



Sepsis Awareness Month

Partner Call

August 10, 2023

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.



CDC Sepsis Activities

Raymund Dantes, MD MPH

Medical Advisor, NHSN

Surveillance Branch

Division of Healthcare Quality Promotion

CDC Programs Prevent & Reduce the Impact of Sepsis

Data for Action

Innovation

Education

Collaboration

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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

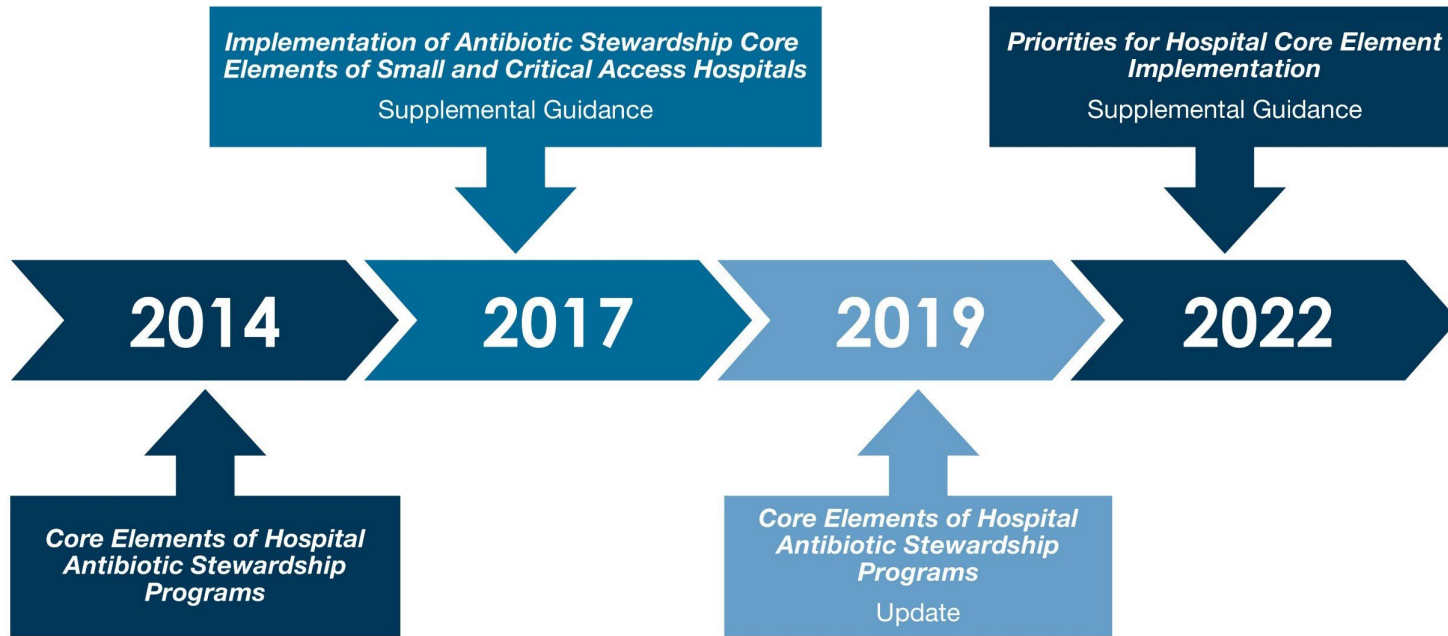


Figure. Timeline of Core Elements of Hospital Antibiotic Stewardship Programs

The Core Elements of Hospital Antibiotic Stewardship Programs: 2019

Core Elements of Hospital Antibiotic Stewardship Programs

- Hospital Leadership Commitment**
Dedicate necessary human, financial, and information technology resources.
- Accountability**
Appoint a leader or co-leaders, such as a physician and pharmacist, responsible for program management and outcomes.
- Pharmacy Expertise (previously "Drug Expertise"):**
Appoint a pharmacist, ideally as the co-leader of the stewardship program, to help lead implementation efforts to improve antibiotic use.
- Action**
Implement interventions, such as prospective audit and feedback or preauthorization, to improve antibiotic use.
- Tracking**
Monitor antibiotic prescribing, impact of interventions, and other important outcomes, like *C. difficile* infections and resistance patterns.
- Reporting**
Regularly report information on antibiotic use and resistance to prescribers, pharmacists, nurses, and hospital leadership.
- Education**
Educate prescribers, pharmacists, nurses, and patients about adverse reactions from antibiotics, antibiotic resistance, and optimal prescribing.

