



30 Years of Publishing At Wounds Canada: Sharing Ideas And Making A Difference

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Started in 1995 with the initial purpose of holding an annual conference for health-care professionals, Wounds Canada, known until 2017 as the Canadian Association of Wound Care, really started to experience significant growth in 2002.

At that time, the need was growing within the professional wound care community for made-in-Canada information, and Wounds Canada was particularly well suited to meet it. By then the organization had strong connections to clinical

experts from across the country who were able and willing to share their expertise with the wider community. Organizational viability and the expertise of internal personnel provided the platform and support for expansion into an exciting new area of activity: publishing.

Now, in 2025, we are thrilled to present highlights of 30 years of communicating about skin health and wound care to Canadian and global communities through our

major publications. This is a chance to celebrate the authors—from first-timers to seasoned veterans—who have contributed to the many thousands of pages created to advance our common cause. They have come from all across the country—and around the world. They are health-care professionals, administrators, decision makers, patients and family members, who together bring a richness of voices with important information and perspectives to share.

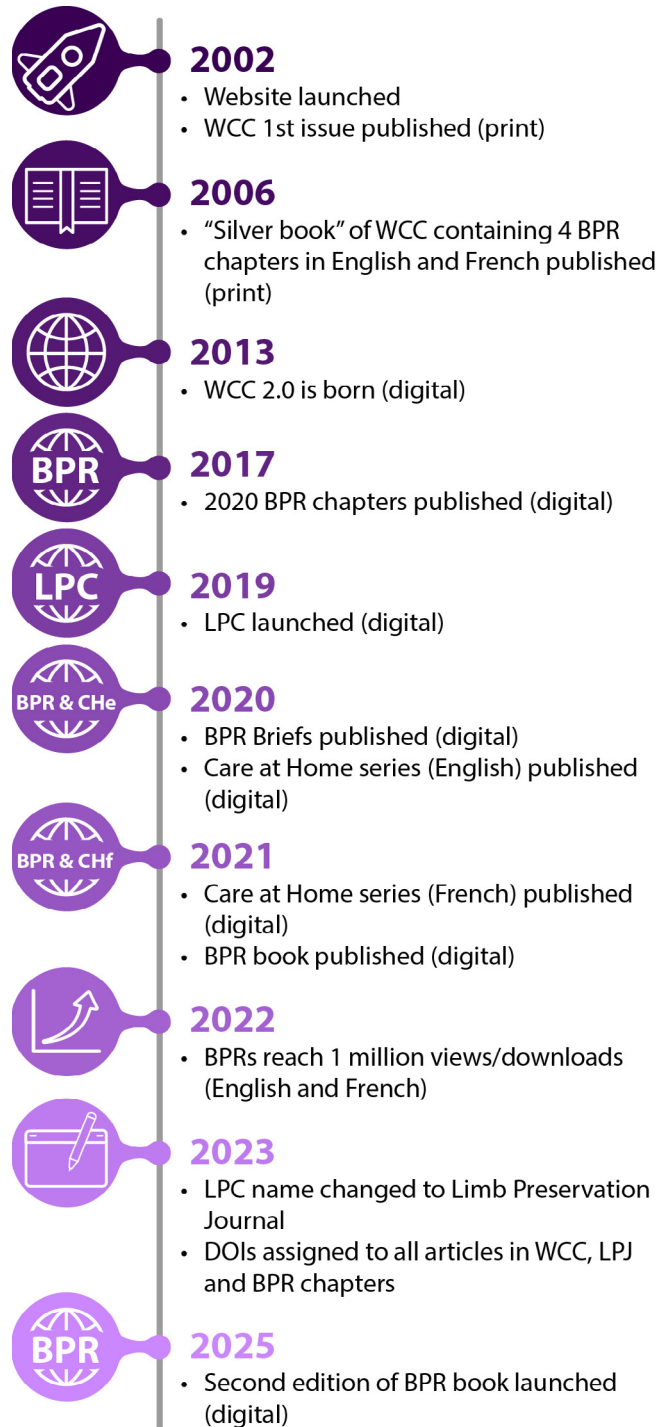
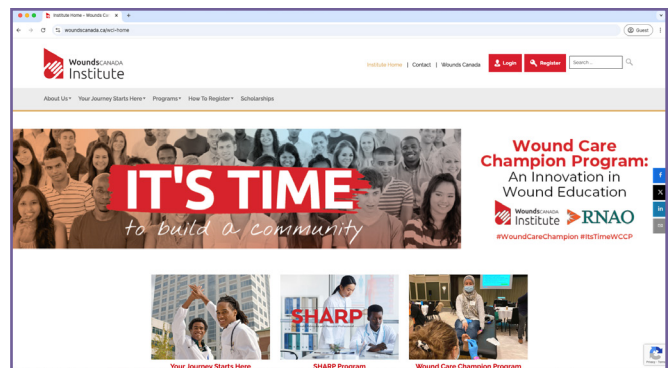
The contributions of our advisory/editorial board members—all volunteers—cannot be overstated, as these dedicated individuals have continuously provided their expertise over the decades to ensure that the content of every issue is of high quality.

