Sepsis Awareness Month

Partner Call
August 19, 2022
CDC Sepsis Activities

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DHQP Implements Programs To Prevent And Reduce The Impact Of Sepsis

- **Data for action**
  - Describe national sepsis epidemiology in adults and children
  - Optimize surveillance definitions for sepsis tracking and reduction
  - Evaluate specific strategies for reducing sepsis burden and improving care

- **Innovation**
  - Establish and promote specific prevention strategies for reducing sepsis burden and mortality

- **Education**
  - Promote sepsis early recognition among clinicians and awareness in the lay public

- **Collaboration**
  - Promote timely and appropriate antibiotic use in sepsis, unifying with broader antimicrobial resistance (AR) efforts at CDC and integrating antimicrobial stewardship efforts with sepsis management
  - Promote and expand the reach of CDC sepsis activities through strategic partnerships and ongoing promotion

**Know the risks. Spot the signs. Act fast.**
Prevention Epicenters Improve Sepsis Care And Outcomes

• Established objective Adult Sepsis Event (ASE) surveillance based on clinical data
• Hospital Toolkit to track facility-level adult sepsis incidence and outcomes
• Emory IMPRESS: Impact of Prehospital Sepsis Recognition on Timely Antibiotic Administration and Subsequent Adverse Events
  • Evaluate effect of a prehospital sepsis screening tool on time to antibiotic administration among septic Emergency Medical Services patients
• Penn REVAMP-Sepsis: Reducing Vancomycin Administration in Pediatric Sepsis
• Harvard: Antibiotic de-escalation in patients with sepsis, sepsis bundle compliance
  • Assess the association between antibiotic de-escalation and patient outcomes (C. difficile, acute kidney injury, antimicrobial resistance, mortality)
  • Identify predictors of sepsis bundle non-compliance, including delayed antibiotics, and assess associations between predictors of non-compliance and patient outcomes
Moving Forward: Improving Electronic Sepsis Surveillance

- Current deployment of the CDC ASE surveillance definition is resource intensive and challenging to validate across hospitals
- CDC is exploring surveillance for sepsis using new data interoperability standards (Fast Healthcare Interoperability Resources [FHIR]) in NHSN CoLabs
  - NHSN CoLabs is a new collaborative program where healthcare facilities and entities test, pilot, and validate measures in NHSN pipeline
  - Potential CoLab partners: Duke Health, Brigham & Women's, Mass. General Hospital
- FHIR have potential to reduce data collection burden for facilities and improve accuracy by centralizing the logic used for event determinations
Moving Forward: Improving Maternal Sepsis Surveillance

- DHQP is working with CDC’s Division of Reproductive Health (DRH) and outside experts on an objective maternal sepsis definition that can better understand true sepsis burden from electronic health record data.
- Learn more at cdc.gov/HearHer
Moving Forward: Defining What Works – The Core Elements Approach

• To advance efforts to improve antibiotic use, CDC developed the Core Elements of Antibiotic Stewardship Programs
• CDC is planning to adapt this same approach for sepsis, and will develop “Hospital Core Elements for Sepsis Recognition and Management"
• Based on data and experience, it will lay out key hospital structural and programmatic elements that have been associated with success
• CDC will measure implementation each year through the NHSN Annual Survey
Get Ahead of Sepsis Campaign Updates

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Health Communication Specialist
Division of Healthcare Quality Promotion
CDC’s Get Ahead of Sepsis Campaign Increases Sepsis Awareness

- **Goal**
  - Emphasize the importance of sepsis prevention, early recognition, and appropriate treatment among patients and healthcare professional (HCP) priority audiences

- **Objectives**
  - Increase awareness of the need for early recognition and prompt treatment and preventing infections that can lead to sepsis

- **Priority messages for**
  - HCPs
  - Patients and families

- **Alignment with antimicrobial stewardship and infection prevention**
  - Integrate treatment and management of sepsis into CDC’s Be Antibiotics Aware campaign
  - Link sepsis prevention to hand hygiene efforts
Priority Audiences

Consumers (Patients and Families)
- Parents of children 12 and younger (English-speaking & who primarily speak Spanish)
- Adults who care for a family member age 65+ (English-speaking & who primarily speak Spanish)
- Men aged 65+ with one or more chronic conditions
- Healthy adults 65+
- Cancer patients and their caregivers
- Patients who survived severe COVID-19 or sepsis and their caregivers

Healthcare Professionals
- Nurse practitioners (NPs) & physician assistants (PAs) who work at urgent care clinics
- Emergency department triage nurses
- Primary care physicians
- General medical ward staff
- Long-term care (LTC) nurses, medical technicians, and sitters
- Emergency medical services (EMS) personnel
Get Ahead of Sepsis Has Demonstrated Impact And Broad Reach
(August 31, 2017 – June 30, 2022)

- 376+ million people in the United States reached via 7 public service announcements (PSAs)
- 92+ million consumers and HCPs reached via paid media with 1.4+ million URL clicks on paid advertisements
- 19+ million organic social media reach
- 5+ million visits to CDC’s sepsis website
- 517,000+ Get Ahead of Sepsis materials downloaded
- 155,000+ print materials ordered

Digital Advertising
(April 2021 - May 2022)

Consumer advertising - English

SEPSIS

or the infection causing sepsis, starts before a patient goes to the hospital in nearly 87% of cases.

