



Sepsis Awareness Month

Partner Call

August 16, 2024

CDC Sepsis Activities

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CDC Programs Prevent & Reduce the Impact of Sepsis

Data for Action

Innovation

Education

Collaboration

Current & Future CDC Sepsis Work

- CDC/CMS new adult sepsis outcome measure
- Sepsis Core Elements structural measure
- Pediatric sepsis electronic surveillance definition
- Maternal sepsis electronic surveillance definition
- Updated national adult sepsis burden estimate

The Hospital Sepsis Program Core Elements Purpose

- **Provide guidance for monitoring and optimizing hospital management and outcomes of sepsis**
 - "How to build a successful hospital sepsis program"
 - Emphasis on leadership support, personnel resources, quality improvement tools and implementation science
- **Complement existing sepsis guidelines and facilitate implementation of recommended practices**
 - Additional emphasis on sepsis management throughout hospitalization and recovery
 - Intended audience is U.S. hospitals and hospital systems
 - Applicable regardless of hospital type and population

Hospital Sepsis Program Core Elements



Hospital Leadership Commitment

Dedicating the necessary human, financial, and information technology resources.



Accountability

Appointing a leader or co-leaders responsible for program goals and outcomes.



Multi-Professional Expertise

Engaging key partners throughout the hospital and healthcare system.



Action

Implementing structures and processes to improve the identification of, management of, and recovery from sepsis.



Tracking

Measuring sepsis epidemiology, management, and outcomes to assess the impact of sepsis initiatives and progress toward program goals.



Reporting

Providing information on sepsis management and outcomes to relevant partners.



Education

Providing sepsis education to healthcare professionals, patients, and family/caregivers.

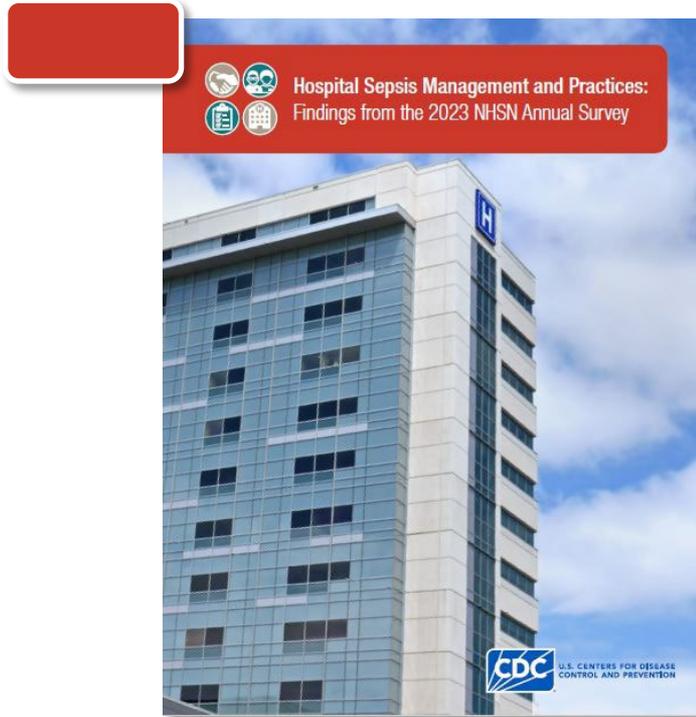
NHSN Annual Survey

- Four initial questions were included in the NHSN survey in 2023
- Additional questions were added to the next survey (January 2024) to reflect the complete Core Elements