It is also our opportunity to acknowledge the many behind-the-scenes experts without whom the publications wouldn't be possible. These are our editors, education specialists, graphic artists and technical wizards who turn the authors' words into the finished article, book or resource and then make it available for all to access.

Another essential element has been the sponsors who contribute to two of our major publications through ads and sponsored content. Many of them have been supporters since the beginning, allowing Wounds Canada to build its publishing capacity over the years.

None of the publications could have existed and flourished without the visionary leadership of the Executive Directors/CEO of Wounds Canada, who fearlessly supported our move into the world of publishing.

Following is a quick walk down memory lane for our four major publications: the Wounds Canada website, *Wound Care Canada (WCC)*, the *Best Practice Recommendations* and *Limb Preservation Journal (LPJ)*.



By the early 2000s, public use of the internet had been steadily growing, even though the technologies to create pages and access them were very crude (remember dial-up?). Always looking for opportunities to provide more and better information and to reach more members of the wound care community, then-Executive Director Cary Steinman, the board and I decided to jump on the 'World Wide Web' bandwagon and create our first website. Shane Inlow, a board member (and instigator of the *Inlow 60-second Diabetic Foot Screen* tool) and I worked together to create what would become the first of many versions, each with more content and better functionality. Launched in 2002, the site has become Wounds Canada's 'storefront', a virtual space that grows and changes constantly, responding to the communities' needs for articles, tools, videos, education and more. It's open 24 hours a day, seven days a week, so please drop by any time (<https://www.woundscanada.ca>).

Website Facts

- The site contains many thousands of pages of material—most available for free download—to address the needs of the multiple audiences of Wounds Canada.
- Most areas of the website have open public access but some sections, like the members-only area, require registration and/or membership.
- In the past 10 years alone, over 16 million web "articles" have been requested from the site by users.
- The majority of users are from Canada, followed by the U.S.; China and India make up a growing audience; Europe remains a small but consistent group.

Wound Care Canada (WCC)



The website wasn't the only major publishing event of 2002. That was the year *Wound Care Canada* was launched as well.

In 2001 I started thinking about how Wounds Canada could better serve our health-care professionals looking for best-practice-based Canadian content. My first thought was to create a peer-reviewed journal. But as there were already several excellent—and long-standing—journals out there (though not based in Canada) this didn't feel like a viable or useful approach. Over the year I determined that what was missing was a bridge between the type of research-focused articles featured in these journals and the needs of generalist frontline practitioners. The majority of clinicians doing wound care were non-experts, and they needed a publication that translated the latest research into reader-friendly content that was clear, understandable and easily applied to their practice.

Once again, Executive Director Cary Steinman provided full-on support and created the publication team that put together the first issue,

which came out in 2002. From 2002 until 2009, I was Editor. Cathy Harley was the Associate Editor, ensuring optimum connection with the other major wound care organization in Canada, NSWOCC, known at the time as Canadian Association for Enterostomal Therapy (CAET), for which she was, and still is, Executive Director/Chief Executive Officer. BCS, a communications company based in Toronto, was hired to oversee the layout, printing and mailing.

A subsequent change of leadership at Wounds Canada resulted in a change for *Wound Care Canada* too, when Fiona Hendry took over as Editor, from 2010 to 2013.

In 2013 new Executive Director Peggy Ahearn asked me to come back as Editor. Wounds Canada's Art Director Robert Ketchen agreed to take over the graphic design, and we were able to move all production in house. We decided it was time for a friendlier design, so after some retooling *WCC 2.0* was born. The magazine switched formats to digital only and was free for anyone to download from the website, significantly expanding our reach and lowering costs.

