



Sepsis Awareness Month

Partner Call

August 19, 2022

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.



CDC Sepsis Activities

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Medical Advisor, NHSN

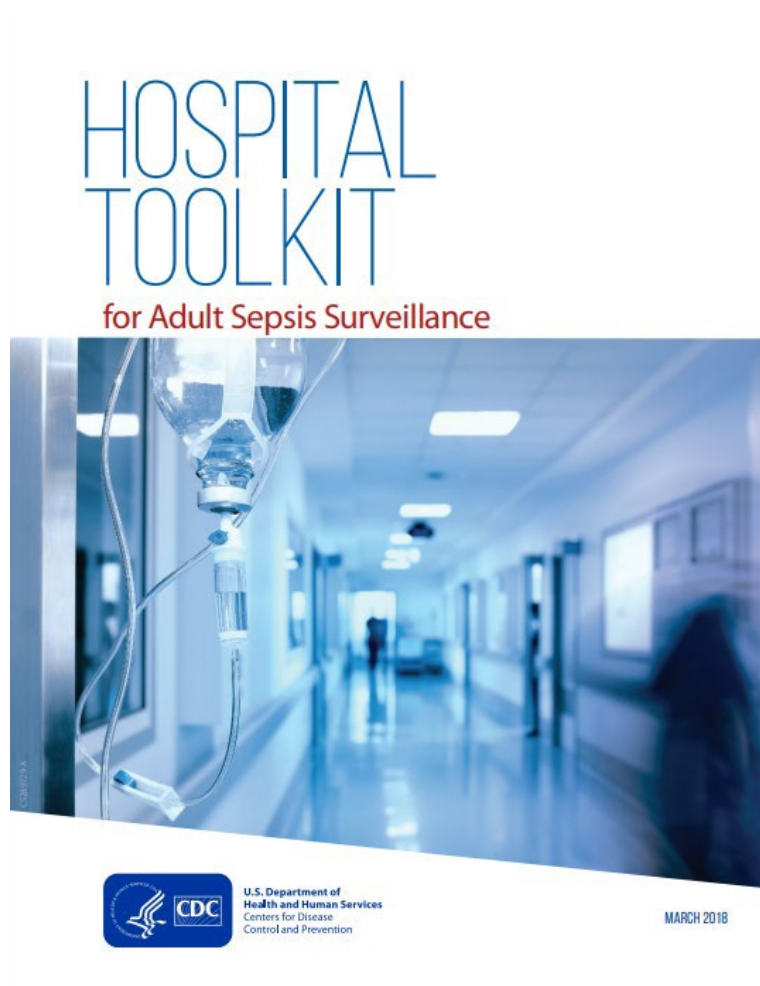
Surveillance Branch

Division of Healthcare Quality Promotion

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

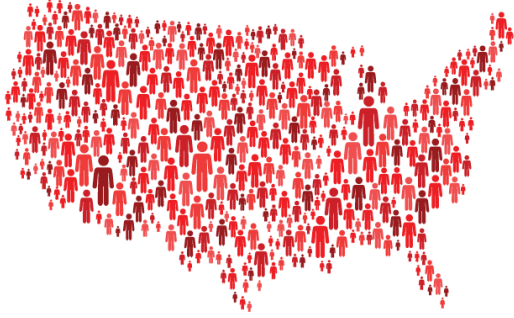
Prevention Epicenters Improve Sepsis Care And Outcomes



- 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

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.


Moving Forward: Improving Electronic Sepsis Surveillance



**EACH YEAR, ABOUT
1.7 MILLION ADULTS IN
AMERICA DEVELOP SEPSIS.
AT LEAST 350,000
DIE DURING THEIR
HOSPITALIZATION OR ARE
DISCHARGED TO HOSPICE.**

**GET AHEAD
OF SEPSIS**
KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

Learn more at cdc.gov/sepsis



CS332784-E

- 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
















KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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




Pregnant now or within the last year?