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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



Dr. Hallie Prescott



Dr. Raymund Dantes

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

Partners Who Previewed Hospital Sepsis Program Core Elements

- Government
- Hospital Associations
- Patient Representative
- Professional Societies for Clinical Providers
- Quality Improvement Organizations

NHSN Annual Survey

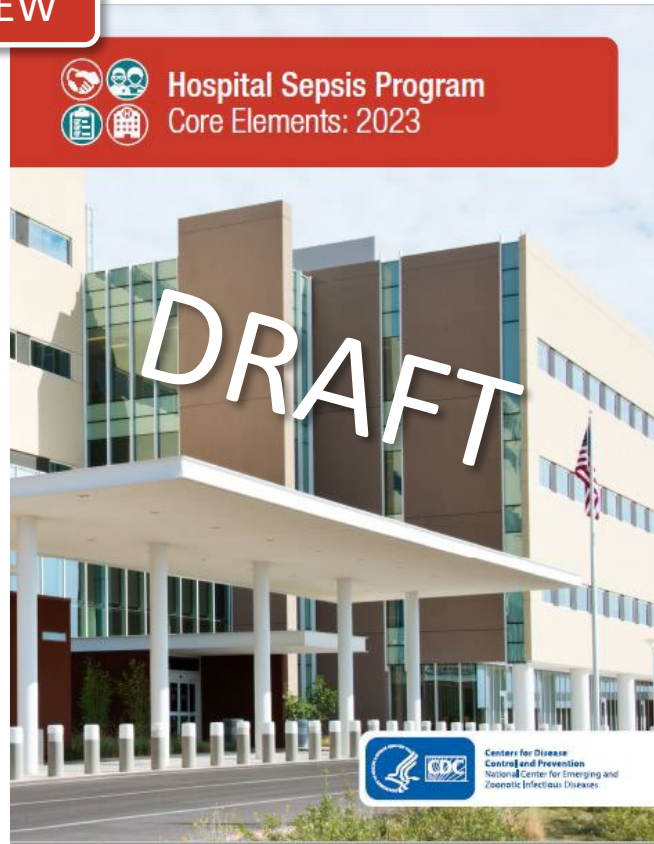
- Four initial questions were included in the NHSN survey earlier this year
- Additional questions will be added to the next survey (January 2024) to reflect the complete Core Elements