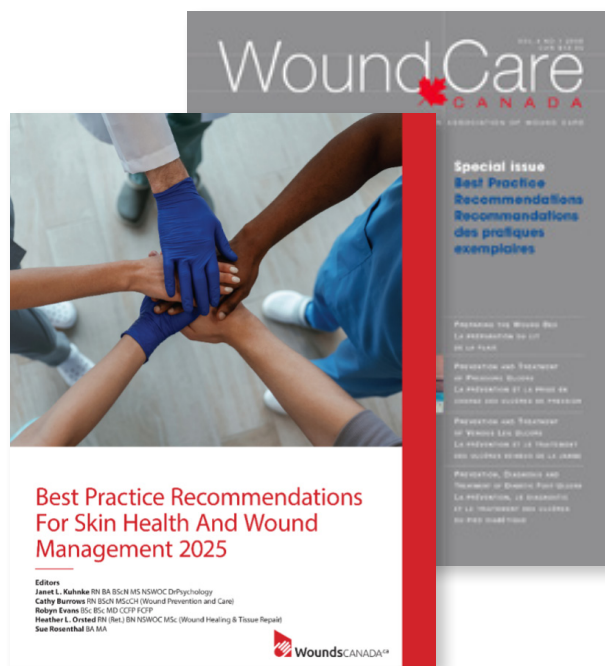
In mid 2022 Ian Corks took over from me as Editor. I had first met Ian some 20 years earlier, when he was part of the team at BCS Communications working on *WCC*. It is wonderful that I could pass the major publications into the very capable hands of someone whose connection to Wounds Canada spans decades.

Beginning in 2007 and continuing through today the *Wound Care Canada* team produces occasional supplements to *WCC* that provide information on specific topics. Issues have included *Our Voices, Our Stories: A Patient Journey Initiative* and *An Overview of Advanced Therapies in the Management of Diabetic Neuropathic Foot Ulcers*

WCC Facts

- Two issues of *WCC* are produced annually.
- 56 issues (including this one) have been produced since 2002.
- The first *Best Practice Recommendations* Wounds Canada produced were considered a supplement to *WCC*—nicknamed “the silver book”—before they became their own publication.

Best Practice Recommendations (BPRs)



The *Best Practice Recommendations* (BPRs) are, without doubt, the most-read wound care publication in Canadian history, with the 2017–2019 edition alone reaching well over 1 million views/downloads. They have existed in some form at Wounds Canada since 2006, first delivered through *Wound Care Canada* and then on their own starting in 2017. Updated on a five-year cycle to keep them relevant and current, the second

full edition—with new chapters, hundreds of links and additional appendices—was launched in February 2025.

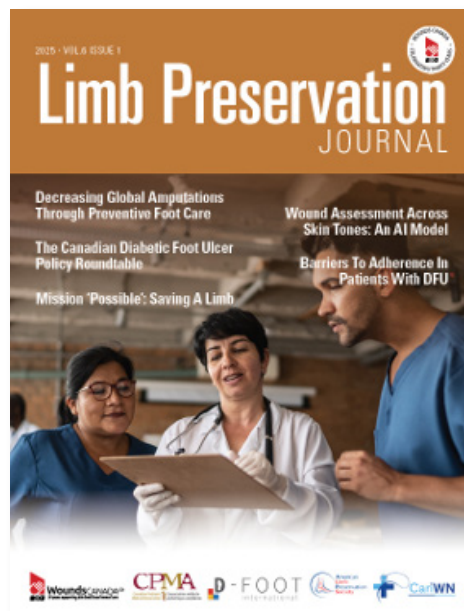
Chapters include best practice recommendations for moisture-associated skin damage, skin tears, pressure injuries, burns, surgical wound complications, arterial ulcers, diabetic foot complications, venous leg ulcers and lymphedema, as well as chapters how to use the recommendations documents, and overviews of skin physiology and wound healing and an essential overview of general skin health and wound management.

Chapter 1: Introduction provides a short history of the evolution of the BPRs, if you'd like to read further.

BPR Facts

- 112 clinical expert authors contributed over the history of the BPRs, building on and updating the work of their predecessors.
- For every chapter over the years, there was also a team of specialists that included multiple editors, graphic designers, illustrators and education experts.
- The recommendations are presented as a complete book and as chapters that can be downloaded individually.
- The *BPR Briefs* are a condensed version of the full *BPR* chapters and serve as a quick reference guide for clinicians and policy makers.

Limb Preservation Journal (LPJ)