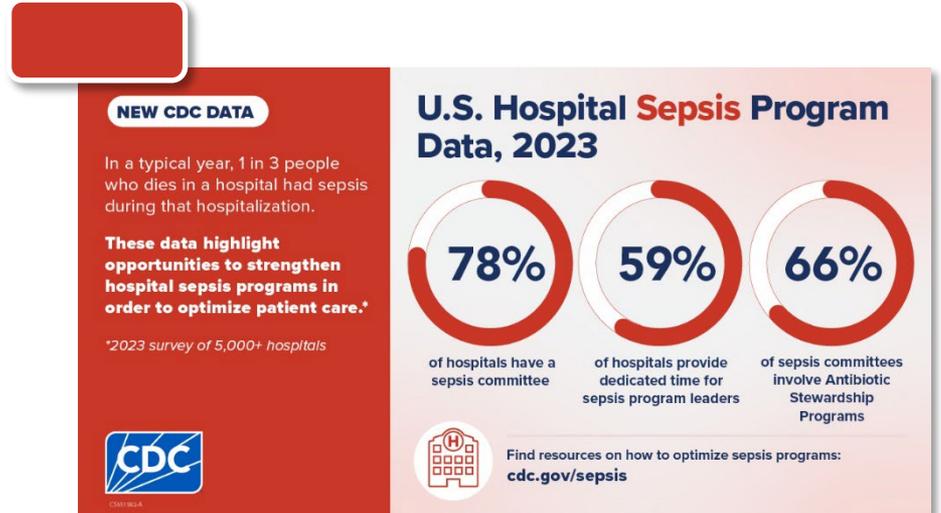


https://www.cdc.gov/nhsn/forms/57.103_pshospurv_blank.pdf

Sepsis Core Elements Materials



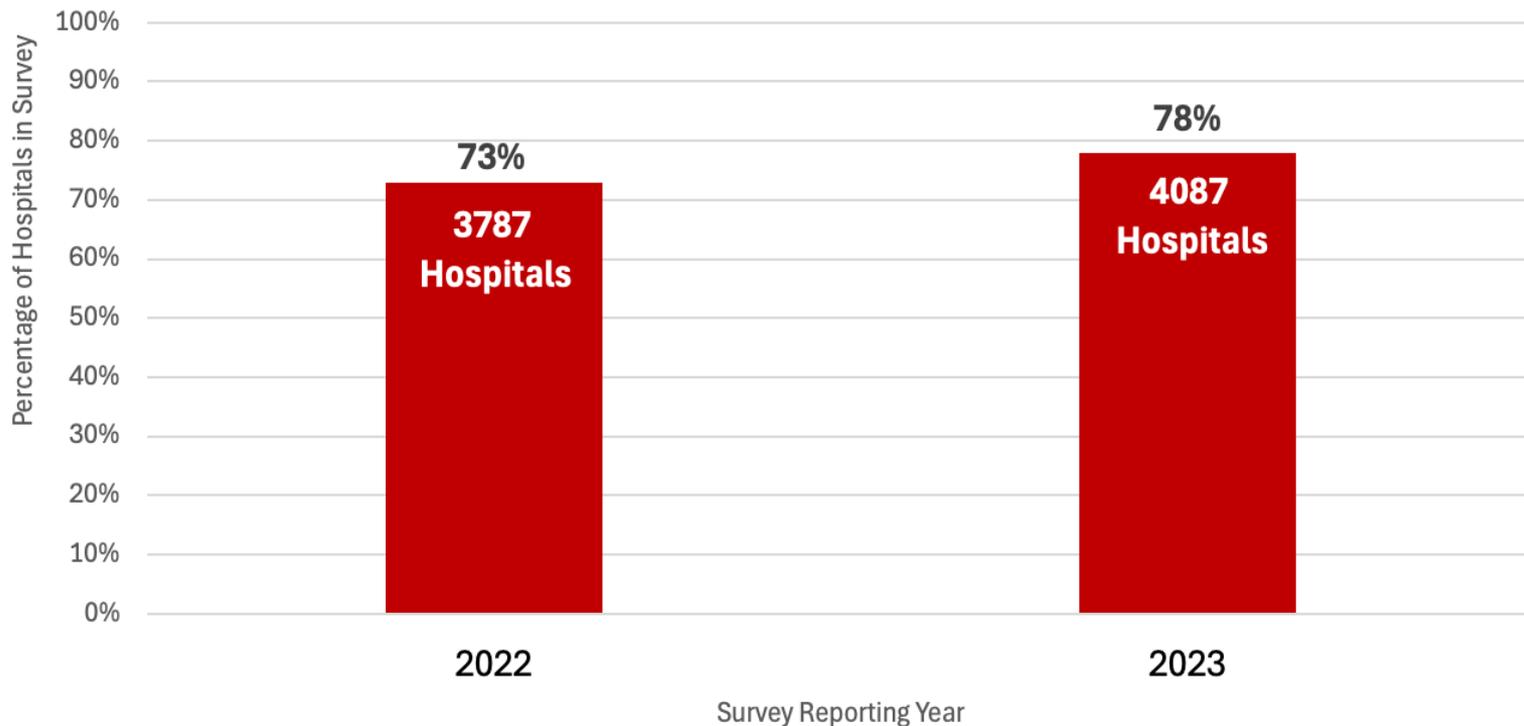
2023 NHSN Annual Survey Findings



Core Elements uptake overview image

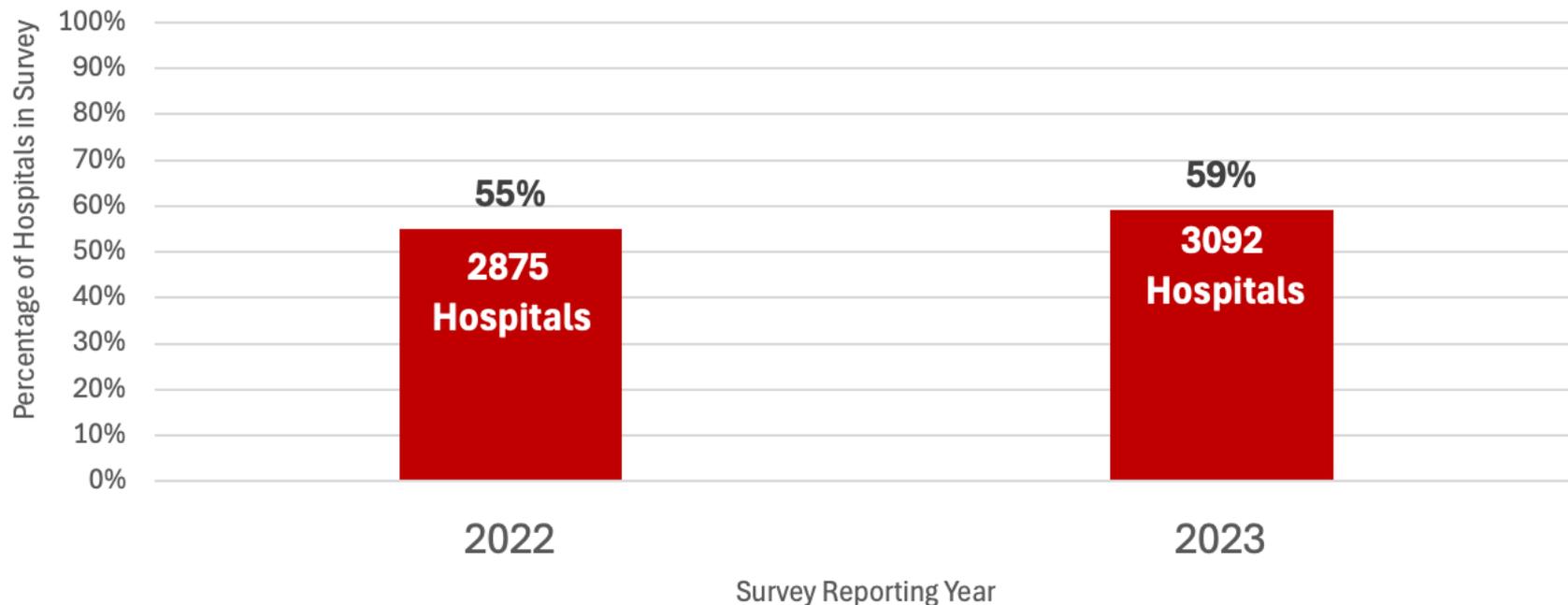
Early Gains

