



**Indiana Patient
Safety Center**

of the Indiana Hospital Association

SEPSIS

AWARENESS MONTH

TOOLKIT

SEE IT.

STOP IT.

SURVIVE IT.

SEPTEMBER 2018

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For more information, visit [SurviveSepsis.com](https://www.SurviveSepsis.com)

Introductory Letter to Members

September is Sepsis Awareness Month, and the Indiana Patient Safety Center (IPSC), of the Indiana Hospital Association (IHA), is continuing our efforts to spread the word about the dangers of sepsis so that together we can spread the vital message to “See it. Stop it. Survive it.”

Sepsis is a public health issue and not just a hospital problem. The most recent poll, done in mid-2017, showed that while we are seeing progress in awareness, only 58 percent of adults in the U.S. have heard the word sepsis. Unfortunately, many who have heard the word still don't understand what it means. The campaign to increase sepsis awareness is working, but as health care professionals, it is our responsibility to continue to educate our patients about sepsis, increase awareness of the signs and symptoms, and teach them to act if they or someone they love becomes ill.

You are on the front lines. We ask you to use your sepsis team as leaders in educating your staff and the community. We are forwarding this packet of materials to support your hospital's efforts to raise awareness so that you can help staff, patients, and the community better understand sepsis. Please use these tools to:

- Participate in the month-long public awareness campaign and staff education webinars.
- Engage staff, administrators, and your marketing/communications team.
- Distribute community education messages through your social media channels.
- Host a public sepsis awareness/education event and an extended care focused sepsis education event

Hospitals participating in the Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) through the IHA will also be receiving sepsis awareness resources including 100 first aid kits, 50 table tents, and 250 magnets. Additional resources are available for purchase by visiting www.IPSCresources.com/product-category/sepsis-awareness-week.

Sepsis remains the most frequent inpatient discharge, aside from deliveries, in Indiana. Progress has been made, but we must continue to work together to educate our communities and to reduce the number of sepsis-related deaths across the state.

Sincerely,



Karin Kennedy
Vice President, Quality and Patient Safety

For more information, visit SurviveSepsis.com

Patients at High Risk for Sepsis

1. Ask yourself: "Could it be sepsis?"

Sepsis can be confusing and hard to diagnose. It shares many symptoms, such as fever and difficulty breathing, with other conditions. What might seem like a simple run-of-the-mill, flu-like illness can actually be a silent killer.

2. Recognize patients at high risk for sepsis.

While sepsis can affect anyone, the Centers for Disease Control highlights some patients are more at risk, including those who:

- Are under age 1 or over age 65
- Have a weakened immune system or chronic illness (diabetes, cancer, kidney, or liver disease, etc.)
- Have a severe burn or wound
- Have an indwelling catheter or IV
- Recently had surgery or have been hospitalized

3. Assess signs and symptoms.

There is no single sign or symptom of sepsis. Because sepsis stems from infection, symptoms can include common infection signs, such as diarrhea, vomiting, and sore throat. Additionally, patients often complain of the following symptoms:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **I** feel like I might die
- **S**hortness of breath

4. Assess clinical presentation.

If you suspect sepsis, check your patient for any of the following:

- Fever
- Hypothermia
- Fast respiratory rate
- Edema
- Heart rate >90 beats per minute
- Altered mental status (confusion/coma)
- High blood glucose without diabetes
- Feeling worse than he/she has ever felt before

5. Provide prompt treatment.

For evidence-based treatment guidance, visit Surviving Sepsis Campaign at survivingsepsis.org. Three- and six-hour bundle elements can be found here.

5. Emphasize preventative/protective measures.

As health care professionals, it is our responsibility to educate our patients about what sepsis is and the importance of prompt recognition and treatment. Keep sepsis education materials available in waiting areas and treatment rooms and routinely discuss the possibility of sepsis.

For more information, visit SurviveSepsis.com

Sepsis FAQ

According to the Global Sepsis Alliance, sepsis is the leading cause of death following an infection, but with early detection and proper treatment, deadly consequences can be diminished. The following FAQ are according to the Centers for Disease Control and Prevention (CDC) and the Sepsis Alliance and aim to demystify the often misunderstood and unrecognized deadly complication to infection.

What is sepsis? Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure, and even death.