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

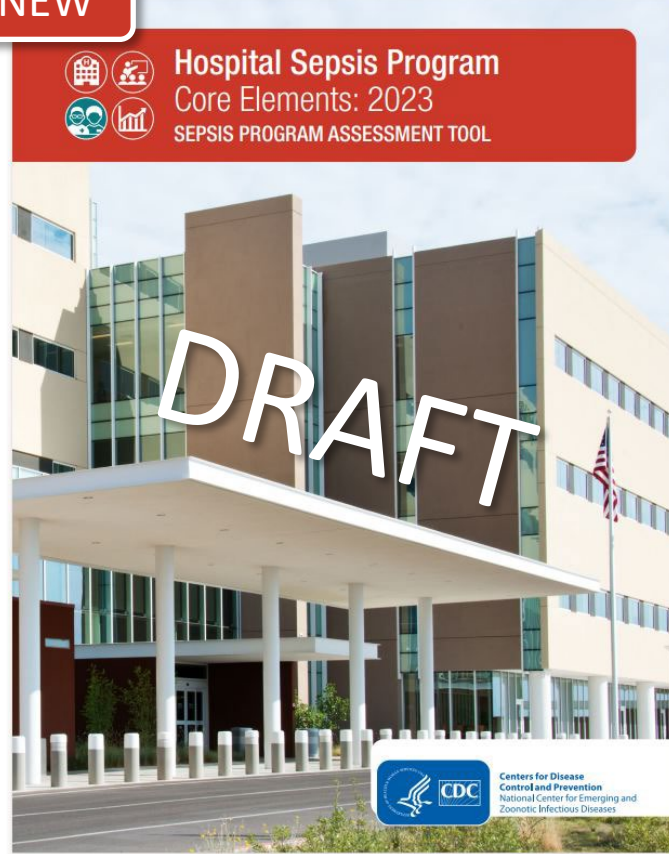
Sepsis Core Elements Materials

NEW



Sepsis Core Elements

NEW



Assessment Tool

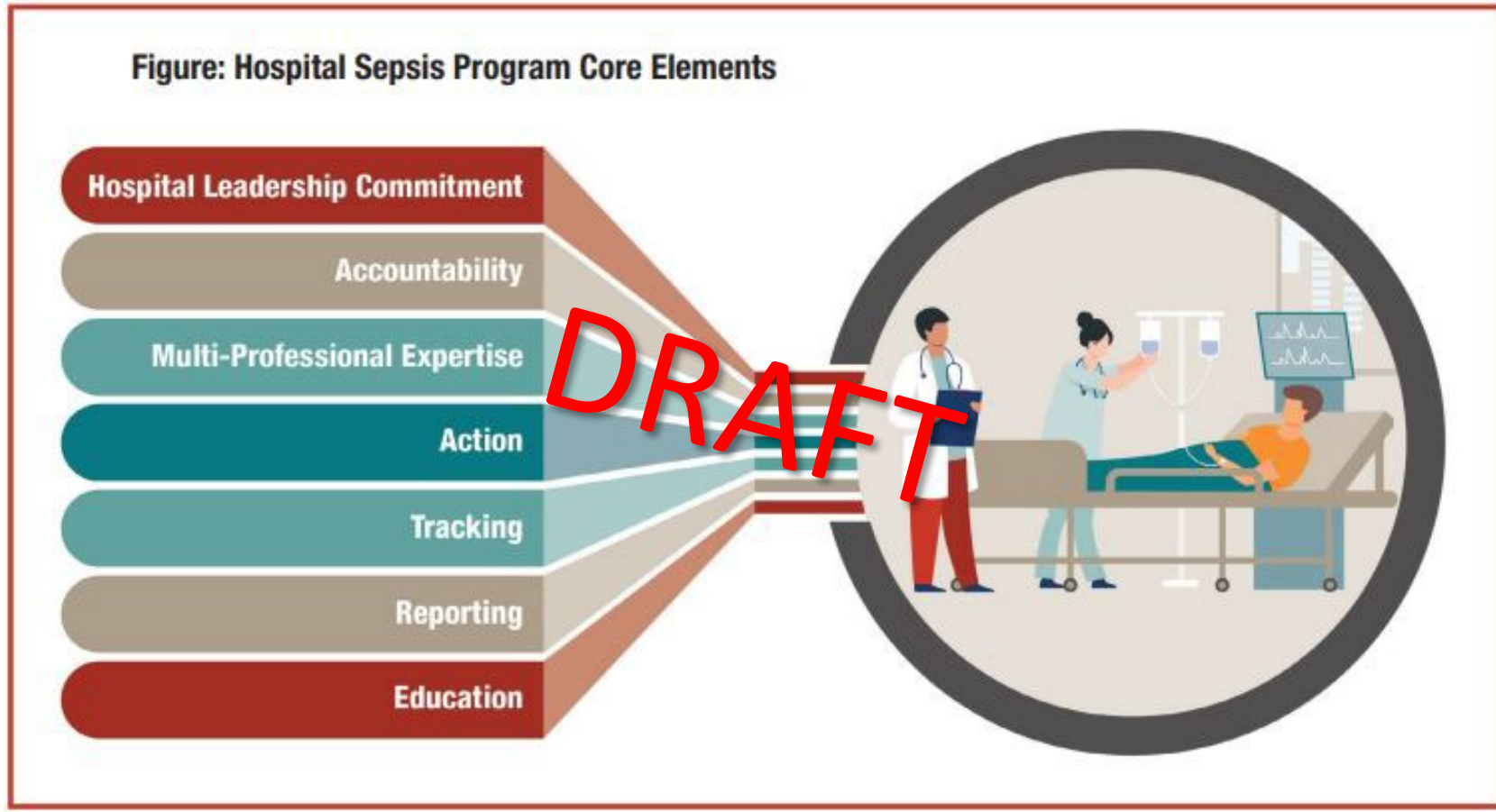
NEW



Overview Graphic

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Hospital Sepsis Program Core Elements



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Timeline for the Hospital Sepsis Program Core Elements



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

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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

GET AHEAD
OF SEPSIS



Rory Staunton



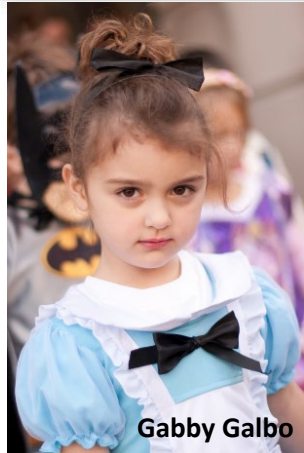
Sue Stull



Erin Flatley



Dana Mirman



Gabby Galbo



Nile Moss



Alicia Cole



Katie McQuestion

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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



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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

SEPSIS IS A MEDICAL EMERGENCY

Doctors 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 | CDC

Digital Advertising 2023

1 DE CADA 3 PERSONAS QUE MUERE EN UN HOSPITAL TIENE SEPTICEMIA DURANTE ESA HOSPITALIZACIÓN.

Aprenda más en cdc.gov/sepsis

GÁNELE A LA SEPTICEMIA | CDC

Anyone can get an infection, and almost any infection, including COVID-19, can lead to sepsis.
1 in 3 people who dies in a hospital had sepsis during hospitalization.

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

LEARN HOW YOU CAN TAKE STEPS TO REDUCE YOUR RISK OF SEPSIS, INCLUDING CAUSED BY COVID-19.

Learn more at cdc.gov/sepsis

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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

GET AHEAD
OF SEPSIS

- 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

GET AHEAD
OF SEPSIS

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

GET AHEAD OF SEPSIS
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FOR PATIENTS AND FAMILIES

PROTECT YOURSELF AND YOUR FAMILY 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, urine tract, skin, or genital tract. Without timely 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?
Bacteria can get into your blood and cause 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:

- 65+ Adults 65 or older
- People with weakened immune systems
- People with chronic health conditions such as diabetes, kidney disease, and dementia
- People with wounds, burns, or surgery
- Sepsis Survivors
- It doesn't matter how you get it

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 die in a hospital has sepsis.
- Sepsis, or the infection causing sepsis, starts outside of the hospital in nearly 87% of cases.

Consumer Materials

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 die 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 frequently identified pathogens that cause infections that can develop into sepsis include Staphylococcus aureus (staph), Streptococcus pneumoniae (strep), and some types of E. coli. COVID-19, the virus that causes COVID-19, has a similar presentation and a similar level of concern to other causes 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?
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- It doesn't matter how you get it

HCP Materials

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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>

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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=USCDC1181
- Safe Healthcare Blog
 - Sign up: <https://blogs.cdc.gov/safehealthcare/>

Follow & Share Media & Social Media Messages

National Paid Media

NEW



Free Media

Medscape

doximity

Social Media

NEW



NEW



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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

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Thank You!

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GET AHEAD OF SEPSIS

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 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 Centers for Disease Control and Prevention.

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