Percentage of Hospitals with a Sepsis Committee, National Healthcare Safety Network Annual Acute Care Hospital Survey



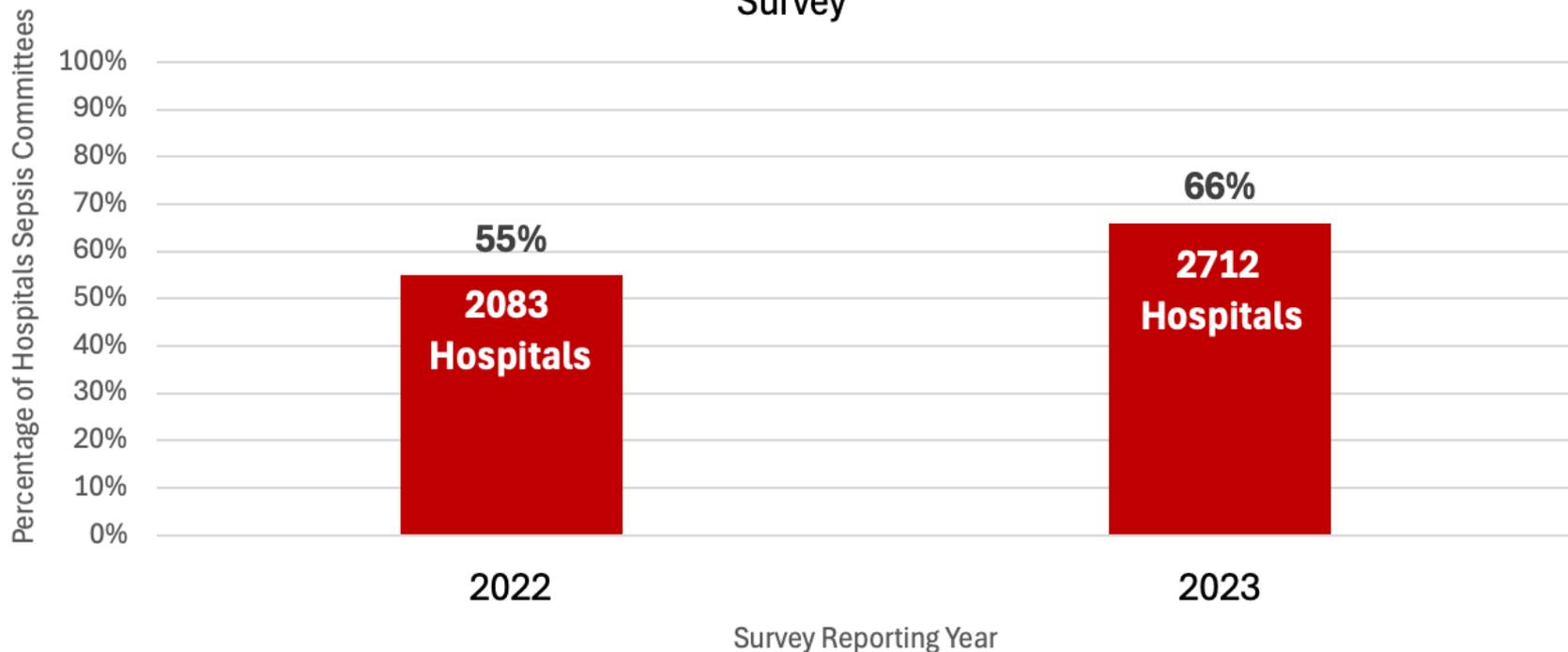
Early Gains

Percentage of Hospitals with Sufficient Dedicated time for Sepsis Leaders, National Healthcare Safety Network Annual Acute Care Hospital Survey