Get medical care right away if you experience any of the following symptoms:

 Headache that won't go away or gets worse over time	 Dizziness or fainting	 Changes in your vision	 Fever of 100.4°F or higher
 Extreme swelling of your hands or face	 Thoughts of harming yourself or your baby	 Trouble breathing	 Chest pain or fast beating heart
 Severe nausea and throwing up	 Severe belly pain that doesn't go away	 Baby's movement stopping or slowing during pregnancy	 Severe swelling, redness or pain of your leg or arm
 Vaginal bleeding or fluid leaking during pregnancy	 Heavy vaginal bleeding or discharge after pregnancy	 Overwhelming tiredness	

These could be signs of very serious complications. If you can't reach a healthcare provider, go to the emergency room. Be sure to tell them you are pregnant or were pregnant within the last year.

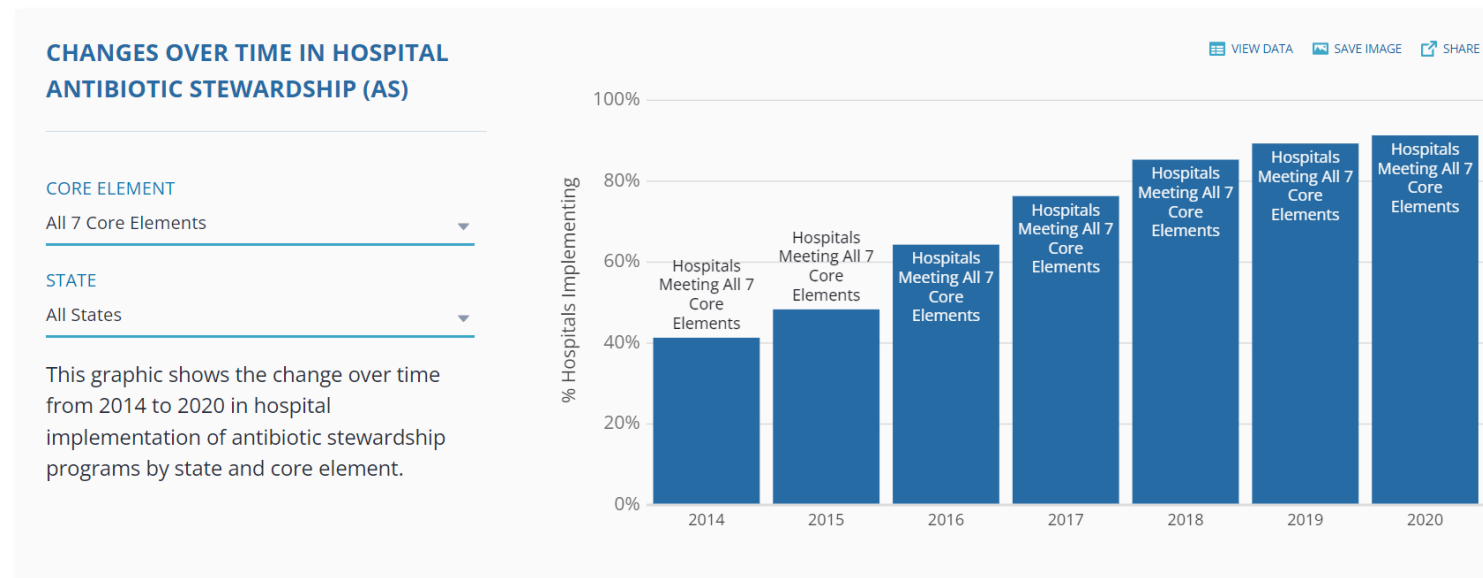
Learn more at www.cdc.gov/HearHer

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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

Nicole Gladden

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

GET AHEAD OF SEPSIS

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

GET AHEAD OF SEPSIS
FOR PATIENTS AND FAMILIES

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

PROTECT YOURSELF AND YOUR FAMILY FROM SEPSIS.

WHAT IS SEPSIS?
Sepsis is the body's extreme response to an infection. It is life-threatening medical emergency. Sepsis happens when an infection you already have spreads to other parts of your body. Infections that lead to sepsis most often start in the lung, under your skin, or spread to other spots. Without early treatment, sepsis can rapidly lead to tissue damage, organ failure, and death.

