



# Sepsis Awareness Month

## Partner Call

August 16, 2024

# CDC Sepsis Activities

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**Surveillance Branch**

**Division of Healthcare Quality Promotion**

# 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

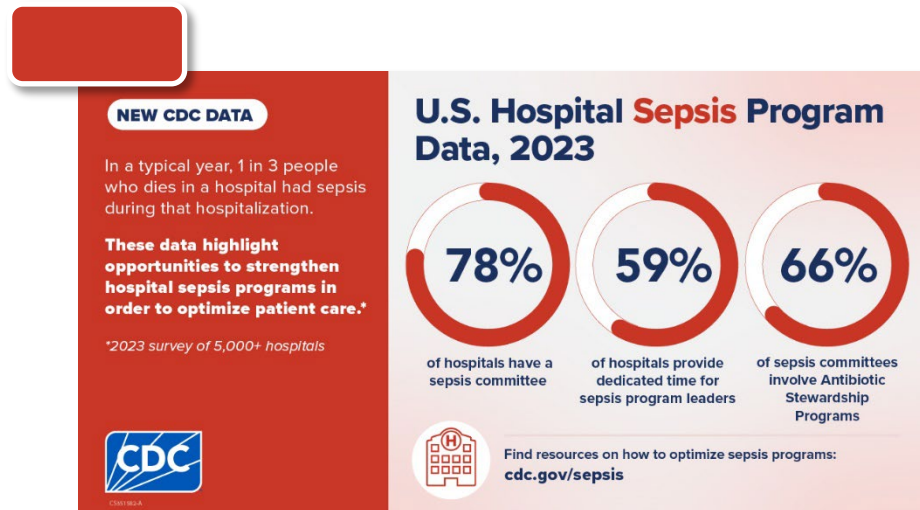


[https://www.cdc.gov/nhsn/forms/57.103\\_pshospurv\\_blank.pdf](https://www.cdc.gov/nhsn/forms/57.103_pshospurv_blank.pdf)