What causes sepsis? Any type of infection, anywhere in the body, can cause sepsis. According to a CDC evaluation, over 90 percent of adults and 70 percent of children who got sepsis had a health condition that may have put them at risk. This can include seemingly minor infections. Four types of infections that are often linked with sepsis are:

- Lungs (pneumonia)
- Kidney (urinary tract infection)
- Skin (new or worsening injury)
- Abdomen/Gut

Who can get sepsis? Sepsis can affect any person of any age, from any type of infection, no matter how minor. While sepsis can affect anyone, you may be at a higher risk if you:

- Are under age 1 or over age 65
- Have a weakened immune system or chronic illness (diabetes, cancer, kidney, or liver disease, etc.)
- Have a severe burn or wound
- Have an indwelling catheter or intravenous (IV)
- Recently had surgery or have been hospitalized

What are the signs or symptoms of sepsis? There is no single sign or symptom of sepsis. Because sepsis stems from infection, symptoms can include common infection signs, such as diarrhea, vomiting, and sore throat. Additionally, symptoms can include any of the following:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **I** feel like I might die
- **S**hortness of breath

If you have an infection along with any of these symptoms, you should seek medical treatment immediately.

How is sepsis diagnosed? Sepsis can be difficult to diagnose because it shares many signs and symptoms with other conditions. Health care providers look for signs of sepsis like increased heart and breathing rates and temperature. They also rely on lab tests that check for signs of infection that may not be visible to the naked eye.

How is sepsis treated? Sepsis is a serious complication of infection that should be treated in a hospital. Health care providers typically administer antibiotics and work to treat the infection, keep vital organs healthy, and prevent a drop in blood pressure.

In some cases, other types of treatment may be required, including oxygen and intravenous (IV) fluids, or assisted breathing with a machine or kidney dialysis. In severe cases, surgery may be required to remove tissue damaged by infection.

How can I prevent sepsis? While there is no way to completely prevent the possibility of sepsis, there are many ways to reduce your risk including:

- **Be vaccinated.** Protect yourself against the flu, pneumonia, and other infections that could lead to sepsis. Talk to your health care provider for more information.
- **Be thorough.** Properly clean and treat scrapes and wounds and practice good hygiene (i.e. hand washing, bathing regularly).
- **Be vigilant.** If you have an infection, look for signs like fever, chills, rapid breathing and heart rate, confusion, and disorientation.

Are there any long-term effects of sepsis? Many sepsis survivors recover completely, and their lives return to normal. However, some people may experience organ damage, tissue loss, or may require amputation of arms or legs.

Additionally, according to the Sepsis Alliance, post-sepsis syndrome is a condition that affects up to 50 percent of sepsis survivors. They are left with physical and/or psychological long-term effects, such as:

- Muscle weakness
- Fatigue
- Difficulty swallowing
- Cloudy thinking
- Difficulty concentration
- Poor memory
- Difficulty sleeping
- Sadness
- Anxiety

If you suspect that you or a loved one has post-sepsis syndrome, talk to a health care provider about resources for emotional and psychological assistance.

For more information, visit [SurviveSepsis.com](https://www.SurviveSepsis.com)

Sepsis Fact Sheet

Sepsis is a global health care problem. According to the Global Sepsis Alliance, it is more common than heart attacks and claims more lives than any cancer. Yet, in even the most developed countries, less than half of the adult population has heard of it. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure, and even death.

Worldwide/National Facts

1. Sepsis happens when an infection you already have - in your skin, lungs, urinary tract, or somewhere else - triggers a chain reaction throughout your body.¹
2. Anyone can get an infection, and almost any infection can lead to sepsis.¹
3. Every three to four seconds, someone around the world dies of sepsis.²
4. Globally, sepsis is the leading cause of death by infection.²
5. Sepsis affects over 26 million people worldwide each year and is the largest killer of children - more than 5 million each year.³
6. More than one million people get sepsis each year in the U.S., and 15 to 30 percent will die.⁴
7. 258,000 people die from sepsis every year in the U.S. - one every two minutes; this number is more than from prostate cancer, breast cancer and AIDS combined.³
8. The most recent poll, done in mid-2017, showed that while we are seeing progress in awareness, only 58 percent of adults in the U.S. have heard the word sepsis. Unfortunately, many who have heard the word still don't understand what it means.³
8. More than 75,000 children develop severe sepsis each year and 6,800 of these children die, more than from pediatric cancers.³
9. Sepsis causes at least 75,000 maternal deaths every year worldwide and is driving increases in pregnancy-related deaths in the U.S.³
10. Sepsis is the leading cause of death in U.S. hospitals.³
11. Sepsis is the leading cause of readmissions to the hospital with 19 percent of people hospitalized with sepsis needing to be re-hospitalized within 30 days.³
12. More than 80 percent of infections leading to sepsis are contracted outside of the hospital.²