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.

WHAT CAUSES SEPSIS?
Infections can put you or your loved one at risk for sepsis. When germs get into a person's body, they can cause an infection. If you don't stop the 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.

WHO IS AT RISK?
Some people are at higher risk for sepsis:

- At least 1.7 million adults in America develop sepsis.
- Nearly 270,000 Americans die as a result of sepsis.
- 1 in 3 patients who dies in a hospital has sepsis.
- Sepsis, or the infection causing sepsis, starts outside of the hospital in nearly 87% of cases.

65+ Adults 65 or older
People with medical conditions, such as diabetes, lung disease, cancer, and kidney disease
People with wounds, burns, or skin infections
People with chronic conditions
Sepsis survivors
Children younger than one

GET AHEAD OF SEPSIS
KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

PROTECT YOUR PATIENTS FROM SEPSIS.

Infections put your patients at risk for sepsis. Your fast recognition and treatment can increase your patients' chances of survival.

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 Anyone can get an infection, and almost any infection, including COVID-19, can lead to sepsis. In a typical year:

- At least 1.7 million adults in America develop sepsis.
- Nearly 270,000 Americans die as a result of sepsis.
- 1 in 3 patients who dies in a hospital has sepsis.
- Sepsis, or the infection causing sepsis, starts outside of the hospital in nearly 87% of cases.

WHAT CAUSES 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. The most frequent identifiable pathogens that cause infections that can develop into sepsis include *Staphylococcus aureus* (staph), *Escherichia coli* (E. coli), and other types of bacteria. Sepsis, COVID-19, the virus that causes COVID-19, can have a similar presentation and a similar clinical course to some forms of sepsis. Many patients who require hospitalization for COVID-19 meet the definition of sepsis, such as those who require mechanical ventilation.

Infections that lead to sepsis most often start in the:

- Lung
- Urinary tract
- Skin
- Gastrointestinal tract

WHO IS AT RISK?
Some people are at higher risk for sepsis:

- 65+ Adults 65 or older
- People with medical conditions, such as diabetes, lung disease, cancer, and kidney disease
- People with wounds, burns, or skin infections
- People with chronic conditions, such as diabetes, lung disease, cancer, and kidney disease
- People with wounds, burns, or skin infections
- Sepsis survivors
- Children younger than one

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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.

This graphic features the word 'SEPSIS' in a large, bold, white font on a red background. Below it, a white text box contains the message: 'or the infection causing sepsis, starts before a patient goes to the hospital in nearly 87% of cases.'

HCP advertising

4 TYPES OF INFECTIONS THAT ARE OFTEN LINKED WITH SEPSIS

Lung

Urinary Tract

Skin

GI Tract

GET AHEAD OF SEPSIS Learn more at cdc.gov/sepsis CDC

This graphic is titled '4 TYPES OF INFECTIONS THAT ARE OFTEN LINKED WITH SEPSIS'. It features four red boxes, each containing an icon and a label: 'Lung' (lungs), 'Urinary Tract' (kidneys and bladder), 'Skin' (arm), and 'GI Tract' (stomach and intestines). At the bottom, it includes the 'GET AHEAD OF SEPSIS' logo, the text 'Learn more at cdc.gov/sepsis', and the CDC logo.

Consumer advertising - Spanish

GÁNELE
A LA SEPTICEMIA

Si usted o un ser querido tiene

Si usted o un ser querido tiene

This graphic is titled 'GÁNELE A LA SEPTICEMIA' and 'Si usted o un ser querido tiene'. It features an illustration of an elderly woman on the phone and an elderly man sitting on a couch. A speech bubble with a plus sign and a clock icon is shown. The CDC logo is in the top right corner.

HCP emails

GET AHEAD OF SEPSIS

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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

Each year, at least	Nearly		
1.7 MILLION	270,000	1	IN 3 PATIENTS
adults in America develop sepsis.	Americans die as a result of sepsis each year.	who dies in a hospital has sepsis.	