# Sepsis Core Elements Materials



## 2023 NHSN Annual Survey Findings

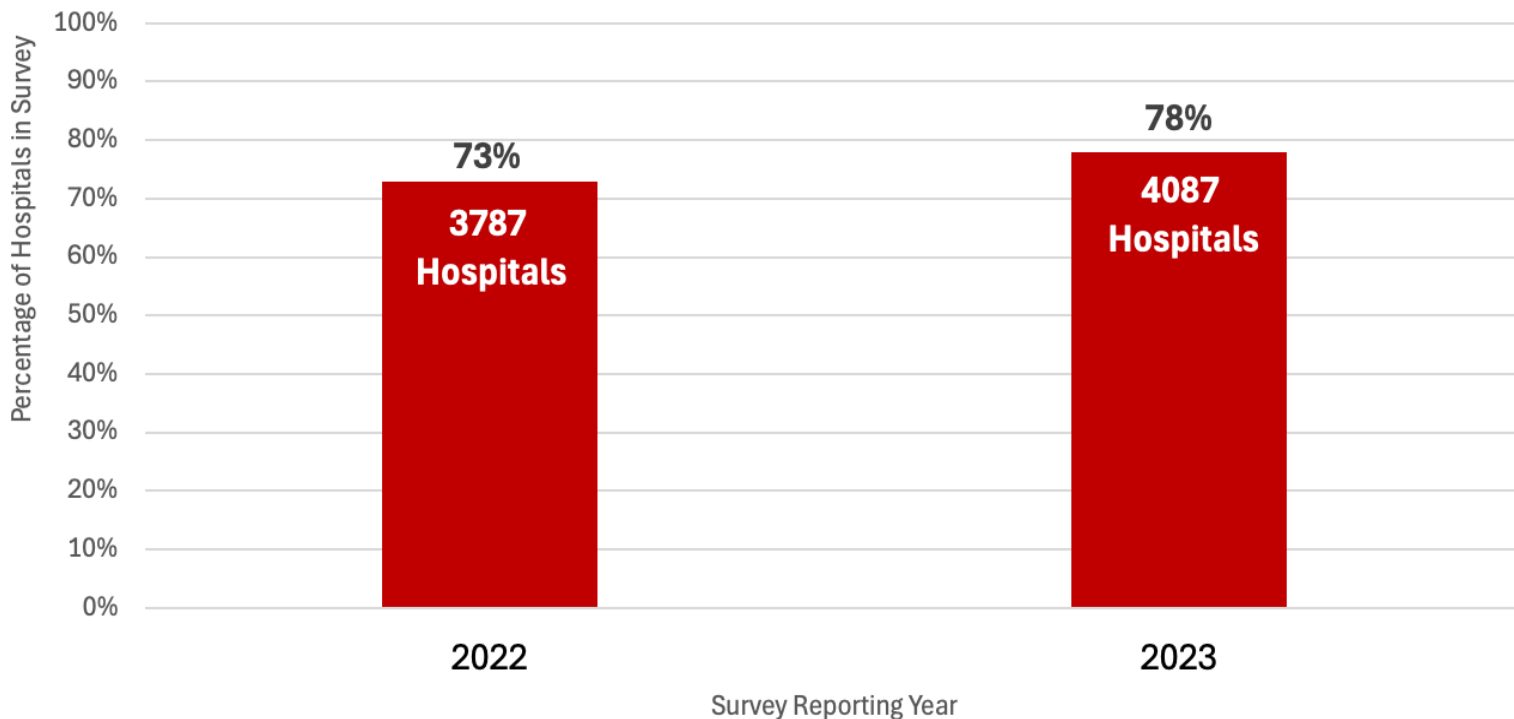


## Core Elements uptake overview image



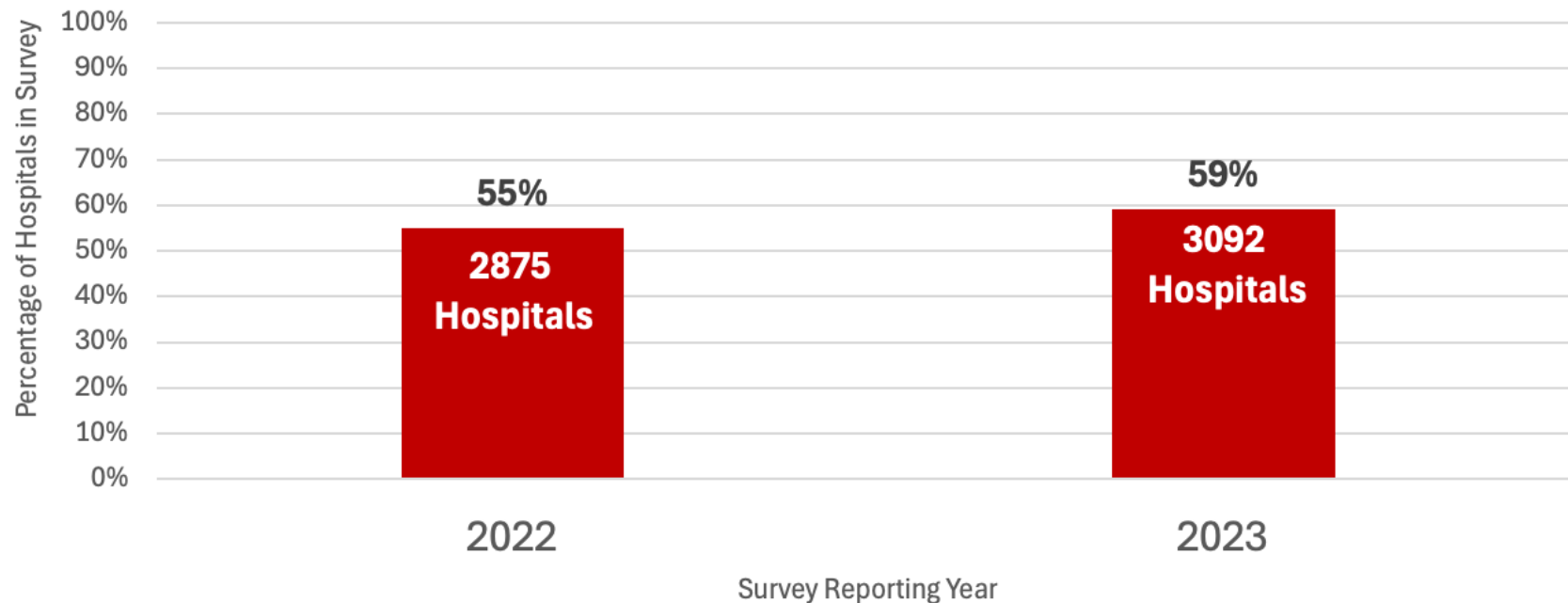
# Early Gains

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