State of Indiana Facts ⁵

1. Over 3,000 Hoosiers died in hospitals from sepsis in 2017.
2. In 2017, there were more inpatient deaths from sepsis than any other diagnosis.
3. The average charges for an inpatient with a sepsis diagnosis in Indiana is more than \$48,000.
4. Sepsis is the most frequent inpatient discharge, aside from deliveries.
5. In 2017, sepsis as the primary diagnosis resulted in over \$472 million in inpatient care charges.

References

¹ CDC www.cdc.gov/sepsis/basic/index.html

² Global Sepsis Alliance www.world-sepsis-day.org/sepsis

³ Sepsis Alliance www.sepsis.org/faq

⁴ National Institute of General Medical Sciences www.nigms.nih.gov/education/pages/factsheet_sepsis.aspx

⁵ Facts for the state of Indiana come from the 2017 IHA Inpatient Discharge Study

SEE IT.

STOP IT.

SURVIVE IT.

**OVER
3,000
HOOSIERS**

DIED IN 2017 FROM

SEPSIS*

DON'T BE A STATISTIC.

SurviveSepsis.com

SEE IT.

STOP IT.

SURVIVE IT.

sepsis

[sep-sis] • n. The body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure, and even death.

Know how to spot it and how to stop it.

SurviveSepsis.com



**Indiana Patient
Safety Center**

of the Indiana Hospital Association

SEE IT.

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What are the signs or symptoms of sepsis? There is no single sign or symptom of sepsis. Symptoms can include

- S** hivering, fever, feeling very cold
- E** xtreme pain or feeling worse than ever
- P** ale or discolored skin
- S** leepiness, difficulty waking up, confusion
- I** feel like I might die
- S** hortness of breath

If you have an infection along with any of these symptoms, you should seek medical treatment immediately.

SurviveSepsis.com



**Indiana Patient
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of the Indiana Hospital Association

Host a Sepsis Awareness Event

This year, instead of having one central Indiana Sepsis Awareness Rally, we are asking you to hold a sepsis awareness event in your community and outreach to an extended care facility, home health provider, or physician office before the end of the year. IPSC staff is available as schedules allow to attend and be a part of your event. And please share your event pictures with us! Below are some ideas to help you plan your own event:

- Organize and host a public sepsis educational event
- Have a sepsis awareness booth at your own hospital or a local health fair
- Create and distribute a press release featuring a local sepsis survivor
- Distribute our Sepsis FAQ and Fact Sheet to visitors at your campus
- Plan a lunch and learn for a large physician practice
- Create and deliver a sepsis education package to a local extended care facility or home health agency
- Partner with a local extended care facility and present sepsis education to their residents



World Sepsis Day Rally 2017



Social Media Plan

September is Sepsis Awareness Month, and the Indiana Patient Safety Center (IPSC) has created a social media plan to help you effectively communicate the risks of this deadly infection directly to your audiences via your social media platforms. This social media plan includes a content calendar, sample messaging, imagery, YouTube video links, and additional resources to be utilized throughout the month of September. The plan is primarily designed for Facebook and LinkedIn, with the ability to be altered for use on Twitter, Instagram, and other platforms.

IPSC ask you to partner with us to spread the word about sepsis and help our communities **See it. Stop it. Survive it.**

Content Calendar

IPSC has designed social media messaging for the entire month of September, providing a simple framework for your organization to implement. Our goal is to partner with hospitals and health systems across Indiana to provide a strong, unified message each week. Please join us in promoting the following content calendar:

Date	Theme
Sept. 1	Intro to Sepsis Awareness Month
Week of Sept. 3	See it.
Week of Sept. 10 (World Sepsis Day is Sept. 13)	Stop it.
Week of Sept. 17	Survive it.
Week of Sept. 24	Stand Up to Sepsis.

Use these hashtags throughout the month:

#SurviveSepsis #SaferHoosiers #SepsisAwarenessMonth

Sample Messaging

IPSC has developed the following sample messaging for use on your social media channels. The plan is primarily designed for Facebook and LinkedIn, with the ability to be altered for use on Twitter, Instagram, and other platforms. Please feel free to customize this language, incorporating the efforts of your organization. An image is also included in the toolkit that corresponds to each sample message. These image files are labeled according to the week and topic.

