

## WAW (Wound Awareness Week)

Or in this case.... WAW --→ Who And What

**Who And What** is this little Creature?



### Introducing Wally the Wound

Think of him as the uninvited house guest. He just showed up without invitation and now he just won't leave. As the Australian Wound Management Association (AWMA) Wound Awareness Week campaign gets into action the fliers and posters are designed to help find the right people to help Wally the Wound pack his bags and show him the door.

Wally the Wound is that angry wound that occurs and just won't heal. People try many different approaches. However, getting the right advice and input from health professionals who are experts in the field improves the likelihood Wally the Wound will pack his bags and leave!

We all know a Wally the Wound and meet them in our field of work. This leads to the title and theme for Wound Awareness Week 2015: *Got a wound ? Get an expert*

Hopefully this short introduction will assist you in explaining what WAW is about and what we are trying to achieve. Keep up the good work and get out there, roll up the mat and kick Wally the Wound out, as he's not welcome anymore.