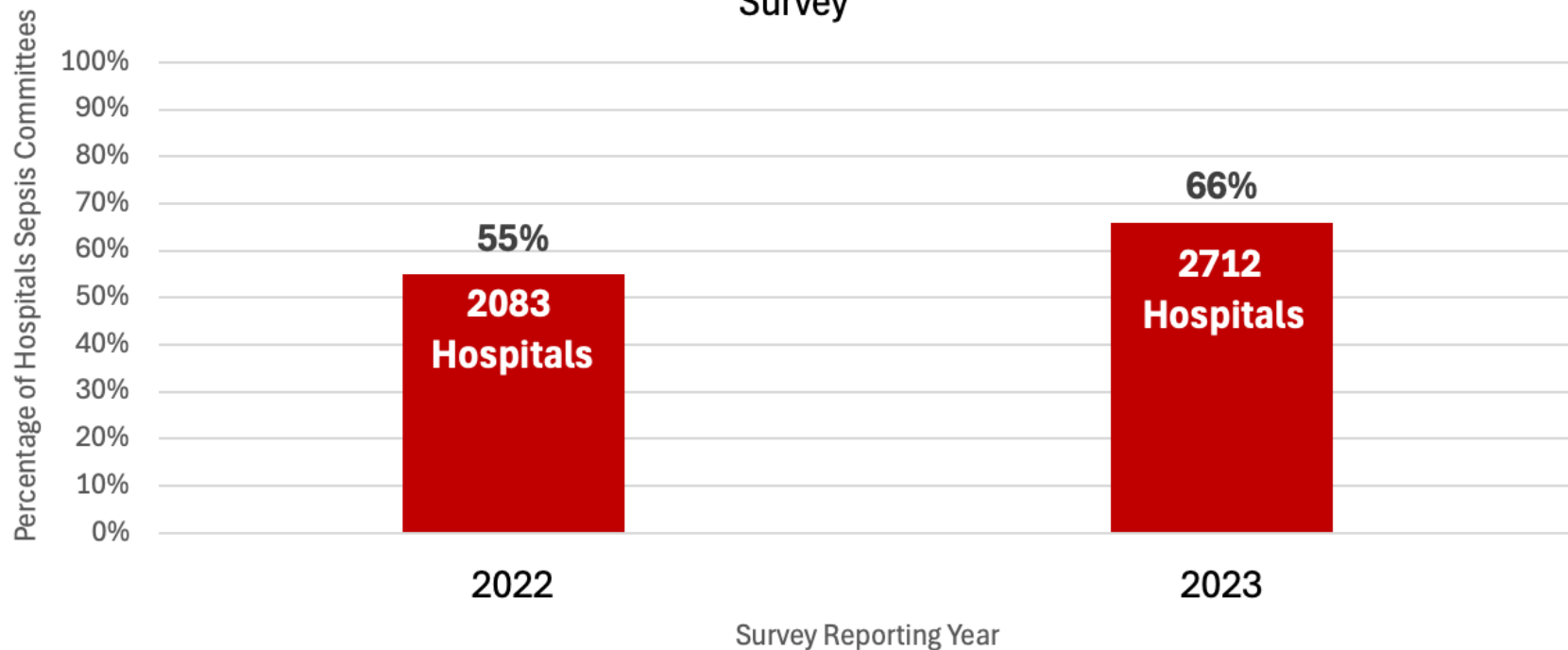
# Early Gains

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



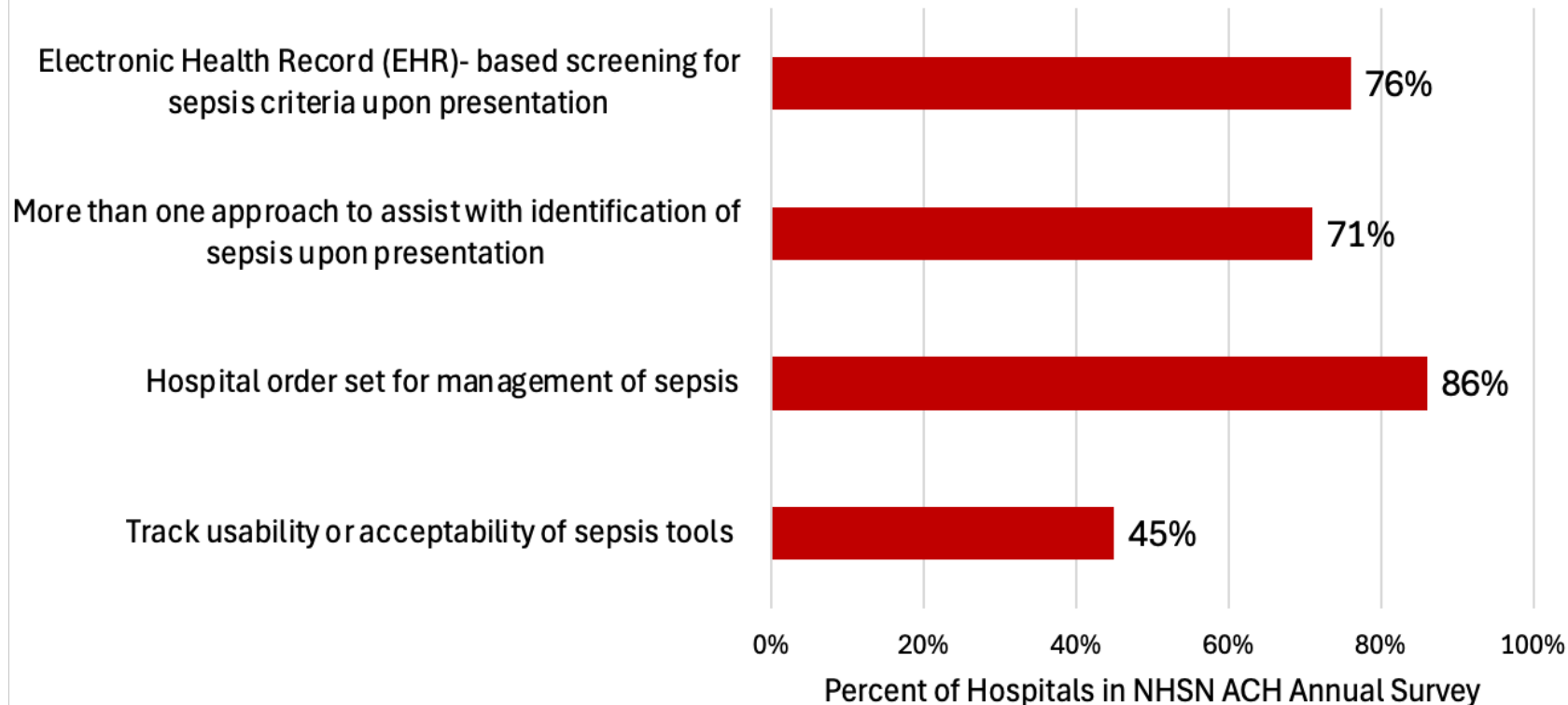
# Early Gains

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



