Sepsis Awareness Month

Partner Call
August 10, 2023
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

- CMS new sepsis outcome measure
- Maternal sepsis electronic surveillance definition
- Updated national adult sepsis burden estimate
The Hospital Sepsis Program Core Elements is modeled after CDC’s successful Antibiotic Stewardship work.
Purpose of Hospital Sepsis Program Core Elements

• 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
Development Team

U. of Michigan
- Hallie Prescott, MD, MSc
- Elizabeth McLaughlin, RN
- Pat Posa, RN
- Jennifer Horowitz, MA

CDC
- Raymund Dantes, MD, MPH
- Arjun Srinivasan, MD
- Shelley Magill, MD, PhD
- Wyatt Wilson, MD, MSPH
- Nicole Gladden

Dr. Hallie Prescott

Dr. Raymund Dantes
Partners Who Previewed Hospital Sepsis Program Core Elements

• Government
• Hospital Associations
• Patient Representative
• Professional Societies for Clinical Providers
• Quality Improvement Organizations
NHSN Annual Survey

• Four initial questions were included in the NHSN survey earlier this year
• Additional questions will be added to the next survey (January 2024) to reflect the complete Core Elements

https://www.cdc.gov/nhsn/forms/57.103_pshospsurv_blank.pdf
Sepsis Core Elements Materials

NEW

Hospital Sepsis Program
Core Elements: 2023

NEW

Hospital Sepsis Program
Core Elements: 2023
SEPSIS PROGRAM ASSESSMENT TOOL

NEW

Hospital Sepsis Program Core Elements

- Hospital Leadership Commitment
- Accountability
- Multi-Professional Expertise
- Tracking
- Reporting
- Education

DRAFT

Sepsis Core Elements

Assessment Tool

Overview Graphic

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.
Hospital Sepsis Program Core Elements
Timeline for the Hospital Sepsis Program Core Elements

Initial NHSN survey of sepsis practices

Core Elements Release
Multi-faceted promotion campaign in coordination with partner organizations

Revised NHSN Annual Survey data collection

Jan-Feb 2023
Finalizing Core Elements
Finalize next year NHSN survey questions
Preparations for September release

Mar-Aug 2023

September 2023

Oct-Dec 2023
Ongoing support for implementation of Core Elements

Jan-Feb 2024

Figure: Initial Timeline for CDC Core Elements for Hospital Sepsis Programs.

Know the risks. Spot the signs. Act fast.
Get Ahead of Sepsis Campaign Updates

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**
  - 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 & Families)
- Parents of Children 12 & Younger (English & Spanish)
- Adults who Care for a Family Member 65+ (English & Spanish)
- Men 65+ w/ 1+ Chronic Conditions
- Healthy Adults 65+
- Cancer Patients & Caregivers
- Patients who Survived Severe COVID-19 or Sepsis & Caregivers

### Healthcare Professionals
- NPs & PAs who Work at Urgent Care Clinics
- ED Triage Nurses
- PCPs
- General Medical Ward Staff
- LTC Nurses, Med Techs, & Sitters
- EMS Personnel
Get Ahead of Sepsis Has Demonstrated Impact & Broad Reach  
(August 31, 2017 – June 30, 2023)

• **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
• **20+ million** organic social media reach
• **6+ million** visits to CDC’s sepsis website
• **615,000+ Get Ahead of Sepsis** materials downloaded
• **172,000+** print materials ordered
2023-2024 Focus

2023
• Conduct evaluation including pre- and post-tests between a targeted intervention with large-scale paid media buy and partner promotion over a 3-month period
• Sepsis Awareness Month (SAM) 2023 paid media buy with revised/new creative

2024
• Continue paid ads, revised/refreshed materials, and explore new/innovative tactics
Sepsis Awareness Month 2023
How You Can Support CDC’s SAM Promotion

• Tune into Hospital Sepsis Program Core Elements Launch – August 24 (Tentative)
• Download, Order, & Share GAOS Materials
• Register for & Attend Training Webinar Series
• Augment Web Updates, Blog Posts, & Email Newsletter Content & Share On Your Channels
• Follow & Share Media & Social Media Messages
• Share Partner Toolkit
• Register for & Attend Partner Events
Tune into Hospital Sepsis Program Core Elements Launch – August 24 (Tentative)

• Hospital Sepsis Program Core Elements materials release
• Two manuscripts under journal review
• Live Media Briefing, 1pm ET (Tentative)
Download, Order, & Share GAOS Materials

Download: cdc.gov/sepsis/education

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

-OR-

Call 1-800-CDC-INFO
Register for & Attend Training Webinar Series

Training Webinar Series
• Dates & Topics (Tentative):
  • Week of 10/2: Introduction to the Sepsis Core Elements & Leadership Commitment
  • Week of 10/16: Accountability & Multi-Professional Expertise
  • Week of 10/30: Action
  • Week of 11/13: Tracking & Reporting
  • Week of 11/27 or 12/4: Education
• Free CE (Pending)
• https://edhub.ama-assn.org/cdc-project-firstline/by-topic
Augment Web Updates, Blog Posts, & Email Newsletter Content & Share On Your Channels

• New Webpage - Launching August 24 (Tentative)
  • https://www.cdc.gov/sepsis/core-elements.html
• CDC.gov homepage features
• Sepsis Email Newsletters
  • Sign up: https://tools.cdc.gov/campaignproxyservice/subscriptions.aspx?topic_id=USCDC_1181
• Safe Healthcare Blog
  • Sign up: https://blogs.cdc.gov/safehealthcare/
Follow & Share Media & Social Media Messages

National Paid Media

NEW

DRAFT

Free Media

Medscape

DRAFT

Social Media

NEW

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Lungs, Skin, GI Tract

Know the risks. Spot the signs. Act fast.
Share Partner Toolkit

https://www.cdc.gov/sepsis/education/partner-resources.html

• Materials – Digital & hardcopy
• PSAs & videos
• Social media messages with #GetAheadofSepsis hashtag
• News release
• “Drop-in” articles
Register for & Attend Partner Events

• 9/13: END SEPSIS 7th Annual National Forum on Sepsis (Washington, D.C. & Virtual)
  • Denise Cardo, MD & Hallie Prescott, MD, MSc Presentations
  • Register: https://www.endsepsisforum.org/rsvp
• 9/27-9/28: Sepsis Alliance Summit (Virtual)
  • Raymund Dantes, MD, MPH Presentation
  • Register: https://learn.sepsis.org/SepsisAllianceSummit2023
Questions?
Sepsis Awareness Month: Round Robin Updates

All Partners
Thank You!
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.