the red water. Discuss the importance of using moisture barriers.

*Basic Materials Needed: Water, red dye, clear moisture barrier ointment, and towels (for cleanup).*

**Activity #4: “You’re Tearing Me Apart!”**

To replicate problems with friction and shear, ask for a volunteer to take wax paper and rub it against the wall with his/her back. While he/she is rubbing, explain how the wax paper represents a patient’s skin and ask the rest of the group to guess what will happen to the wax paper. After a few minutes, have the volunteer reveal the crinkled wax paper to the group. Discuss how repositioning and cushioning devices could reduce friction.

*Basic Materials Needed: Wax paper and a wall.*

**Activity #5: “Pressures, and Blisters, and Objects…Oh My!”**

Demonstrating the need to be alert to surroundings in order to identify potential pressure problems can be done by having participants do a blind sensory test. Have a volunteer blindfold him/herself. A skin fair team member should place one small object inside a shoe and have the volunteer put on the shoe. Next, the volunteer should try to identify what the object is and share with the group. Go through all the objects and discuss how small objects can create pressure on the skin. Also discuss any potential hospital equipment that could put pressure on the skin as well.

*Basic Materials Needed: A clean shoe, a blindfold, and small objects (paper clips, rubber balls, dimes, nickels, rubber bands, etc).*
Activity Ideas:

**Activity #6: “Orange You Glad We Did This?”**

Documentation is key in properly assessing and communicating a patient’s pressure ulcer stage to others. Using fruit to mimic skin stages is an excellent way to open up discussion about proper identification and documentation. Follow through on the following steps in order to incorporate staging pressure ulcers.

**Stage 1: Banana**
Use a banana with slightly blackened areas to demonstrate stage I ulcers. With a stage one pressure ulcer, the skin is not broken but there is an area with one of the following characteristics: change in the skin temperature, tissue consistency (firm or boggy) or sensation. Show a bruised banana and discuss how you would properly document this stage.

**Stage 2: Orange**
Use an orange to simulate a stage 2 ulcer by using a potato peeler to slightly shave the rind but not break through to the actual fruit of the orange. It is a partial thickness ulcer that involves the epidermis, dermis or both. It is superficial and can present as an abrasion, blister, or shallow crater. Discuss how the orange represents a stage 2 ulcer and share ideas of how to document this stage.

**Stage 3: Orange**
Use a different orange to show a stage 3 ulcer by using a potato peeler to remove ALL of the rind in one area and slightly break through to the fruit. This is full thickness skin loss involving damage to the subcutaneous tissue, which may extend down to, but not through, the underlying fascia. It presents as a deep crater with or without undermining the tissue that lies beneath the surface of the skin. Discuss how this orange is an example of a stage 3 ulcer and ask the audience how to document it.

**Stage 4: Orange**
This time use a different orange and break through the rind to create a deep wound to the orange. This will represent a stage 4 ulcer. Not only is the rind broken, but the damage goes deep into the fruit of the orange. With this stage, the wound is full thickness with extensive destruction, tissue death, or damage to the muscle, bone, or supporting structures. Discuss how this is different than the other stages and explain documentation methods.

*Basic Materials Needed: A potato peeler, oranges, and a banana.*
Activity Ideas:

**Activity #7: “End of Skin Fair Discussion”**

Towards the end of the skin fair, gather all participants and have an informal discussion about what they've learned. Discuss questions such as:

1) What are we doing at this hospital that’s working?
2) What are some areas for improvement?
3) What have we learned from the skin fair and how are we going to implement it?

*Skin fair activity ideas Modified by Primaris and reprinted with permission from Louisiana Health Care Review, Inc.?*
PowerPoint Presentation:

The following is a very detailed PowerPoint presentation regarding pressure ulcers and skin care that can be presented at the skin fair in its entirety or partially.

The presentation can be found on the accompanying CD.
Storyboard Ideas:

Telling a story is an effective way to explain ideas. One way to accomplish this is through the use of storyboards. The next section contains a storyboard that can be edited to showcase your hospital’s pressure ulcer success stories. Additionally, there is another storyboard for highlighting key risk factors of the Braden Scale which can be used as a supplement to the Braden Scale activity.

These materials are also located on the accompanying CD.
Braden Scale Storyboard:

These can be printed and placed on foam board or poster board and shared at the skin fair to show the different risk factors highlighted in the Braden Scale and/or used in the Braden Scale activity.

