GET AHEAD OF SEPSIS
Partner Webinar
September 11, 2018

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.
AGENDA

• Welcome

• Get Ahead of Sepsis Educational Effort
  • Background
  • Achievements
  • New Materials (English and Spanish)

• Sepsis Awareness Month and Future Activities

• Questions?
WHY ADDRESS SEPSIS?

FACTS AND FIGURES

• At least 1.7 million people develop sepsis each year in the U.S.
• Nearly 270,000 Americans die from sepsis each year.
• One in three patients who die in a hospital have sepsis.

Anyone can get an infection, and almost any infection can lead to sepsis.
CDC estimates 1.7 million cases of sepsis among adult patients and nearly 270,000 deaths

- Sepsis begins outside of the hospital for **nearly 80%** of patients
- **7 in 10** patients with sepsis had recently interacted with healthcare providers or had chronic diseases requiring **frequent medical care**
- Four types of infections were most often associated with sepsis: lung, urinary tract, skin, and gut
- **22%** of patients with sepsis **did not survive** their hospitalization or went to hospice. **Sepsis was present in nearly 1/3** of all hospitalizations that culminated in death
- Efforts are underway to figure out how to apply these definitions to children to get a reliable assessment of pediatric burden of sepsis

**Vital Signs: Epidemiology of Sepsis: Prevalence of Health Care Factors and Opportunities for Prevention**

Shannon A. Newman, MD, PhD; Matthew R. Spurio, PhD; Cheri Grigg, DVM; Jason Lake, MD, PhD; Misha Robyn, DVM; Ghevara Darnay, MD; Christina Fabian, MPH; Debra Bly, MD; Elizabeth Datner, MD; Shelley Zanoli, PhD; Kathy Hadijan, MPH; Lacy Ayers, MA; Raymond B. Danos, MD; John A. Jerigan, MD; Shelley J. Magi, MD; Anthony Hoos, MD; Laureen Epstein, MD

**Abstract**

**Background.** Sepsis is a serious and often fatal clinical syndrome, resulting from infection. Information on patient demographics, risk factors, and infections leading to sepsis is needed to integrate comprehensive sepsis prevention, early recognition, and treatment strategies.

**Methods.** To describe characteristics of patients with sepsis, CDC and partners conducted a retrospective chart review in four New York hospitals. Random samples of medical records from adult and pediatric patients with administrative

**Research**

**JAMA | Original Investigation**

Incidence and Trends of Sepsis in US Hospitals Using Clinical vs Claims Data, 2009-2014

Chuan H. Hseu, MD, MPH; Raymond Danos, MD, MPH; Lauren Epstein, MD, MS; David J. Murphy, MD, PhD; Christopher W. Seymour, MD, MSC; Theodore J. Jeechery, MD; PhD; Sameer S. Kardal, MD, MS; Erik C. Angus, MD, MPH; Robert L. Donner, MD; Anthony E. Horos, MD, MPH; John A. Jerigan, MD, MS; Greg S. Martin, MD, MS; Edward Sodapuma, MD; David J. Warren, MD, MPH; Anita Kaczor, MD, MS; Christina Chan, MPH; John T. McChesney, BA; Rui Wang, PhD; Susan Gruber, PhD; Michael Klopman, MD, MPH; for the CDC Prevention Epicenter Program

**Get Ahead of Sepsis**

**Know the Risks. Spot the Signs. Act Fast.**
COMBATTING SEPSIS: A PUBLIC HEALTH PERSPECTIVE

INFECTIONS AND SEPSIS: RISK FACTORS AND OPPORTUNITIES FOR PREVENTION

PATHOGENS

- Support vaccine development and promotion
- Antimicrobial stewardship
- Disease surveillance
- Outbreak response
- Infection prevention for healthcare-associated infections
- Advanced diagnostic techniques

HOST SUSCEPTIBILITY

- Demographics (e.g., age, socioeconomic status, access to care)
- Health behaviors (e.g., smoking)
- Microbiome
- Immune and genetic factors
- Comorbidities (e.g., chronic obstructive pulmonary disease, congestive heart failure, cancer, diabetes)
- Health factors (e.g., indwelling devices)

PATHOGEN NOT IDENTIFIED IN >50% SEPSIS

DEATH

Figure taken from Clinical Infectious Diseases, 2018. Combatting Sepsis: A Public Health Perspective. Lauren Epstein and Raymund Dantes (CDC).
GET AHEAD OF SEPSIS

GOAL
A national educational effort that emphasizes the importance of sepsis early recognition and timely treatment, as well as the importance of preventing infections that could lead to sepsis.