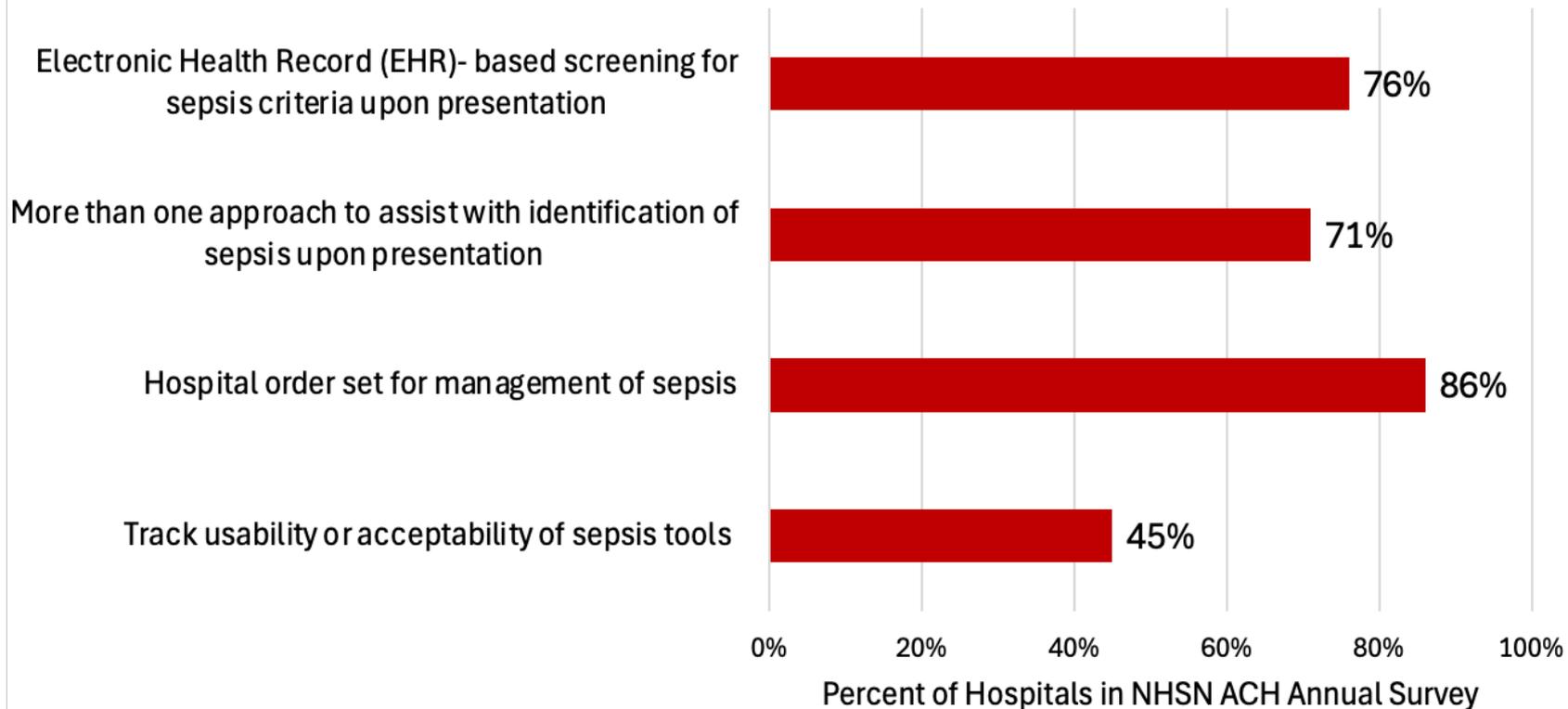
Early Gains

Percentage of Hospital Sepsis Committees with Antibiotic Stewardship Support, National Healthcare Safety Network Annual Acute Care Hospital Survey