This email graphic features the 'GET AHEAD OF SEPSIS' logo and the slogan 'KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.' Below this, it says 'PROTECT YOUR PATIENTS FROM SEPSIS' and 'You play a critical role. Protect your patients by ACTING FAST.' A paragraph explains that sepsis is a life-threatening medical emergency. At the bottom, 'SEPSIS STATS' are presented in a table format.

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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-INFO on-hold recording (in English and Spanish)
- CDC Safe Healthcare blog post on sepsis in LTC settings
- Partner coordination
- Partner event attendance

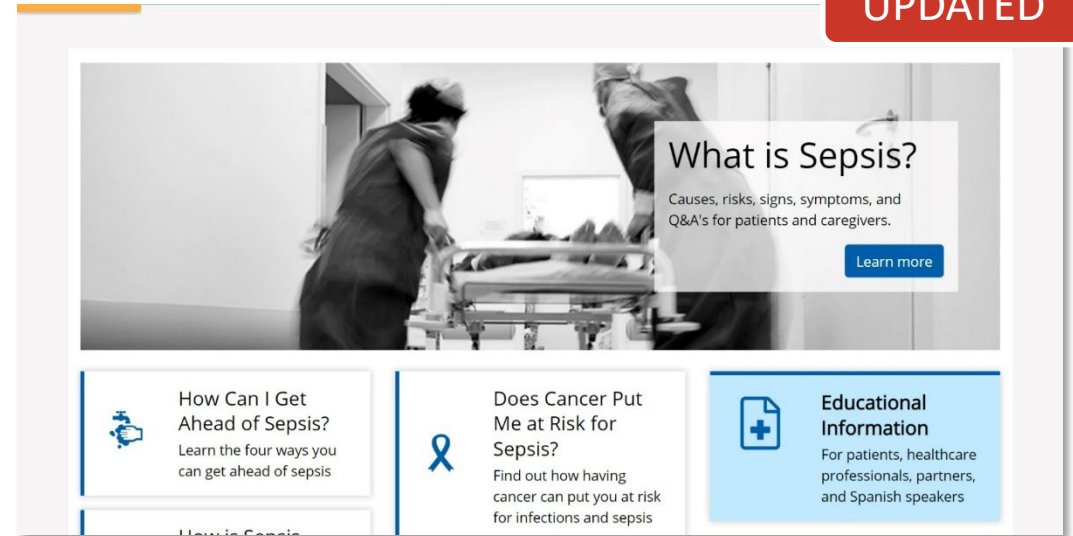
KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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

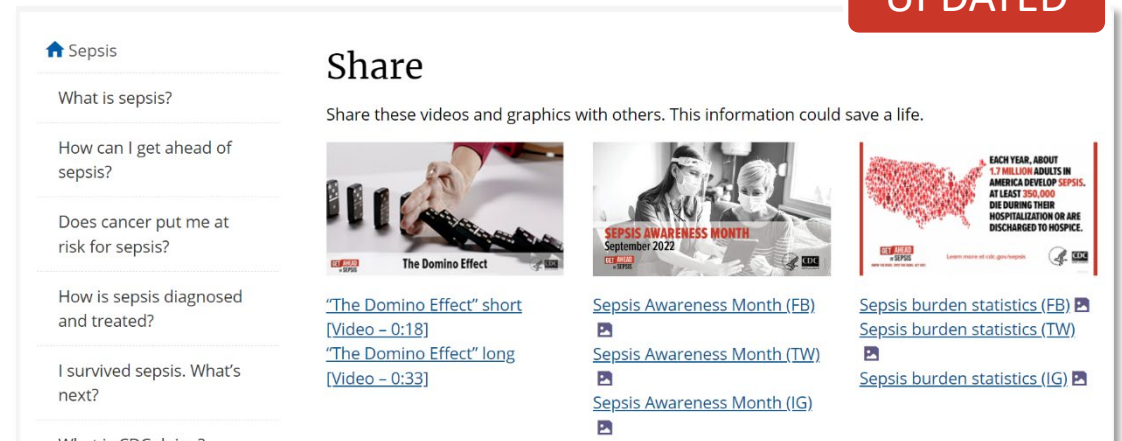
Sepsis homepage

UPDATED



Share webpage

UPDATED



KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

Materials

Healthcare professional and consumer materials include:

- NEW LTC Nurses fact sheet
- NEW LTC CNAs fact sheet
- UPDATED Consumer brochure



Long-Term Care Nurses and CNAs Fact Sheets



Consumer Brochure

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

Material Updates

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.
- 1 in 3 people who dies 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+

Adults 65 or older



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

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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

GET AHEAD
OF SEPSIS

You Can Order
Two Ways



CLICK

www.cdc.gov/pubs

Select "Sepsis" from the
Programs drop-down menu
and click "Search"

OR



CALL

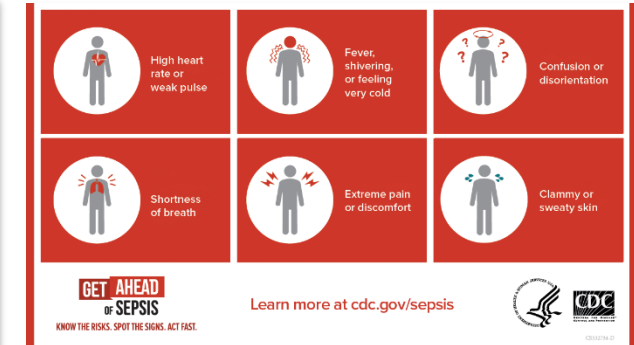
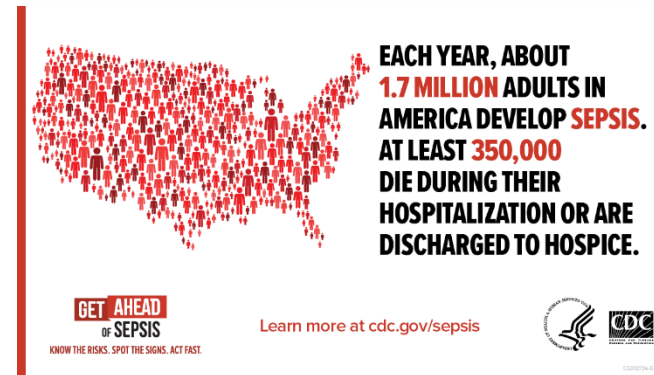
1-800-CDC-INFO

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

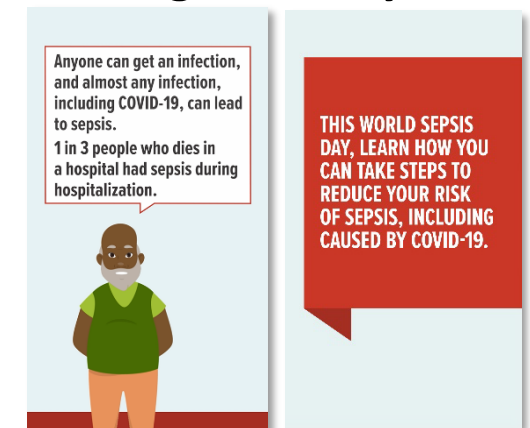
Social Media

- 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



Instagram story



Blog post



KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

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.

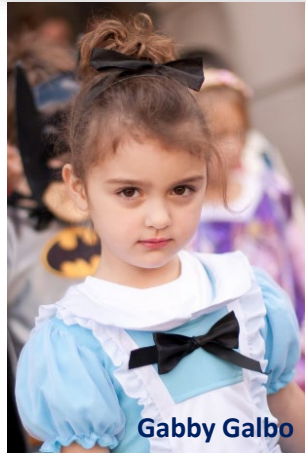
Upcoming CDC SAM Event Participation



September 28-29: Sepsis Alliance Summit (virtual)

Protecting Patients From Sepsis Is Our Goal And Our Responsibility

GET AHEAD
OF SEPSIS



KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

Questions?

Sepsis Awareness Month: Round Robin Updates

All Partners

GET AHEAD
OF SEPSIS

Thank You!

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