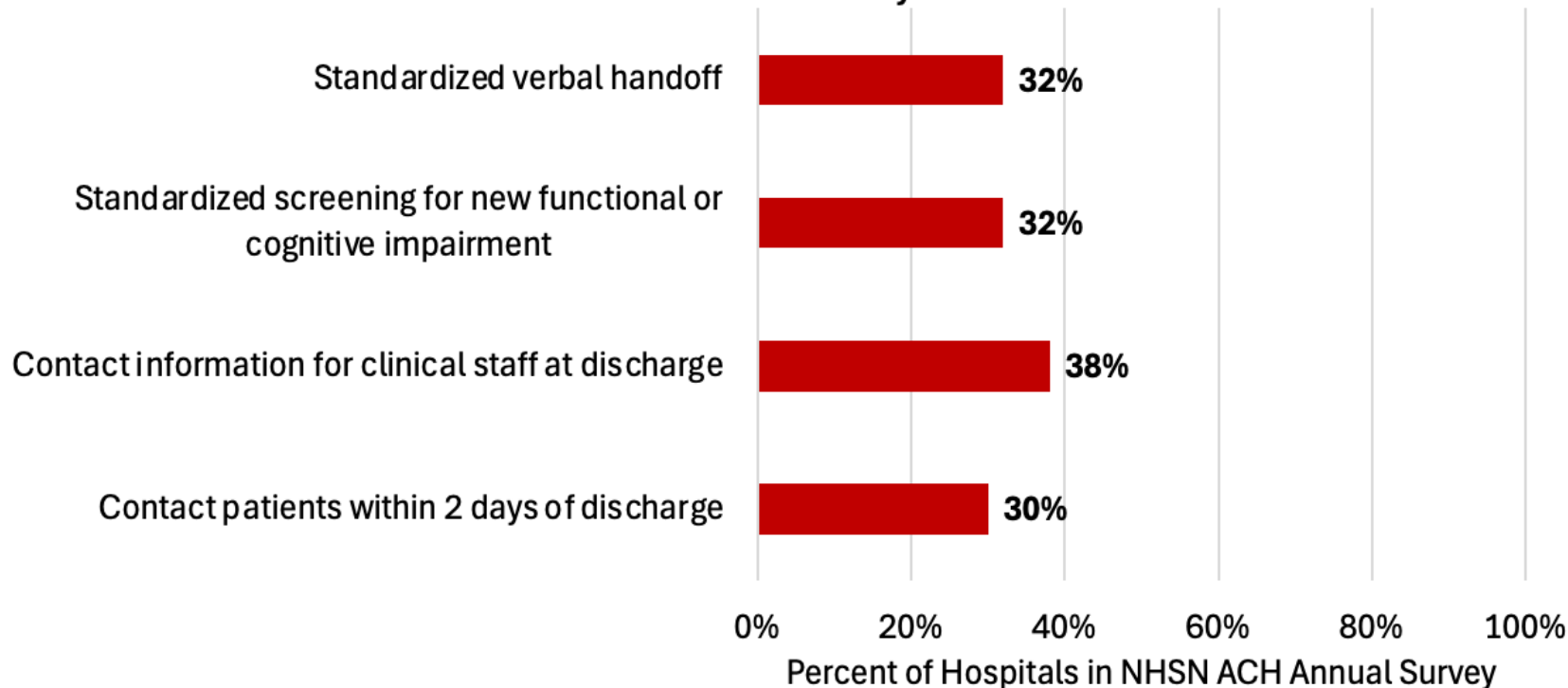
# Opportunities for Improvement

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



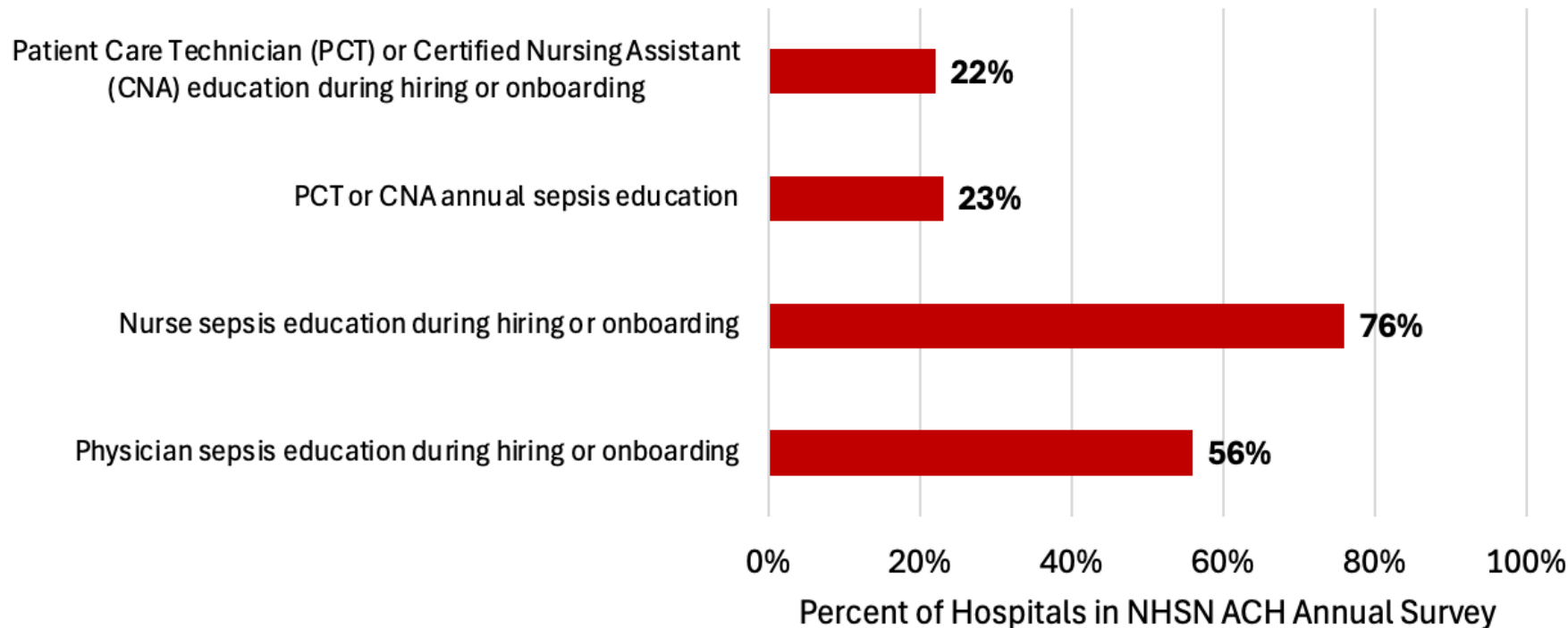
# Opportunities for Improvement

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