**Pressure Ulcer Prevention**

**MOISTURE**

- Use moisture barrier
- Change clothes, bedding, as often as needed
- Bring patients to bathroom often
**FRICION AND SHEAR**

Sliding against sheets is a problem:
- Lift rather than drag
- Maintain head of bed at lowest position that is okay for the patient

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**NUTRITION**

- Help patient eat and allow enough time
- Offer fluids frequently
- Notice food intake pattern
ACTIVITY

- Encourage the patient to do as much as possible by himself. Be patient.
- Make certain that walking and range of motion gets done.

MOBILITY

- Use pillows for support
- Float heels
- Change positions
- Reposition at least every 2 hours in bed
- Reposition every 1 hour in the chair
- Encourage patients to shift position every 15 minutes in the chair
- Check for objects under the patient
Braden Scale Storyboard:

SENSORY PERCEPTION

- Be alert to changes in meaningful response to pressure related discomfort.

* Remember that these storyboards can be found on the accompanying CD.
Hospital Success Stories Storyboard:

An effective way to encourage and motivate change is to highlight success stories. Use this as an opportunity to shine on your hospital’s success with skin care topics. The following are blank storyboards that can be printed out with additional information added to share your hospital's story.

### Our Success Story!

[HOSPITAL NAME]

[Skin Fair Date]

### Examples of What We’ve Done So Far...

- Share examples of tools, interventions, activities, etc...that your hospital has done to showcase your active participation in improving quality of care in terms of skin care.
Our Pressure Ulcer Rates

- Share your pressure ulcer rates so that all those who attend know the most current hospital data.

Patient Success Story #1

- Share a success story about a patient who was able to recover from a pressure ulcer or other skin condition through his/her hospital stay.
- Share as little/as much as your hospital allows. The goal is to motivate skin fair participants by providing examples with successful results.
Hospital Success Stories Storyboard:

Patient Success Story #2

• Share a success story about a patient who was able to recover from a pressure ulcer or other skin condition through his/her hospital stay.
• Share as little/as much as your hospital allows. The goal is to motivate skin fair participants by providing examples with successful results.

Patient Success Story #3

• Share a success story about a patient who was able to recover from a pressure ulcer or other skin condition through his/her hospital stay.
• Share as little/as much as your hospital allows. The goal is to motivate skin fair participants by providing examples with successful results.

* Remember that these storyboards can be found on the accompanying CD.
Other Tools:

In addition to having presentations and hands-on activities, your hospital may want to have a variety of pressure ulcer prevention tools available for participants to take with them after the skin fair. This will serve as a reminder of what they learned as well as emphasize your hospital's commitment to preventing the prevalence of pressure ulcers.

The following section includes a variety of tools developed by Primaris and the National Pressure Ulcer Advisory Panel that can be reproduced freely.

These tools can be found on the accompanying CD, as well as online at [www.primaris.org](http://www.primaris.org)

**Index of Tools from Primaris:**
- Braden Scale
- Comprehensive Admission Skin Assessment
- Hospital Pressure Ulcer Assessment and Prevention Pathway
- Hospital Acquired Conditions and Present on Admission Indicator
- Managing Tissue Loads Decision Tree
- Patient Positioning Chart
- Pressure Ulcer Prevention and Treatment Strategies
- Pressure Ulcer Treatment Product Categories
- Roadmap to Comprehensive Skin Safety Program
- Sample Pressure Ulcer Protocol
- SBAR Skin Care Instructions
- Support Surfaces Characteristics and Considerations
- Support Surfaces: Selected Characteristics for Hospitals
- Systems Investigative Audit
- Wound Care Competency
- Pressure Ulcer Prevention Brochure

**Index of Tools from the National Pressure Ulcer Advisory Panel:**
- Staging Guidelines
- Pressure Ulcer Prevention Points
Stage 3: Post-Skin Fair Evaluation

In order to gain insight on the success of the skin fair, evaluations must be completed. This will help you in planning the next fair and will point out any opportunities for improvement while also highlighting strengths.

There are two survey methods to address this:

1) Electronic Surveys
2) Hardcopy Surveys

An electronic survey is quick, easy, and will record and summarize your results for you. However, your hospital must invest in some type of online survey tool that will create and distribute the surveys via e-mail to those who participated in the skin fair. Please check with your hospital’s communication and/or marketing department to see if this tool is available to you.

