

# **Sepsis Alliance:** *Raising Sepsis Awareness*



*Presented by*

**Thomas Heymann**  
*Executive Director,  
Sepsis Alliance*

# About Sepsis Alliance



SEPSIS ALLIANCE<sup>®</sup>

*Suspect Sepsis. Save Lives.™*

- Founded in 2007
- Nation's leading sepsis organization
- Working in all 50 states
- 501(c)(3) charitable organization
- GuideStar Gold Rated Charity
- Focus on:
  - Public awareness
  - Provider education
  - Survivor support
  - Advocacy
- Culture of partnership

# Sepsis: Facts & Figures

**Definition:** Sepsis is the body's overwhelming response to infection, which can lead to tissue damage, organ failure, amputations, and death.

*The very young, older adults, those with chronic disease or other immune compromising conditions are more susceptible **BUT anyone can get sepsis!***

- **+1.7 million people** are diagnosed with sepsis in the U.S. each year (1 person every 20 seconds)
- Sepsis is the **leading cause of death** in U.S. hospitals
- **270,000 people die** from sepsis every year in the U.S. – 1 person every 2 minutes; more than from prostate cancer, breast cancer and AIDS combined
- Every day, there are an **average of 38 amputations in the U.S.** as the result of sepsis
- Sepsis is the **leading cost** of hospital care - \$27B/yr
- Sepsis is the **leading cause of readmissions** to the hospital



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# Sepsis: Facts & Figures

## Four Categories of Infection:

- **Bacterial:** Bacteria are microscopic single-cell microorganisms that are found all around us. Most are harmless, but some can cause infections.
  - They are the most common cause of sepsis
  - Ex. Pneumonia, UTI, MRSA, Group B Strep
- **Viral:** A virus is a tiny agent that lives inside living cells, or host cells.
  - Ex. Common cold, flu, Ebola, HIV
- **Fungal:** Fungi are microscopic spores that can be found on the ground and in the air. Most are harmless, but some can cause serious infections.
  - Ex. Candida (thrush), fungal meningitis, ring worm, Aspergillus
- **Parasitic:** Parasites are organisms that live in (or on) another organism, called the host. They survive by feeding from the host.
  - Ex. tapeworm, Amebiasis, Chagas disease, pinworm



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# Sepsis: Facts & Figures

## Pediatric Statistics

Globally, sepsis is the leading cause of death of babies and small children taking more than 3 million lives each year

- **In the U.S. more than 200 children are diagnosed** with severe sepsis every day – that is about 75,000 children per year
- **6,800 children die** of sepsis each year.
  - That is more children than are lost to childhood cancers
  - 9% of hospitalized children die from sepsis each year
- Many children require amputations.
- 34 % (more than 1 in 3) of pediatric sepsis survivors show a decline in their functional status at 28 days after discharge
- **Nearly half (47%) of child sepsis survivors need to be readmitted** to the hospital at least once for additional care after surviving sepsis



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# Public Education

# Public Education

## Public Awareness

- **Good News:** Sepsis awareness has **risen from 19% to 65%** in the past decade

***BUT***

- **Few** Americans can identify all sepsis symptoms



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# Awareness Amongst Parents

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## Sepsis and Parents : Are parents aware of sepsis?

### *Sepsis Alliance 2017 National Survey of Parents*

- Nearly 40% (38%) of parents have never heard of sepsis or only just know the name.
  - Only 28% can actually identify the common signs of sepsis
- 41% of parents think children can only get sepsis if they are already in the hospital.
- 42% of parents believe there are no long-term effects on children after having sepsis.



**The Solution: Increase public awareness of this treatable disease**

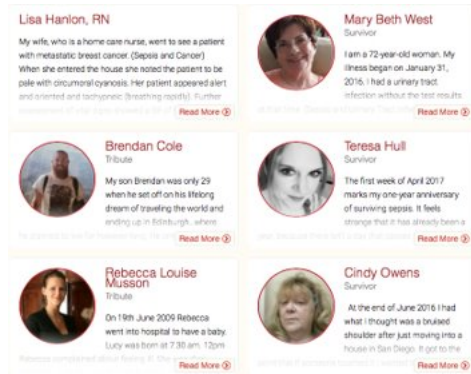
**For more information visit: <http://bit.ly/Sepsis-ParentSurvey-2017>**



# Raising Public Awareness

## Public Education Resources:

- Sepsis.org – 2.5+ million visits/year
- Award winning education videos
- PSAs (video, radio, all media)
- Sepsis 911 Community Education kit
- Sepsis Information Guides - 45+ topics
- Tri-fold brochures
- Sepsis and Children kit
- Posters, infographics, symptoms cards
- Faces of Sepsis™
- Life After Sepsis support kit
- Spanish-language materials



