



SEPSIS AWARENESS MONTH TOOLKIT

SEPTEMBER 2017

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SurviveSepsis.com

Introductory Letter to Members

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.

Sepsis can happen at any time to anyone and result from even a minor infection. According to the Centers for Disease Control and Prevention (CDC), "more than 90% of adults and 70% of children who developed sepsis had a health condition that may have put them at risk."

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 we can "See it. Stop it. Survive it." We hope you and your organization will help share this vital message.

Sepsis is a public health issue and not just a hospital problem. National awareness has increased to 55 percent in recent years, but we must continue our work to educate the 45 percent of Americans who remain in the dark when it comes to this deadly condition. As health care professionals, it is our responsibility to educate our patients about sepsis and what they should do if they or someone they love becomes ill.

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

On Wednesday, Sept. 13, IHA and its partners have scheduled the Rally Against Sepsis to encourage Hoosiers to join in this fight. We are forwarding a packet of materials for you and your frontline staff to use to educate patients and the public about sepsis and what to do if they suspect sepsis.

You are on the front lines. We ask that you take full advantage of the materials enclosed to support your hospital's efforts to raise awareness so that you can help staff, patients and the community better understand sepsis.

Sincerely,



Brian C. Tabor
IHA President

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 CDC highlights some patients are more at risk, including those who:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or have been hospitalized
- Have a chronic illness (diabetes, AIDS, cancer, kidney or liver disease, etc.)
- Have a severe burn or wound

3. Assess clinical presentation.

If you suspect sepsis, check your patient for any of these signs and symptoms:

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

4. 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 with patients.

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. This can include seemingly minor infections on the skin to urinary tract infections, pneumonia or appendicitis. According to a CDC evaluation, over 90% of adults and 70% of children who got sepsis had a health condition that may have put them at risk.

Who can get sepsis? Sepsis can affect any person of any age, from any type of infection, no matter how minor.

Are some people more at risk for getting sepsis? While sepsis can affect anyone, you may be at a higher risk if you:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or have been hospitalized
- Have a chronic illness (diabetes, AIDS, cancer, kidney or liver disease, etc.)
- Have a severe burn or wound
- Have an infection

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:

- **Shivering, fever, feeling very cold**
- **Extreme pain or feeling worse than ever**
- **Pale or discolored skin**
- **Sleepiness, difficulty waking up, confusion**
- **I feel like I might die**
- **Shortness 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:

- Insomnia, difficulty getting to sleep or staying asleep
- Nightmares, vivid hallucinations and panic attacks
- Disabling muscle and joint pains
- Extreme fatigue
- Poor concentration
- Decreased mental (cognitive) functioning
- Loss of self-esteem and self-belief

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

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. Every three seconds, someone around the world dies of sepsis.¹
2. Globally, sepsis is the leading cause of death by infection.²
3. More than one million people get sepsis each year in the United States, and up to half of those people will die.³
4. Sepsis can occur from even a minor infection.⁴
5. Sepsis does not discriminate. It affects everyone, regardless of age or level of health.⁴
6. Sepsis kills 258,000 people in the United States each year.⁵
7. Every two minutes, an American dies from sepsis.⁶
8. Sepsis kills more people than prostate cancer, breast cancer and AIDS combined.⁷
9. More than 42,000 children in the United States develop severe sepsis each year, and 10 percent of these children die – more than from cancer.⁸
10. Sepsis causes at least 75,000 maternal deaths every year worldwide and is driving increases in pregnancy-related deaths in the United States.⁹
11. Just 55 percent of American adults have heard of sepsis.⁵

State of Indiana Facts¹⁰

1. Over 3,000 Hoosiers died in hospitals from sepsis in 2016.
2. In 2016, there were more inpatient deaths from sepsis than any other diagnosis.
3. The average charges for an inpatient with a sepsis diagnosis in Indiana amount to about \$44,000.
4. Sepsis is the most frequent inpatient discharge, aside from deliveries.
5. In 2016, sepsis as the primary diagnosis resulted in the highest utilization of inpatient care charges.