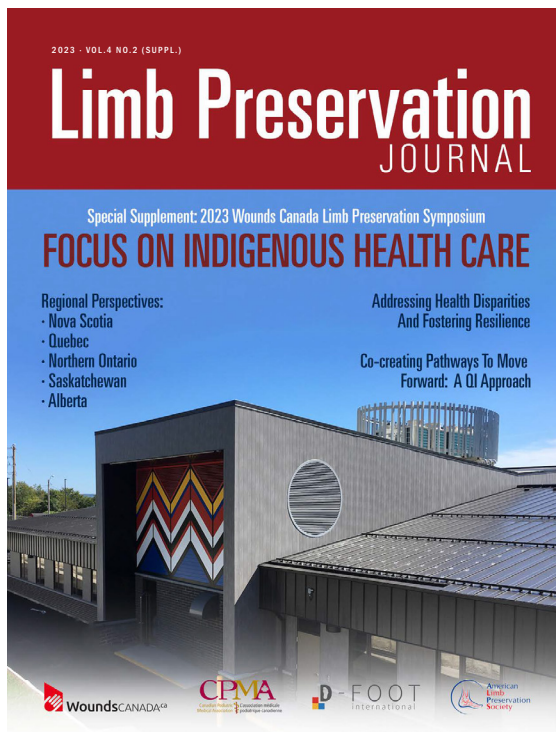
The newest member of Wounds Canada's major publications family is *Limb Preservation Journal*, which was launched in 2019. It began as a supplement to *Wound Care Canada* to provide a summary of the sessions offered in the *New Perspectives in Diabetic Limb Preservation* symposium held in Toronto in May of that year. In my editorial in that first issue I wrote: "... we knew a single supplement wouldn't satisfy the knowledge needs of Canadian researchers, clinicians and policy makers working in this area - and especially the needs of those not yet involved with this very serious and complex topic. As a result, we decided to create an annual, standalone publication - *Limb Preservation in Canada* - and turn it into a peer-reviewed journal aimed at advancing knowledge and its application to practice, research and policy making for this growing community."

As always, the support and contributions of the CEO, Mariam Botros, our internal team and the community at large were essential. Vascular surgeon, wound care clinician and researcher Dr. Ahmed Kayssi came on as Editor-in-Chief for

the second issue and has remained in place to drive the journal's direction. Ian Corks took over as Editor in 2023 and oversaw the name change to *Limb Preservation Journal* to better reflect the nature of the content and increased global scope of the publication.

LPJ Facts

- 1 issue per year
- In 2023 a special supplement of *LPJ*, *Focus on Indigenous Health Care*, highlighted the work of groups from across Canada who are working hard to improve the amputation prevention supports available to Indigenous and other communities.
- Current publication partners include: Canadian Podiatric Medical Association, D-Foot International, American Limb Preservation Society and CariWN.



Care At Home Series



At the start of the COVID-19 pandemic, many patients were unable to access the care they needed. We decided to help to fill the gap by creating a set of resources patients and their families could use to enhance their skin health and prevent or care for wounds at home. The *Care at Home* series, an 82-page book or 10 separate chapters, is available for free download in English or French at <https://www.woundscanada.ca/patient-or-caregiver/resources/care-at-home-series>. Apparently, the need for this type of information continues, as *Care at Home* book and individual chapters have been downloaded or viewed over 170,000 times to date. We encourage you to share them with your patients.

Always Improving

Over the 30 years the number and types of publications have grown and changed. We've always looked to innovative technologies to add improved functionality (like hyperlinks to other resources), increase our reach and lower our production costs (printing and mailing are very expensive!).

Find It Fast!

Beginning in 2023 DOIs have been added to all new articles and chapters in our major publications. DOIs (Digital Object Identifiers) are valued by authors and help readers locate articles regardless of where they reside on the internet, even if they have moved from an originally linked location.

What's Right For You?

The publications showcased in this article are tailored to specific audiences, though readers outside the targets might find them useful too.

- The website has something for everyone, but it is divided by reader 'type.' When you explore the site, you may find it useful to check out every area. For example, if you are a clinician, visit the *Patient* or *Caregiver* section to see what resources are available for your patients. This section contains easy-to-use tools that can help you communicate with your patients or that you can refer them to to support their self-management.
- *Wound Care Canada* (WCC) is aimed at any clinician or health decision maker looking for a wide variety of useable skin health and wound management information. The articles are of different lengths and are presented in

different formats to best support the content and enable application to practice.

Wound-related news is also featured.

- The *Best Practice Recommendations* combine the latest research, consensus documents, guidelines and more into practical recommendations for clinical practice and policy development. They are essential reading for any frontline clinician doing skin health and wound care, as well as for relevant administrators and policy makers. The very specific information provided is not directed at patient and caregiver readers, but they may nonetheless benefit from reading about the general processes outlined.
- *Limb Preservation Journal* provides a deeper dive into lower limb health than *WCC* would. As it is more specialized, its community of readers tends to be as well. This publication has a more academic perspective but still conveys information in a way that the average clinician or policy maker with an interest in limb health would be able to understand and apply in real-world settings.
- *Care at Home* offers a set of resources for patients and their families to use to enhance their skin health and prevent or care for wounds at home.

Sue Rosenthal BA MA started working with Wounds Canada in 2000. She is founding editor of *Wound Care Canada* and *Limb Preservation Journal* and Co- Editor (with Heather Orsted) of *Foundations of Best Practice for Skin and Wound Management* (2021). She is currently Strategic Advisor for Wounds Canada.