Intro to Sepsis Awareness Month

Message 1: September is Sepsis Awareness Month. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. Help keep you and your loved ones safe by learning to See it. Stop it. Survive it. #SurviveSepsis #SaferHoosiers



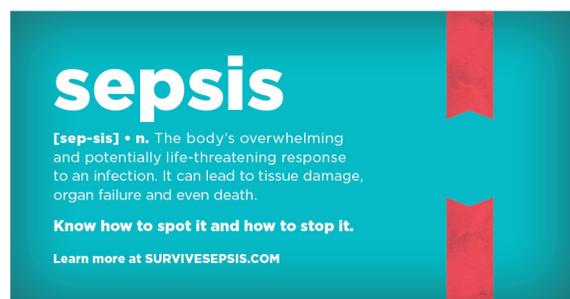
See it.

Message 1: Have you heard of sepsis? Only 58 percent have, according to the Sepsis Alliance. And while awareness is growing, many who have heard of sepsis still don't know what it means.



Follow us throughout the month of September to learn how to See it. Stop it. Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can be caused by complications from a minor scrape to a urinary tract infection to a major surgery. Sepsis can lead to tissue damage, organ failure and even death. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers



Message 3: Every two minutes, an American dies from sepsis, according to SuspectSepsis.org. The first step in preventing death from sepsis is to See it. Learn to identify sepsis through its symptoms, including:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **“I feel like I might die”**
- **S**hortness of breath

Learn more at survivesepsis.com
#SurviveSepsis #SaferHoosiers

Stop it.

Message 1: According to the Global Sepsis Alliance, sepsis is more common than heart attacks and claims more lives than cancer. If detected in time, sepsis can be treated at a hospital.

If you have an infection, along with shivering, extreme pain, shortness of breath, increased heart rate, or a general terrible feeling, seek medical attention immediately to Stop it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Over 3,000 Hoosiers died from sepsis last year according to the 2017 Indiana Hospital Association Inpatient Discharge Study. Knowing the signs and seeking immediate medical attention can help you or your loved ones Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers



Survive it.

Message 1: Many sepsis survivors recover completely, and their lives return to normal. However, according to the Sepsis Alliance, post-sepsis syndrome is a condition that affects up to 50 percent of sepsis survivors. They are left with long-term effects, such as:

- Muscle weakness
- Fatigue
- Difficulty swallowing
- Cloudy thinking
- Difficulty concentration
- Poor memory
- Difficulty sleeping
- Sadness
- Anxiety

If you suspect that you or a loved one has post-sepsis syndrome, talk to a health care provider. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

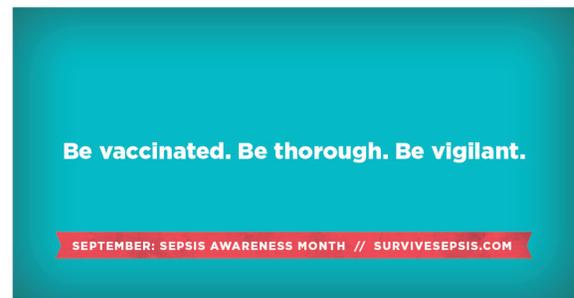
Message 2: Did you know that sepsis can occur from even a minor infection? Stay healthy:

- **Be vaccinated** - Protect yourself against flu, pneumonia and other infections.
- **Be thorough** - Properly clean and treat scrapes and wounds, and practice good hygiene.
- **Be vigilant** - If you have an infection, look for signs like fever, chills, rapid breathing and heart rate, rash, confusion, and disorientation.

Learn more at survivesepsis.com.
#SurviveSepsis #SaferHoosiers

Stand Up to Sepsis.

Message 1: Join the fight against sepsis by arming yourself with information and sharing it with your loved ones. Visit survivesepsis.com to learn more and share your survival story. Together, we can See it. Stop it. Survive it. #SurviveSepsis #SaferHoosiers



Education and Social Media Video

The below video links are available and provide great education about sepsis. Two are labeled for clinical use and would be a great resource to provide as education to your frontline staff. The others have a more public education focus and would be great to provide as links on your social media pages to provide public education about sepsis.

