

Pathway for Skin Care Regime for Nappy Rash and Incontinence Associated Skin Damage (IAD) Neonates – Neonatal Unit

Definition

Incontinence Associated Dermatitis (IAD) is damage to the skin caused by exposure to urine and/or faeces. It may also be referred to as nappy rash in babies. The skin in the perianal, natal cleft, buttocks and genital areas may present as pink, red and may be irregular in shape or can be linear with diffusing edges. The skin can be inflamed (excoriated) intact or broken skin.

Risk factors - All preterm babies are at risk of developing IAD due to their skin being more vulnerable to pressure, shear and friction and exposure to moisture due to urine and/or faeces.

Assess

Assess skin status. If any signs of skin concerns obtain clinical photography consent from parent/guardian by completing the consent form clinical photography or video recording of a patient (WPR21103) and obtain clinical photography with the department IPAD and attach to datix form. Please follow up the datix with the Skin Integrity Team (SIT) via telephone (01302642439) or email (dbth.skinintegrityteam@nhs.net) to ensure referral and triage can be completed.

Diagnosis

Healthy skin
Intact no redness



Mild IAD
Redness present but skin remains intact no broken areas



Moderate IAD
Increased redness to skin with small broken areas



Severe IAD
IAD increased redness with large areas of broken skin, may have signs of bleeding



Assessment

Complete and document a wound assessment and complete a skin integrity Datix form

Cleanse

Cleanse the sacral area with Medi Derma-PRO Foam and Spray Cleanser at each nappy change (do not leave more than 3 hours). Remove any urine or faeces from the skin. Do not rinse off, pat skin dry with dry cotton wool.



Protect, Restore & Treat

Healthy Skin
Apply a thin layer of Medi Derma PRO Skin Protectant Ointment at each nappy change.



Mild IAD
Apply a thick layer of Medi Derma PRO Skin Protectant Ointment at each nappy change.



Moderate IAD
Apply a thin layer of Flaminal Forte at each nappy change.



Severe IAD
Apply a thick layer of Flaminal Forte at each nappy change.



Onward referral

If there is no improvement for mild, moderate or severe after 5 days or you have concerns please contact the Skin Integrity Team (SIT) on: 01302 642439 or dbth.skinintegrityteam@nhs.net

If the named product on this pathway is not available a temporary second line product is available to use. This can be found within the main text of the Doncaster Wide Wound Care Formulary Document

Reference: Fletcher J, Beeckman D, Boyles A et al (2020) International Best Practice Recommendations: Prevention and management of moisture-associated skin damage (MASD). Wounds international. Available online at www.woundsinternational.com

Woo KY, NBeeckman D, Chakravarthy D (2017) Management of moisture-associated skin damage: A scoping review. Adv Skin Wound Care 30(11): 494-501

Gray M, Black JM, Baharestani MM et al (2011) Moisture-associated skin damage: overview and pathophysiology. J Wound Ostomy Continence Nurs 38(3): 233-41

Topic: Thermoregulation, Skin, Hygiene, Infection Prevention and Infection Control | Neonatal QIS Foundation | Yorkshire and Humber ODN Education (Accessed 7th March 2025).

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