# Opportunities for Improvement

## Hospital Sepsis Program Staff Education - 2023 NHSN ACH Annual Survey



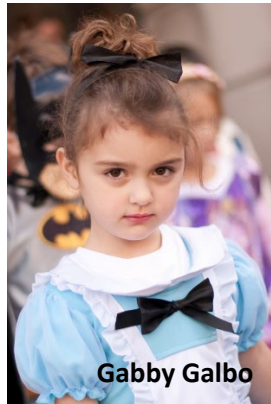
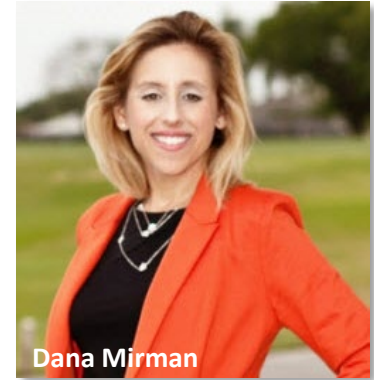
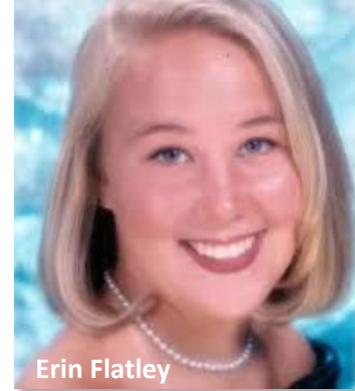
# *Get Ahead of Sepsis* Campaign Update