References

- ¹ **Global Sepsis Alliance** <http://www.world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=55>
- ² **Global Sepsis Alliance** world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=11
- ³ **National Institute of General Medical Sciences** https://www.nigms.nih.gov/education/pages/factsheet_sepsis.aspx
- ⁴ **CDC** cdc.gov/sepsis
- ⁵ **Sepsis Alliance** <http://www.sepsis.org/sepsis-alliance-news/fifty-five-percent-americans-heard-sepsis-nations-third-leading-killer-sepsis-alliance-survey-reveals/>
- ⁶ **Suspect Sepsis** suspectsepsis.org/WhatsIsSepsis.html
- ⁷ **National Institute of General Medical Science** nigms.nih.gov/Education/Pages/factsheet_sepsis.aspx
- ⁸ **Sepsis Alliance** sepsis.org/downloads/2012_media_kit_fact_sheet_sepsis.pdf
- ⁹ **Sepsis Alliance** sepsis.org/downloads/2016_sepsis_facts_media.pdf
- ¹⁰ **Facts for the state of Indiana come from the 2016 IHA Inpatient Discharge Study**

SEE IT.

STOP IT.

SURVIVE IT.

OVER
3,000
HOOSIERS

DIED IN 2016 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.

STOP IT.

SURVIVE IT.

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

- 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

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 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 and IHA 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. 4	See t.
Week of Sept. 11 (World Sepsis Day is Sept. 13)	Stop it.
Week of Sept. 18	Survive it.
Week of Sept. 25	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. This messaging has been designed primarily for Facebook but can be adapted for Twitter 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 55 percent have, according to the Sepsis Alliance. 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.



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: 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:

- Shivering, fever, feeling very cold
- Extreme pain or feeling worse than ever
- Pale or discolored skin
- Sleepiness, difficulty waking up, confusion
- “I feel like I might die.”
- Shortness of breath

Learn more about sepsis and how to See it. Stop it. Survive it. at survivesepsis.com

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 in 2016 according to the 2016 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

See it. Stop it. Survive it.

SEPTEMBER: SEPSIS AWARENESS MONTH // SURVIVESEPSIS.COM

See it. Stop it. Survive it.

SEPTEMBER: SEPSIS AWARENESS MONTH // SURVIVESEPSIS.COM

**OVER
3,000
HOOSIERS
DIED IN 2016 FROM
SEPSIS***
DON'T BE A STATISTIC.
SURVIVESEPSIS.COM

**SEE IT.
STOP IT.
SURVIVE IT.**

Survive it.

Message 1: Sepsis does not discriminate and can affect anyone -- young or old, healthy or ill. However, some individuals are at a higher risk of developing sepsis, including those who:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or were hospitalized
- Have a chronic illness
- Have a severe burn or wound

Help prevent sepsis by starting a conversation with your medical 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

See it. Stop it. *Survive it.*

SEPTEMBER: SEPSIS AWARENESS MONTH // SURVIVESEPSIS.COM

Be vaccinated. Be thorough. Be vigilant.

SEPTEMBER: SEPSIS AWARENESS MONTH // SURVIVESEPSIS.COM

To learn more, visit
survivesepsis.com

SEE IT.
STOP IT.
SURVIVE IT.

Resources

Global Sepsis Alliance <http://www.world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=55>

Global Sepsis Alliance world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=11

CDC cdc.gov/sepsis

Suspect Sepsis suspectsepsis.org/WhatsIsSepsis.html

National Institute of General Medical Science nigms.nih.gov/Education/Pages/factsheet_sepsis.aspx

Sepsis Alliance sepsis.org/downloads/2012_media_kit_fact_sheet_sepsis.pdf

Sepsis Alliance sepsis.org/downloads/2016_sepsis_facts_media.pdf

Sepsis Alliance <http://www.sepsis.org/sepsis-alliance-news/fifty-five-percent-americans-heard-sepsis-nations-third-leading-killer-sepsis-alliance-survey-reveals>

Sepsis Alliance <http://www.sepsis.org/sepsis/definition>

CDC <https://www.cdc.gov/vitalsigns/pdf/2016-08-vitalsigns.pdf>

2016 Indiana Hospital Association Inpatient Discharge Study

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 Cynthia Roush at croush@IHAconnect.org.