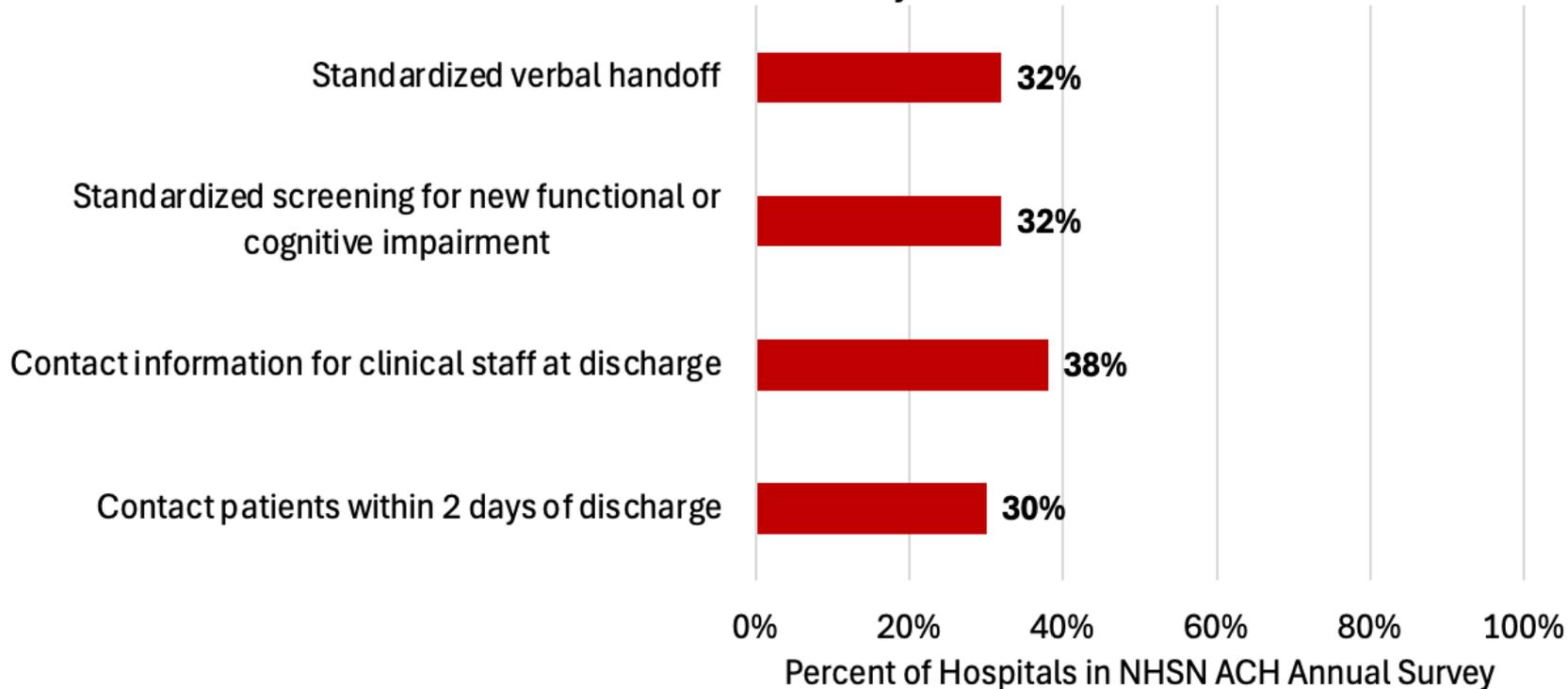
Opportunities for Improvement

Use and Acceptability of Sepsis Tools - 2023 NHSN ACH Annual Survey



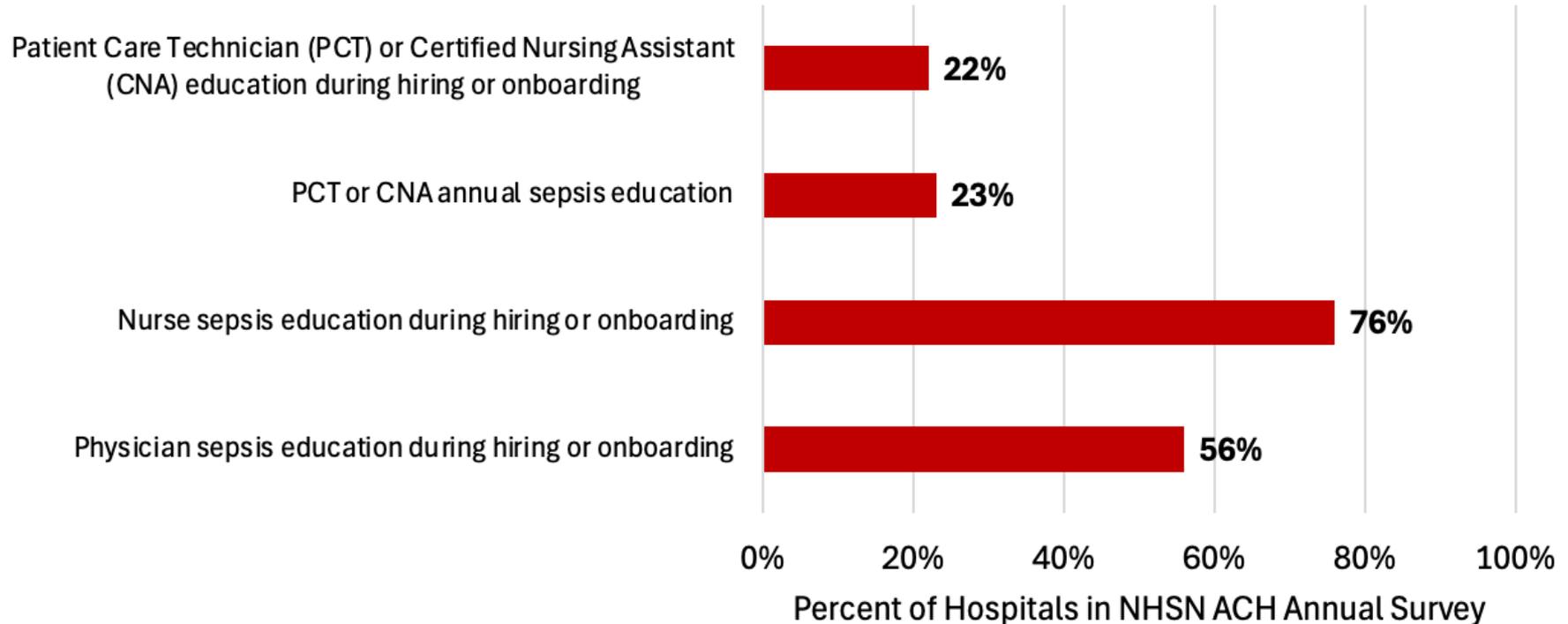
Opportunities for Improvement

Hospital Program Support for Sepsis Recovery - 2023 NHSN ACH Annual Survey



Opportunities for Improvement

Hospital Sepsis Program Staff Education - 2023 NHSN ACH Annual Survey



Get Ahead of Sepsis Campaign Update

Nicole Gladden

Health Communication Specialist

Division of Healthcare Quality Promotion

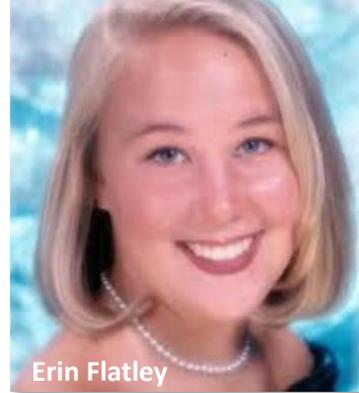
Protecting Patients From Sepsis & Ensuring Quality Care Is Our Goal & Responsibility