Nicole Gladden

Health Communication Specialist

Division of Healthcare Quality Promotion

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





# 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
<b>New:</b> Youth organizations and schools	<b>New:</b> Outpatient dialysis center healthcare professionals
<b>New:</b> People with recent severe illness, surgery, or hospitalization	<b>New:</b> Inpatient rehab healthcare professionals
<b>New:</b> Women who are pregnant or postpartum	<b>Updated:</b> Hospital staff
<b>Updated:</b> Adults 65+ w/ 1+ chronic conditions	Primary care providers
<b>Updated:</b> 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

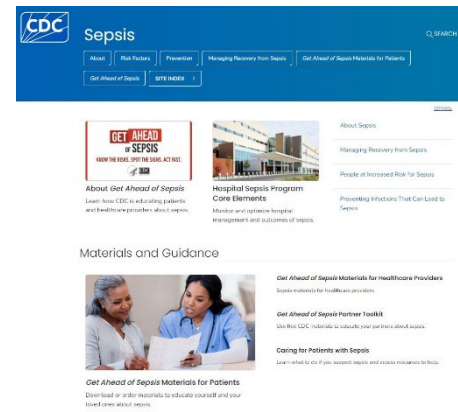
U.S. News & World Report

CNN

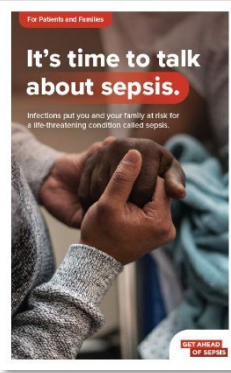
Earned media



Social media



Website

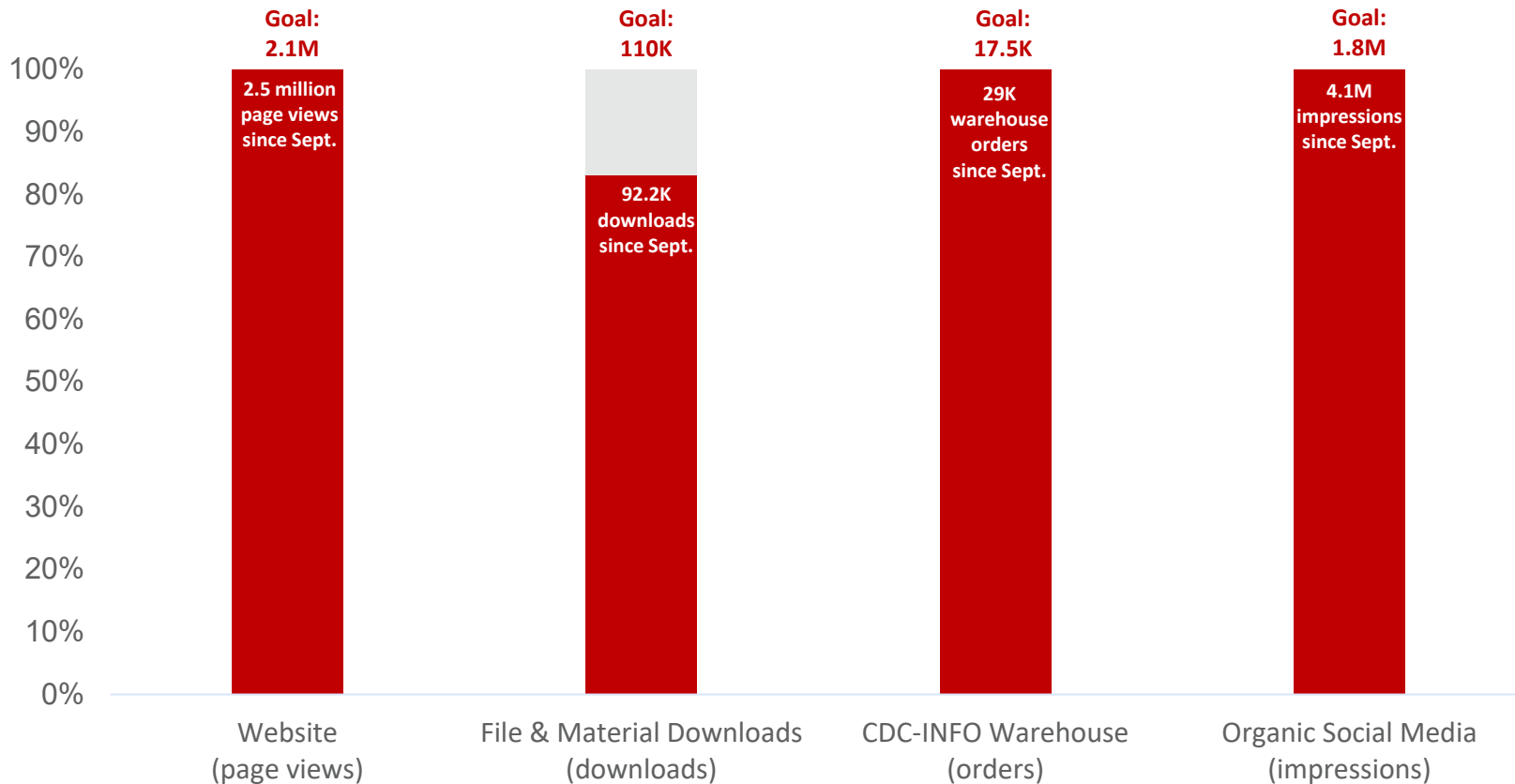


Materials



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

## Sepsis: Signs and Symptoms

High heart  