Consumer advertising - Spanish

Si usted o un ser querido tiene...

HCP advertising

4 TYPES OF INFECTIONS THAT ARE OFTEN LINKED WITH SEPSIS

Lung
Urinary Tract

Skin
GI Tract

HCP emails

PROTECT YOUR PATIENTS FROM SEPSIS

You play a critical role. Protect your patients by ACTING FAST.

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. Without timely treatment, sepsis can rapidly lead to tissue damage, organ failure, and death.

SEPSIS STATS

1.7 MILLION deaths in ADULTS 65+ years old

270,000 admissions due to lack of early recognition

1 in 3 patients with sepsis do not survive
2022-2023 Focus

2022

• Preparing to evaluate the effectiveness of GAOS campaign, including ability to reach audiences and influence their awareness, knowledge, and behaviors related to sepsis prevention and timely treatment

2023

• Conduct evaluation including pre- and post-tests between a targeted intervention with large-scale paid media buy and partner promotion over a 2–3-month period
• Continue to update existing GAOS materials and refine messaging and campaign tactics
• Broad promotion of new and updated materials
• Sepsis Awareness Month (SAM) 2023 paid media buy with revised/new creative
Sepsis Awareness Month 2022
CDC Sepsis Awareness Month Overview

- “Back to School” Hill Alert
- Web updates, including a CDC.gov Feature
- Social media posts across CDC channels
- Printed materials available to order:
  - NEW Long-term care (LTC) nurses fact sheet
  - NEW LTC certified nurse assistants fact sheet
  - UPDATED Consumer brochure
- Adobe Campaign email blasts throughout September
- Outreach to HCPs: Medscape, Doximity, and Partner newsletters (including SERMO, Epocrates/AthenaHealth, HealthDay, MDNewsline, PlatformQHealth, UpToDate, NACHC and RNsights)
- CDC-INFOn hold recording (in English and Spanish)
- CDC Safe Healthcare blog post on sepsis in LTC settings
- Partner coordination
- Partner event attendance
NEW Web Update Highlights

- CDC.gov homepage feature
- Sepsis homepage redesign
- Update to entire website with updated messaging
- Patient Information webpage with UPDATED consumer brochure
- HCP Information webpage with updated messaging and NEW LTC Nurses and CNA fact sheets
- Share webpage with updated and new digital assets
Materials

Healthcare professional and consumer materials include:

- NEW LTC Nurses fact sheet
- NEW LTC CNAs fact sheet
- UPDATED Consumer brochure
Anyone can get an infection, and almost any infection, including COVID-19, can lead to 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.
- **43 people** who die in a hospital had sepsis during that hospitalization.
- Sepsis, or the infection causing sepsis, starts before a patient goes to the hospital in nearly **87%** of cases.

**WHAT ARE THE SIGNS AND SYMPTOMS OF SEPSIS?**

A person with sepsis might have one or more of the following signs or 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

A medical assessment by a healthcare professional is needed to confirm sepsis.

**WHO IS AT RISK FOR SEPSIS?**

Anyone can develop sepsis, but some people are at higher risk for sepsis:

- **65+**
- People with weakened immune systems
- People with chronic medical conditions, such as diabetes, lung disease, cancer, and kidney disease
- People with recent severe illness or hospitalization, including due to severe COVID-19
- People who survived sepsis
- Children younger than one
FREE Materials For Order

Patients (English)
- UPDATED Brochure
- Conversation Starter
- Posters

Patients (Spanish)
- Fact sheet
- Infographic

HCPs (English)
- NEW Fact Sheets
- Infographic
- Pocket Guide
- Posters

You Can Order Two Ways

CLICK
www.cdc.gov/pubs
Select “Sepsis” from the Programs drop-down menu and click “Search”

OR

CALL
1-800-CDC-INFO

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.
Social Media

- English and Spanish content
- Promotion of updated and new materials to order and download
- How to download and order materials
- Tips to protect against sepsis
- Signs and symptoms of sepsis messaging
- How to ACT FAST and get medical care IMMEDIATELY
- Information on sepsis and COVID-19
- Sepsis in long-term care settings blog post
- Collaborative posts and cross-promotion with complementary CDC programs, including Antibiotic Resistance, Project Firstline, and Division of Reproductive Health
- Partner recognition

Sepsis graphics

Blog post

Instagram story
Partner Toolkit

- Download or order and distribute the educational materials, which include fact sheets, brochures, and infographics for consumers and healthcare professionals, as well as Spanish-speaking audiences. These materials are available for printing and for posting on your websites.
- Watch and share “The Domino Effect” TV public service announcement and “Four Ways to Get Ahead of Sepsis” video.
- Customize our social media messages to spark conversation on Facebook, Twitter, LinkedIn, and Instagram.
- Remember to use the hashtag #GetAheadofSepsis in all social media messages.
- Share the Get Ahead of Sepsis social media graphics.
- Customize the news release and push it out to media to demonstrate your organization’s support of Get Ahead of Sepsis.
- Use the “drop-in” articles in your e-blasts, newsletters, and other publications.
Upcoming CDC SAM Event Participation

September 28-29: Sepsis Alliance Summit (virtual)
Protecting Patients From Sepsis Is Our Goal And
Our Responsibility
Questions?
Sepsis Awareness Month: Round Robin Updates

All Partners
Thank You!