Rory Staunton



Sue Stull



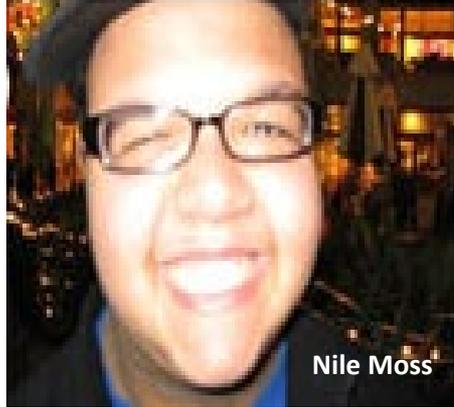
Erin Flatley



Dana Mirman



Gabby Galbo



Nile Moss



Alicia Cole



Katie McQuestion

CDC's *Get Ahead of Sepsis* Campaign Increases Sepsis Awareness

- **Goal**
 - **Prevent and reduce infections that can lead to sepsis** and optimize healthcare quality and patient safety by **raising awareness, knowledge, and motivating behavior change** related to sepsis prevention, early recognition, and appropriate treatment among consumer and healthcare professional target audiences.
- **Priority messages for**
 - HCPs
 - Patients and families
- **Alignment with cross-agency groups**
 - *Be Antibiotics Aware* & *C. diff* campaigns
 - Antimicrobial Resistance
 - Project Firstline (infection control in healthcare settings)
 - Division of Adolescent and School Health
 - Division of Reproductive Health
 - Division of Cancer Prevention and Control



**GET AHEAD
OF SEPSIS**

Priority Audiences*

Consumers (Patients & Families)	Healthcare Professionals
New: Youth organizations and schools	New: Outpatient dialysis center healthcare professionals
New: People with recent severe illness, surgery, or hospitalization	New: Inpatient rehab healthcare professionals
New: Women who are pregnant or postpartum	Updated: Hospital staff
Updated: Adults 65+ w/ 1+ chronic conditions	Primary care providers
Updated: Patients who survived sepsis & caregivers	Nurse practitioners and physician assistants who work at urgent care clinics
Parents of children 12 & younger	Emergency Medical Services personnel
Adults who care for a family member 65+	Emergency department triage nurses
Healthy adults 65+	Long-term care nurses, med techs & sitters
Cancer patients & caregivers	

*All audiences are both English and Spanish-speaking.

Get Ahead of Sepsis Campaign Activities

- Earned media
- Paid media
- Social media
- Website
- Emails
- Materials
- Partner & Policy Coordination

The New York Times

U.S. News & World Report

CNN

Earned media



Social media



Website

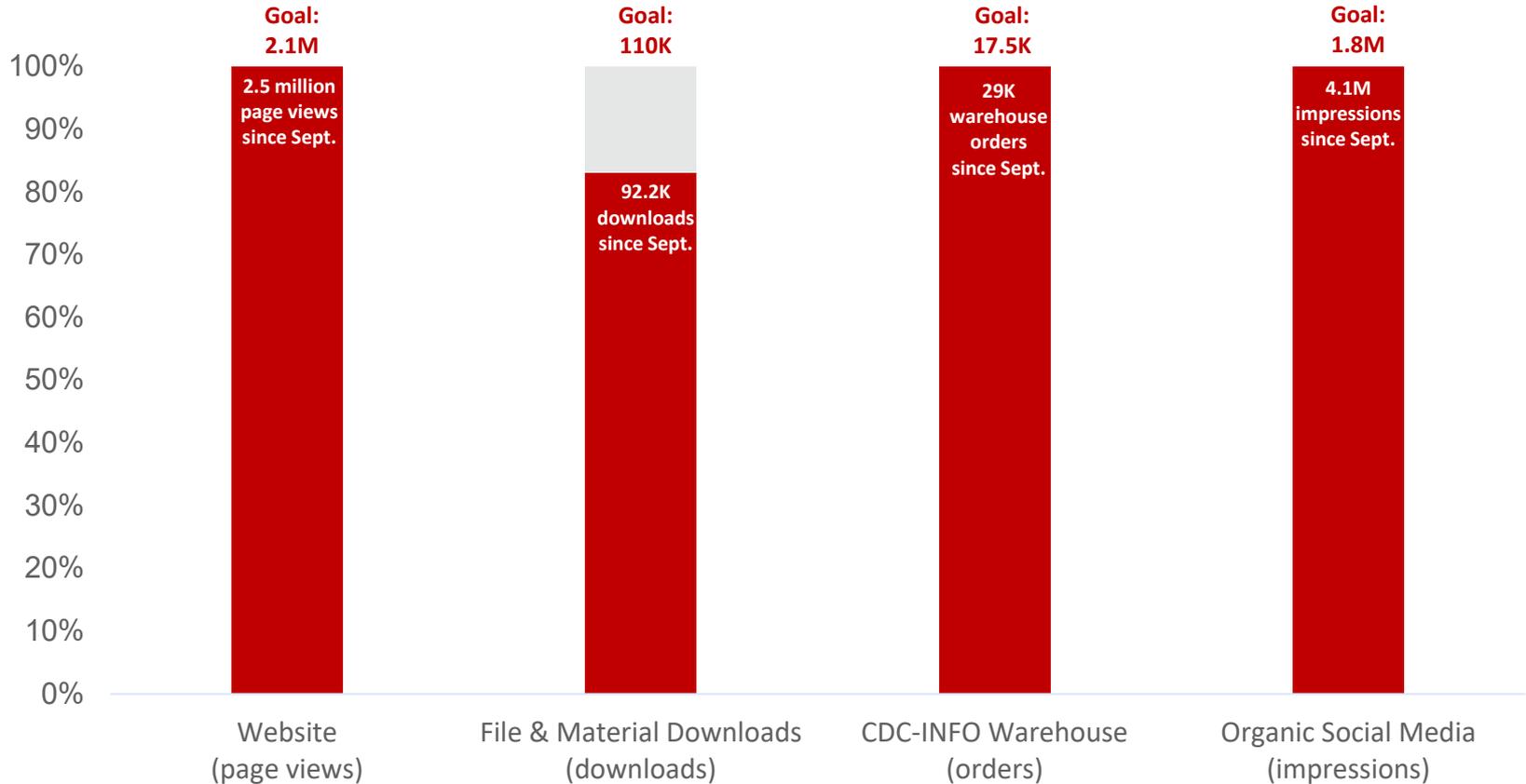


Materials



Paid media

Get Ahead of Sepsis Campaign Results Since September 2023



Key Performance Indicators, % Complete (Results: 9/1/23-8/14/24; KPIs: 9/1/23-8/31/24)

Get Ahead of Sepsis Paid Media Results Since September 2023

Top Performing ads by
click-through rate



1 in 3 - 7.74% CTR

Get the facts on sepsis.