rate or  
weak pulse

Fever,  
shivering,  
or feeling  
very cold

Confusion or  
disorientation

Shortness  
of breath

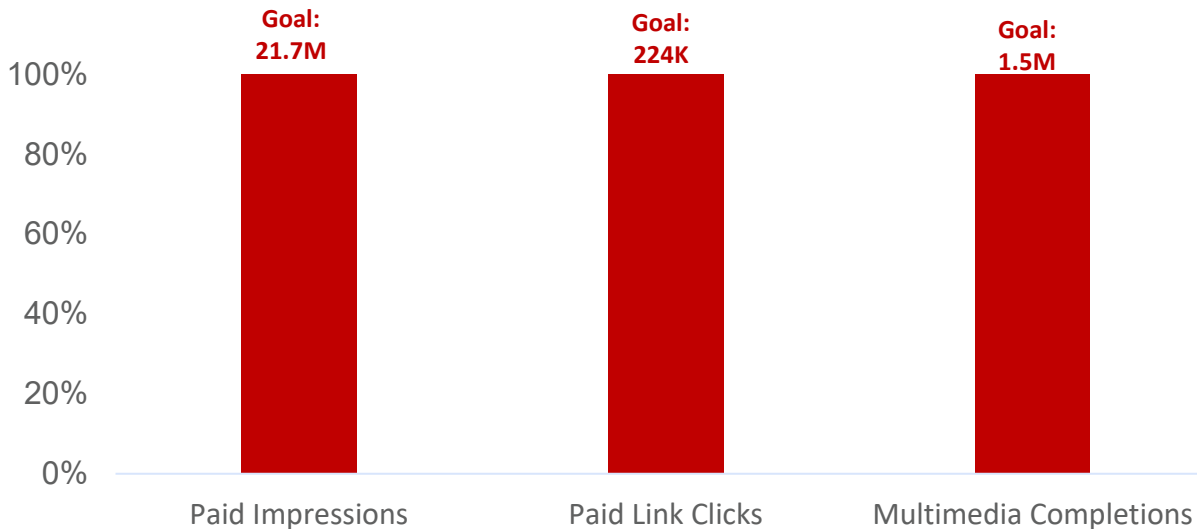
Extreme pain  
or discomfort

Clammy or  
sweaty skin

**GET AHEAD  
OF SEPSIS**

Learn more at  
cdc.gov/sepsis

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

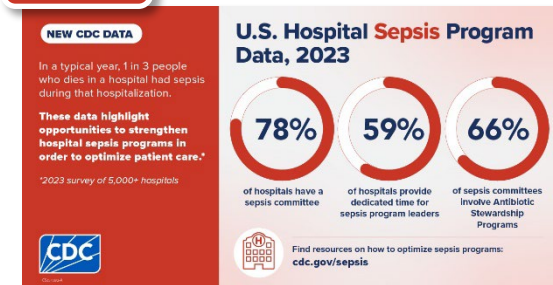
**Sepsis Awareness Month 2024**

## 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



...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](#)



## Dialysis materials



## Materials for Communities & Schools

# Refreshed Materials Suite

Consumer: <https://www.cdc.gov/sepsis/communication-resources/index.html>

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

## 2017 Look/Feel:

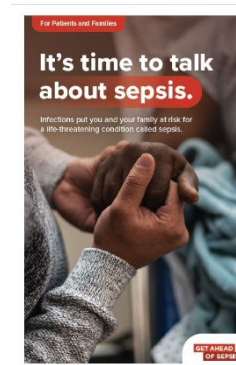
## Consumers



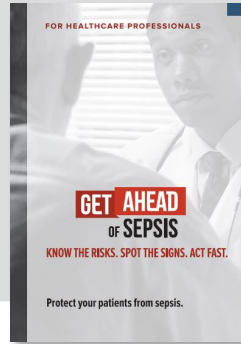
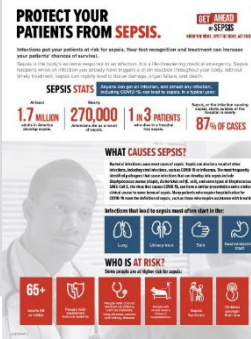
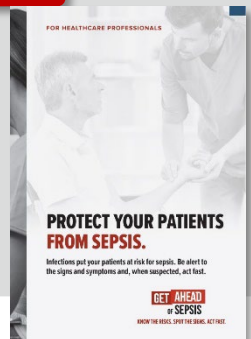
## Consumers