Clinical Videos

Surviving Sepsis - Mayo Clinic

<https://www.youtube.com/watch?v=yzExwqHnDnE>

Kern Medical Bringing Sepsy Back

<https://www.youtube.com/watch?v=2WPnPIYBCD8>

Public Education/Social Media Videos

Week 1: Introduction

Sepsis Alliance: Faces of Sepsis

<https://www.youtube.com/watch?v=12Qbnn6XfHO>

Week 2: See It.

CDC - Four Ways to Get Ahead of Sepsis

<https://www.youtube.com/watch?v=5JvGiAFLeIs>

Week 3: Stop It.

World Sepsis Day - What Is Sepsis? (sepsis explained in 3 minutes) -

<https://www.youtube.com/watch?v=AEGUCpxwAIE>

Week 4: Survive It.

Sepsis Alliance - Life After Sepsis

<https://www.youtube.com/watch?v=Hlk64wdy44Q>

Sepsis Alliance - Sepsis - It's About Time with Angelica Hale

<https://www.youtube.com/watch?v=GU2oiAczTq8>

Clinical Webinar Series

Week 1 - August 28, 3 p.m. ET

Qualitative Analysis of Older Adults' Experiences in Faces of Sepsis™

Login information - Week 1:

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/470741402>

Or iPhone one-tap: US: +16465588656,,470741402# or +16699006833,,470741402#

Or Telephone: Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8656 or +1 669 900 6833

Meeting ID: 470 741 402

International numbers available: <https://zoom.us/u/clOIWp53O>

Week 2 - September 11, 3 p.m. ET

See It: Sepsis Biomarkers

Week 3 - September 18, 3 p.m. ET

Stop It: Hospital-Acquired Pneumonia-Research Update

Week 4 - September 25, 3 p.m. ET

Survive It: Life After Sepsis-Readmissions & Recovery

Login information - Week 2-4:

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/828138179>

Or iPhone one-tap: US: +16699006833,,828138179# or +16465588656,,828138179#

Or Telephone: Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 646 558 8656

Meeting ID: 828 138 179

International numbers available: <https://zoom.us/u/bdvixGXFW>

Additional Educational Opportunity

2nd World Sepsis Congress

September 5 - 6, 7 a.m. to 2 p.m. ET

Free, online 15 minute topical presentations on sepsis

Sponsored by Global Sepsis Alliance, initiator of World Sepsis Day

www.worldsepsiscongress.org

For more information, visit SurviveSepsis.com

Proclamation Template

For the past several years, the IPSC has requested a proclamation from the Governor's recognizing September 13 as World Sepsis Day in Indiana. We have included a template that you can send to your local officials in recognition of World Sepsis Day in conjunction with your own sepsis awareness activities and events. Copy the text below onto your own letterhead and fill in the highlighted words and it is ready to submit to local government.

Title of Proclamation: Sepsis Awareness Day

Purpose of Proclamation: The purpose of this proclamation is to increase sepsis awareness in the state of Indiana and reduce sepsis-related deaths.

To All To Whom These Presents May Come, Greetings:

Whereas, sepsis is a life-threatening illness with more than one million cases each year according to the Centers for Disease Control and Prevention; and

Whereas, sepsis impacts many Hoosier each year; and

Whereas, sepsis is very common and also very deadly, but is unknown to much of the public; and

Whereas, sepsis is the body's toxic reaction to infection that injures its own tissues and organs and can lead to organ failure and death, especially if sepsis is not recognized early and treated promptly; and

Whereas, people with sepsis can be in extreme pain, experiencing symptoms that can include fevers, shivering, discolored skin, and shortness of breath among others; and

Whereas, **Name of your Hospital** and other organizations have joined together to advocate for sepsis awareness, education, and a better future through early diagnosis and treatment;

NOW THEREFORE, I, **First and Last Name, Mayor of City**, do hereby proclaim September 13, 2018 as

SEPSIS AWARENESS DAY

in the **City of City**, and invite all citizens to duly note this occasion.



Outdoor Advertising Opportunity

An impactful billboard design has been developed for use by your organization if you choose to dedicate a selection of your advertising space to the promotion and prevention of sepsis during the month of September.

Billboard placement often requires final graphics to be submitted two weeks in advance, so if you are interested, please plan accordingly. Sepsis billboard files can be found on our sepsis homepage at IHAconnect.org. If you have further questions, please contact Casey Hutchens at chutchens@IHAconnect.org.