Each year, about **1.7 million** adults in America **develop sepsis.**

At least **350,000** adults who develop sepsis die during their hospitalization or are discharged to hospice.

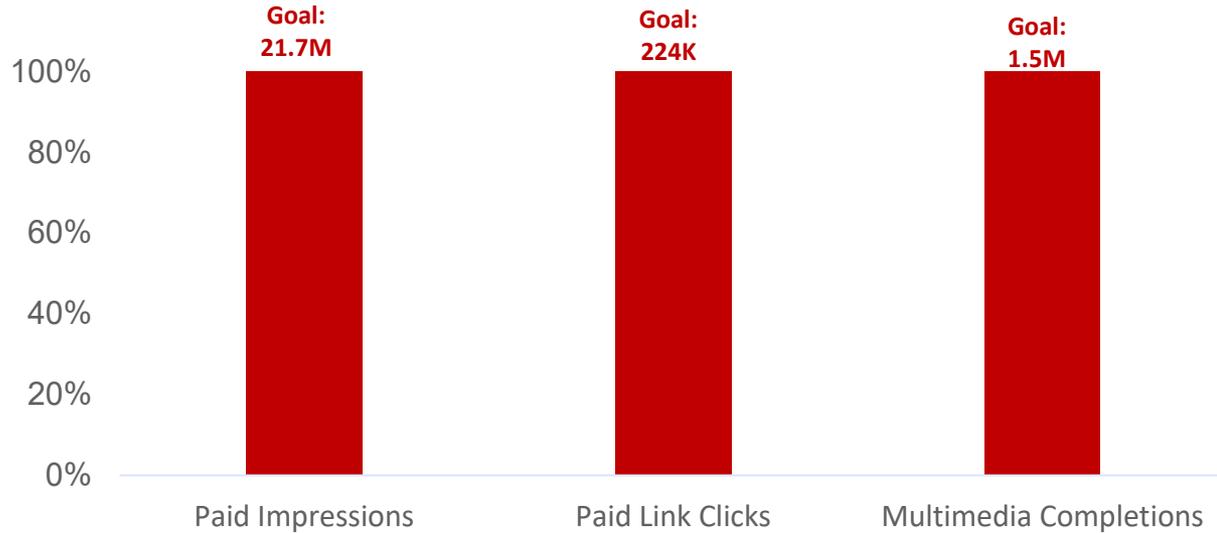
GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

Burden - 2.03% CTR



Signs & Symptoms -
6.38% CTR



2024-2025 Focus

- Continuous paid media buy since December 2023 that will continue
- Continued material updates and new material creation
- Campaign progress monitoring
- Continue formative research for the campaign (e.g., Porter Novelli View survey)
- Support the dissemination and promotion of materials for schools and communities before people are sick – we need help from partners, like you!
- Continued promotion of the Sepsis Core Elements

Sepsis Awareness Month 2024

SAM 2024 Promotion

- **Consumers**
 - Patient stories
 - New & refreshed materials
 - Paid media
 - Social media
- **Healthcare Professionals (HCPs)**
 - NHSN survey results/Sepsis Core Elements
 - New & refreshed materials
 - Paid media
 - Social media
- **Partners**
 - New and updated toolkits
 - Parents and caregivers of children
 - Youth coaches, counselors, & other volunteers
 - Public health partners



Data



Materials

NE

Download new and updated sepsis materials today.

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis **cdc**

...and more!

New Suites of Materials

• Communities & schools about sepsis in children

- [Toolkit](#) includes:
 - 2 posters
 - 2 fact sheets
 - 1 introduction letter
 - 2 drop-in articles
 - 1 3x5 card
 - Multiple social media messages & graphics

• Dialysis

- 1 fact sheet for [consumers](#)
- 1 fact sheet for [HCPs](#)

For Parents and Caregivers of Children

Protect your child from sepsis.

What is sepsis?
Sepsis is the body's extreme response to an infection. It is a life-threatening medical emergency. Sepsis happens when an infection you already have triggers a chain reaction throughout your body. Infections that lead to sepsis most often start in the lung, urinary tract, skin, or gastrointestinal tract. Without timely treatment, sepsis can rapidly lead to tissue damage, organ failure, and death.

What causes sepsis?
Infections can put your child at risk for sepsis. When germs get into a child's body, they can cause an infection. If you don't treat that infection, it can cause sepsis. Bacterial infections cause most cases of sepsis. Sepsis can also be a result of other infections, including viral infections, such as COVID-19 or influenza, or fungal infections.

Is sepsis contagious?
You can't spread sepsis to other people. However, an infection can lead to sepsis, and you can spread some infections to other people.

Who is at risk for sepsis?
Anyone can develop sepsis, but some children may be at higher risk for sepsis:

- People with weakened immune systems
- People with chronic conditions, such as diabetes, lung disease, heart disease, and kidney disease
- People who have surgery, illness, surgery, or hospitalization
- People who are on dialysis

Anyone can get an infection, and almost any infection can lead to sepsis.

- Most sepsis cases in children are caused by adults, germs that they get in the hospital.
- Most children and teens who die from sepsis have at least one underlying condition.
- Nearly a third of children and young adults who get sepsis die within a hour of being diagnosed with a bacterial and/or viral infection. They were hospitalized.