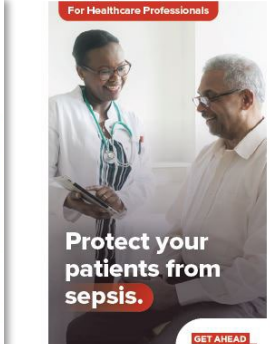
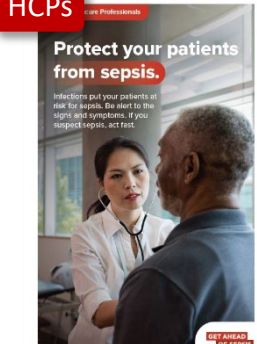
## Refreshed Materials:



## HCPs

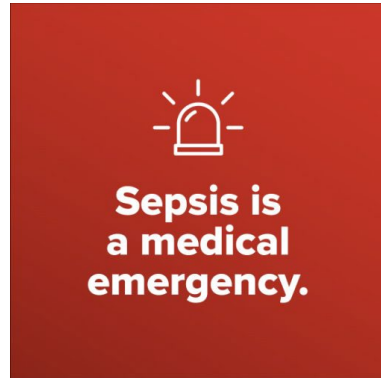


## HCPs



# 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



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



# Download, Order, & Share GAOS Materials

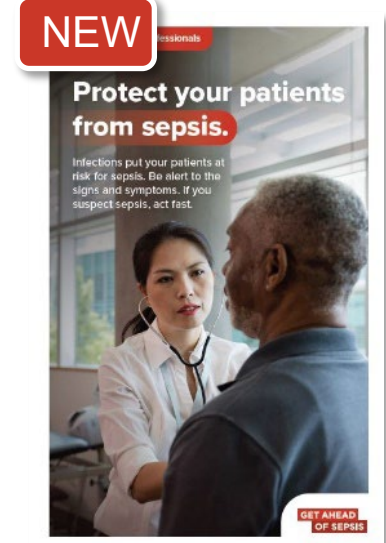
## Download

- 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:

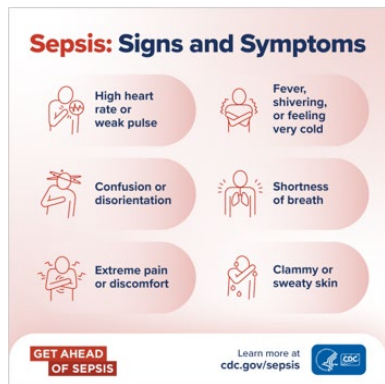


- Safe Healthcare Blog
  - <https://blogs.cdc.gov/safehealthcare/>

# 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**

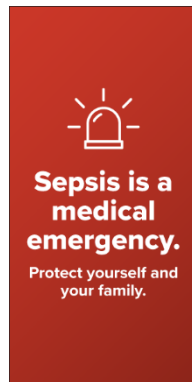
Learn more at [cdc.gov/sepsis](https://cdc.gov/sepsis)



**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](https://cdc.gov/sepsis)



**Sepsis is a medical emergency.**

Protect yourself and your family.



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

**GET AHEAD OF SEPSIS**



**4 types of infections that are often linked with sepsis**

Swipe to learn more →

**GET AHEAD OF SEPSIS**

Learn more at [cdc.gov/sepsis](https://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](https://cdc.gov/sepsis)

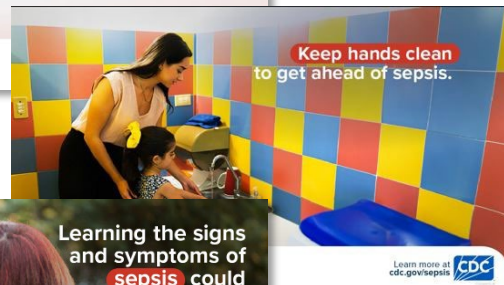
**Take steps to reduce your risk.**



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

**GET AHEAD OF SEPSIS**

Learn more at [cdc.gov/sepsis](https://cdc.gov/sepsis)

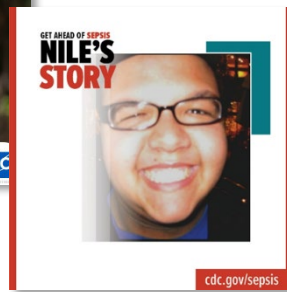


**Keep hands clean to get ahead of sepsis.**

Learn more at [cdc.gov/sepsis](https://cdc.gov/sepsis)

**GET AHEAD OF SEPSIS**

**NILE'S STORY**



[cdc.gov/sepsis](https://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.