An alternative way to conduct surveys is to create and distribute hardcopy surveys. This can be done after the fair through mail or with an open evaluation box at the fair for participants to drop in their completed surveys.

The following section outlines steps to take for the hardcopy distribution. A customizable survey, sign-in sheet, and evaluation box label can be located on the CD.
Hardcopy Distribution Method #1:
*Mail surveys with postage paid envelopes*

1) At the skin fair, set up a sign-in sheet where participants sign-in with their name, address, and e-mail. This sheet will provide you with a record of participants and the contact information to use when mailing the surveys.

2) After the skin fair, print out the surveys and mail them with a postage paid envelope for participants to return the survey back to you.

3) Collect responses as they come in and share results with the rest of the team.
Welcome to the Pressure Ulcer Prevention Skin Fair!
Please sign in with your name, home address, and e-mail address so that we can contact you about other exciting learning opportunities. *Thank you!*

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Survey

With specific mailing instructions

Thank you for attending [Hospital Name]’s Pressure Ulcer Prevention (PUP) Skin Fair on [INSERT DATE HERE]! In order to organize and present more educational opportunities such as these, we would like feedback on your experience. Please take a moment to fill out this quick, easy, and confidential survey and mail to: [HOSPITAL ADDRESS]. We appreciate your time.

Skin Fair Evaluation Survey

1. How would you rate the overall skin fair? Please check which applies.
   - Relevance of skin fair topics
   - Instructional environments
   - Overall rating of content
   - Organization of skin fair

2. What was your overall satisfaction level with the skin fair? Please circle your answer.
   - Very satisfied
   - Satisfied
   - Neutral
   - Dissatisfied
   - Very dissatisfied

3. Will this skin fair affect a change of action for you? And if so, how?
   ____________________________________________________________
   ____________________________________________________________

4. Please list your favorite booths/activities/speakers:
   ____________________________________________________________
   ____________________________________________________________

5. How did you hear about the skin fair? Please check all that apply.
   - Flyer
   - E-mail Announcement
   - Word of Mouth
   - Postcard Mailer
   - Other: (please specify)

6. Would you attend another skin fair if there were to be one next year? Please check which applies.
   - Yes
   - No

7. Additional Comments:
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
Hardcopy Distribution Method #2:
*Evaluation Box at Skin Fair*

1) Set up an empty box with the evaluation box label near the exit of the skin fair location.
2) Prior to the skin fair, print out an estimated amount of surveys.
3) Towards the end of the skin fair, a team member should distribute a hardcopy of the survey to all participants and kindly point out the evaluation box.
4) After the skin fair, a number of anonymous surveys will be in the box for collection.
5) Collect, record, and share with team members.
Evaluation Box Label
To be placed on the box that will collect surveys at the fair

Please place your evaluation surveys here! Thanks!
Thank you for attending [Hospital Name]’s Pressure Ulcer Prevention (PUP) Skin Fair on [INSERT DATE HERE]! In order to organize and present more educational opportunities such as these, we would like feedback on your experience. Please take a moment to fill out this quick, easy, and confidential survey and place in the evaluation box near the exit. We appreciate your time.

**Skin Fair Evaluation Survey**

1. How would you rate the overall skin fair? Please check which applies.

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2. What was your overall satisfaction level with the skin fair? Please circle your answer.

Very satisfied  Satisfied  Neutral  Dissatisfied  Very dissatisfied

3. Will this skin fair affect a change of action for you? And if so, how?

________________________________________________________________________

4. Please list your favorite booths/activities/speakers:

________________________________________________________________________

________________________________________________________________________

5. How did you hear about the skin fair? Please check all that apply.

- Flyer
- E-mail Announcement
- Word of Mouth
- Postcard Mailing
- Other: (please specify)

6. Would you attend another skin fair if there were to be one next year? Please check which applies.

- Yes
- No

7. Additional Comments:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
We hope that this Pressure Ulcer Prevention Skin Fair Toolkit helps you in organizing and executing a successful skin fair at your hospital. Primaris is dedicated to actively sharing quality of care improvement projects. If you have any questions please contact us at:

**Primaris**

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Columbia, MO 65201
800-735-6776
www.primaris.org