Transmission of sepsis
Sepsis is not contagious. You cannot spread sepsis to other people.

GET AHEAD OF SEPSIS

For Youth, Coaches, Coaches, and Other Volunteers

Protect children from sepsis.

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GET AHEAD OF SEPSIS

For Healthcare Professionals

Sepsis in Outpatient Dialysis Centers: What Healthcare Professionals Need to Know

Key Points

- Sepsis is the body's extreme response to an infection. It is a life-threatening medical emergency.
- Anyone can develop sepsis, but some people are at higher risk, including people with chronic conditions, such as end-stage kidney disease (ESKD) requiring chronic dialysis.
- Sepsis is one of the leading causes of death in patients with ESKD receiving chronic dialysis. — Approximately 25% of people with ESKD receiving chronic hemodialysis die because of sepsis each year! — About 25% of those people will die.
- You play a critical role. Timely management of sepsis can save lives. Protect your patients by acting fast.

How Can You Get Ahead of Sepsis?
Know the signs and symptoms of sepsis to identify and treat patients early. A patient might have one or more of the following signs or symptoms.

High heart rate (tachycardia)
Fever (elevating or fluctuating temperature)
New onset or increased confusion
Decreased blood pressure (hypotension)
Extreme pain or discomfort
Clotting or easy bruising

Patients with ESKD may have a lower resting body temperature than people without ESKD, but a low or normal body temperature does not rule out sepsis.

GET AHEAD OF SEPSIS

Dialysis materials

For Parents and Caregivers of Children

Your child is **not feeling well**

Follow the steps on the back of this card and watch for signs and symptoms of an infection. Save this card for healthy reminders!

GET AHEAD OF SEPSIS

the emergency room.

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

CDC
Pub ID: 301372

Updated Partner Toolkit

- For public health partners
 - [Toolkit](#) includes:
 - 1 introduction letter
 - 3 drop-in articles
 - 1 customizable news release
 - Multiple social media messages & graphics



1 de cada 3
personas que muere en un hospital tiene **septicemia** durante esa hospitalización.

GÁNELE A LA SEPTICEMIA

Aprenda más en cdc.gov/sepsis



Infections that lead to **sepsis** most often start in the:



Lung



Urinary tract



Skin



GI tract

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis



Sepsis is a medical emergency.

It is the body's extreme response to an infection. Take these specific steps to protect yourself and your child from sepsis:

- 1 Prevent infections.
- 2 Practice good hygiene.
- 3 Know the signs and symptoms.
- 4 Act fast. Get medical care immediately.

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis



Sepsis is a medical emergency.

4 types of infections that are often linked with sepsis

Swipe to learn more →

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis



Sepsis is a medical emergency.

Healthcare professionals diagnose sepsis using a number of physical findings such as:



Fever



Low blood pressure



Increased heart rate



Difficulty breathing

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis



Example materials, but there are many more! New graphics will be added soon.

Download, Order, & Share GAOS Materials

Download

- Patient materials:
<https://www.cdc.gov/sepsis/communication-resources/index.html>
- HCP materials:
<https://www.cdc.gov/sepsis/hcp/communication-resources/index.html>

Order at wwwn.cdc.gov/pubs. Select “Sepsis” from the Programs drop-down menu and click “Search” or Call 1-800-CDC-INFO. New materials coming soon for ordering.



Consumer Materials



HCP Materials

Augment Web Updates, Blog Posts, & Email Newsletter Content & Share On Your Channels

- CDC.gov/sepsis webpage updates
- CDC.gov homepage feature on World Sepsis Day (Sept. 13)
- Sepsis Email Newsletters

- Sign up:



- Safe Healthcare Blog
 - <https://blogs.cdc.gov/safehealthcare/>

Follow & Share Media & Social Media Messages

National Paid Media

Sepsis: Signs and Symptoms

- High heart rate or weak pulse
- Fever, shivering, or feeling very cold
- Confusion or disorientation
- Shortness of breath
- Extreme pain or discomfort
- Clammy or sweaty skin

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

1 de cada 3 personas que muere en un hospital tiene **septicemia** durante esa hospitalización.

GÁNELE A LA SEPTICEMIA

Aprenda más en cdc.gov/sepsis

Sepsis is a medical emergency.

Protect yourself and your family.

4 types of infections that are often linked with sepsis

Swipe to learn more →

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

Infections that lead to **sepsis** most often start in the:

- Lung
- Urinary tract
- Skin
- GI tract

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

Take steps to reduce your risk.

Social Media



Download **new and updated** sepsis materials today.

GET AHEAD OF SEPSIS

Keep hands clean to get ahead of sepsis.

Learn more at cdc.gov/sepsis

Learning the signs and symptoms of **sepsis** could save a life.

GET AHEAD OF SEPSIS

Learn more at cdc.gov/sepsis

GET AHEAD OF SEPSIS

NILE'S STORY

cdc.gov/sepsis

Register for & Attend Partner Events

- **9/12: END SEPSIS 8th Annual National Forum on Sepsis (Virtual)**
 - Register:
<https://www.EndSepsisForum.org/>
- **9/25-9/27: Sepsis Alliance Summit (Virtual)**
 - Register:
<https://learn.sepsis.org/sepsis-alliance-summit-2024>



Dr. Mandy Cohen and Dr. Mike Bell will be speaking at the END SEPSIS 8th National Forum on Sepsis

Questions?

Sepsis Awareness Month: Round Robin Updates

All Partners

Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 [cdc.gov](https://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.