ANTICIPATED OUTCOMES
• Increase awareness of need for early recognition and prompt treatment.
• Increase awareness of preventing infections that can lead to sepsis.
TARGET AUDIENCES

Patients and Families
- Sandwich Generation women, ages 30-54
- Men ages 65+, with one or more chronic conditions
- Healthy adults and caregivers, 65+

Healthcare Professionals
- NP/PAs who work at urgent care clinics
- Emergency department triage nurses
- Primary care physicians
- General medical ward staff
- Long-term care staff
REACHING OUR TARGET AUDIENCES

• Get Ahead of Sepsis materials: infographic, brochures, fact sheets, video, poster, conversation starter
• Public service announcements
• Blog Tour
• Social media engagements
• Partner Toolkit

Public services announcements targeted English- and Spanish-speaking patients and consumers

- Taxi Television
- Doctor’s office
- Outdoor Shopping Center
- Indoor Shopping Center

The Domino Effect

Know the risks. Spot the signs. Act fast.
IMPACT-TO-DATE

**Engagement**

- 125,983 materials downloaded
- 120% increase in Sepsis website traffic (2017–2018 versus 2016–2017)
- 198,002 organic social media engagements (likes, comments, shares, clicks, video views)
- 292,236 URL clicks on paid advertisements
- 3,100 partner toolkit visits
- 663 visits from 25 Blog Tour posts

**Reach**

- 54 million+ impressions from PSAs
- 6,953 CDC articles have been placed
- 116.4 million consumers and providers reached via paid media
- 5.4 million reached via Blog Tour

**GET AHEAD**

**OF SEPSIS**

**KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.**
2018 ASSESSMENT

The campaign has successfully motivated 71% of consumer respondents who saw CDC’s messaging to seek more information on sepsis and more than 50% to ask a healthcare professional for more information about sepsis, according to a recent survey.
NEW PATIENT AND FAMILY MATERIALS

• “Do You Know About Sepsis?” PSA posters
• Sepsis eQuiz (COMING SOON)
• Spanish-language materials
  • Videos
  • Fact sheets
  • Brochure
  • Poster
NEW HEALTHCARE PROFESSIONAL MATERIALS

For All Healthcare Professionals

• Hospital Toolkit for Adult Sepsis Surveillance
• Data & Reports

For EMS Professionals

• EMS Card for Emergency Vehicles (COMING SOON)

“First responders can have an enormous impact on the care that patients receive.” –Lauren Epstein, Medical Officer, CDC
CDC SEPSIS WEBSITE

• **Improved organization** of content and educational materials
• **Optimized search function** to find information quickly and easily
• **Mobile-friendly format** to access sepsis information on the go
## SEPSIS AWARENESS MONTH EVENTS

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<th>September-October 2018</th>
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<td>September 2-8</td>
<td>• <strong>September 6, 1:30 p.m. EDT:</strong> Dr. Denise Cardo presented at the Global Sepsis Alliance’s 2nd World Sepsis Congress on CDC’s activities and strategies related to improving sepsis awareness nationally and globally.</td>
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| September 9-15        | • **September 10-11:** Dr. Tony Fiore presented on sepsis research at the Interdisciplinary Sepsis Symposium at the University of Illinois at Urbana-Champaign. Dr. Cardo also attended the meeting.  
  • **September 13:** On World Sepsis Day, Dr. Cardo will be attending and helping hand out awards at the Sepsis Alliance’s 7th Annual Sepsis Heroes gala in New York City to honor individuals and groups who have made significant contributions to sepsis awareness and education among both the general public and healthcare professionals. |
| World Sepsis Day 9/13 | • **September 17:** Dr. Raymund Dantes will be presenting on CDC’s Hospital Toolkit for Adult Sepsis Surveillance at the Society of Critical Care Medicine’s Critical Care Quality Summit in Atlanta. |
| September 16-22       | • **October 26:** Dr. Anne Schuchat and Dr. Cardo will be presenting at and attending The Rory Staunton Foundation’s National Forum on Sepsis in New York City. Dr. Schuchat will present remarks on CDC’s recent work and plans on battling sepsis in the U.S. |
HOW TO GET AHEAD OF SEPSIS THIS SEPTEMBER

Use Our Partner Toolkit

• Eight Ways to Get Ahead of Sepsis
• Sample Social Media Messages
• Customizable News Release
• Drop-in Articles
• Educational Materials
• Social and Digital Media
GO SOCIAL

- **GIFs** for Facebook, Twitter, and Instagram
- **“Get Ahead of Sepsis”** Facebook Frame
- Official hashtag: #GetAheadofSepsis

www.cdc.gov/sepsis/education/spread-the-word
ORDER AND SHARE OUR FREE MATERIALS

• **Order online**
  - Select “Sepsis” from the Programs drop-down menu and click “Search.”
  - Then select the materials you want.

• **Call 1-800-CDC-INFO**
FUTURE ACTIVITIES

- Expand Research & Evaluation
- Expand Audiences
- Continue and further connect ABX use and sepsis efforts
- Expand Paid and Earned Media Outreach
- New Content for Social Media
- PSAs for Partner Use
- New Materials
- Influencer Outreach
PROTECTING PATIENTS FROM SEPSIS IS OUR GOAL AND OUR RESPONSIBILITY

Rory Staunton
Erin Flatley Dana Mirman
Gabby Galbo Alicia Cole Katie McQuestion Nile Moss

GET AHEAD OF SEPSIS

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Questions?
Thank you!

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