# Raising Public Awareness

## Pediatric Resources:



*In Memory of Erin "Bug" Flatley  
1978 - 2002*

Meet the 2018 recipients of the Erin's Campaign for Kids Nursing Awards



**Andrea Cowan**

**Pediatric Nurse Award Winner**

Registered Nurse, Primary Children's Hospital  
Salt Lake City, Utah

**Meet Andrea here!**

**Mary Kate Abbadessa**



**Pediatric Nurse Award Winner**

Clinical Nurse Specialist-Fellow, Children's Hospital of Philadelphia (CHOP)  
Philadelphia, Pennsylvania

**Meet Mary Kate here!**

**Gisely Schrot**



**International Pediatric Nurse Award Winner**

Registered Nurse, Sabará Children's Hospital  
Sao Paulo, Brazil

**Meet Gisely here!**

**Leigh Cooper**



**Sepsis Coordinator Award Winner**

Sepsis Coordinator, MountainView Regional Medical Center  
Las Cruces, New Mexico

**Meet Leigh here!**

**Katherine Rucker**



**Nursing Student Award Winner**

Kathern is earning her MSN in Healthcare Administration at MidAmerica Nazarene University  
Quality and Outcomes Coordinator, Olathe Medical Center

Olathe, Kansas

**Meet Katherine here!**

**Yentel Newsome**



**Nursing Student Award Winner**

Yentel is a nursing student at Wake Tech Community College

Nurse Tech II/Clinical Secretary, WakeMed Health & Hospitals

Raleigh, North Carolina

**Meet Yentel here!**

# Raising Public Awareness

## Pediatric Resources:

- Posters
- Brochures
- Infographics



### Treatment

Sepsis is initially treated with IV fluids and antibiotics. If your child is admitted to a neonatal intensive care unit (NICU) or pediatric intensive care unit (PICU), you may see many machines used to monitor body functions, medications and IV fluids, and perhaps a ventilator to help your child breathe.

### Prevention

The key to preventing sepsis is to prevent an infection. The first step in infection prevention is thorough and frequent handwashing, this is one of the easiest ways to prevent an infection.

## KNOW THE SIGNS, SAVE A LIFE

Sepsis is the body's life-threatening response to an infection. More children die of sepsis than pediatric cancers

CHILDREN	UNDER 5
Feels abnormally cold to touch	Not eating
Looks mottled, bluish, or has very pale skin	Is vomiting repeatedly
Has a rash that does not fade when pressed	Has not urinated in 12 hours
Is breathing very fast	
Has a convulsion	
Is very lethargic or difficult to wake up	

**2018 SEPTEMBER**  
**SEPSIS** SAVE SEPSIS  
SEPSIS.AWARENESSMONTH.ORG



If you suspect sepsis, act quickly. For Every hour treatment is delayed, the risk of death increases by as much as 8%

**Pediatric Sepsis**

**Any Child Who:**

1. Feels abnormally cold to touch
2. Looks mottled, bluish, or has very pale skin
3. Has a rash that does not fade when you press it
4. Is breathing very fast
5. Has a convulsion
6. Is very lethargic or difficult to wake up

**A Child Under 5 Who:**

1. Is not eating
2. Is vomiting repeatedly
3. Has not urinated in 12 hours

**TIME IS VERY CRITICAL**

**IF YOU SEE ONE OR MORE OF THESE SIGNS, YOUR CHILD MAY BE CRITICALLY ILL**

**SEE A DOCTOR IMMEDIATELY OR CALL 911 AND SAY "I'M CONCERNED ABOUT SEPSIS"**

SEPSIS ALLIANCE [Sepsis.org](http://Sepsis.org)  
 1855 First Avenue, Suite 155, San Diego, CA 92101  
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# SEPSIS

**TAKES THE LIVES OF OVER 18 CHILDREN EACH DAY**  
**MORE THAN CHILDHOOD CANCERS**  
 SEPSIS IS A COMMON AND SERIOUS COMPLICATION OF AN INFECTION

If your child has any of these symptoms you should take immediate action:

- Skin abnormally cold to touch
- Bluish or very pale skin
- Rash that does not fade when pressed on
- Very fast or rapid breathing
- Seizures
- Lethargy or difficulty waking up

Acting quickly could save your child's life.

If your child has any of these symptoms\* don't be afraid to go to the hospital or call 911 and say "I AM CONCERNED ABOUT SEPSIS."

\*Particularly if they recently had an open wound (cut, scrape, bug bite, etc.), surgery, some type of invasive procedure, or infection.

Get involved and join the fight at [sepsis.org](http://sepsis.org)

SEPSIS ALLIANCE [Sepsis.org](http://Sepsis.org)  
 Suspect Sepsis. Save Lives.



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# Raising Public Awareness

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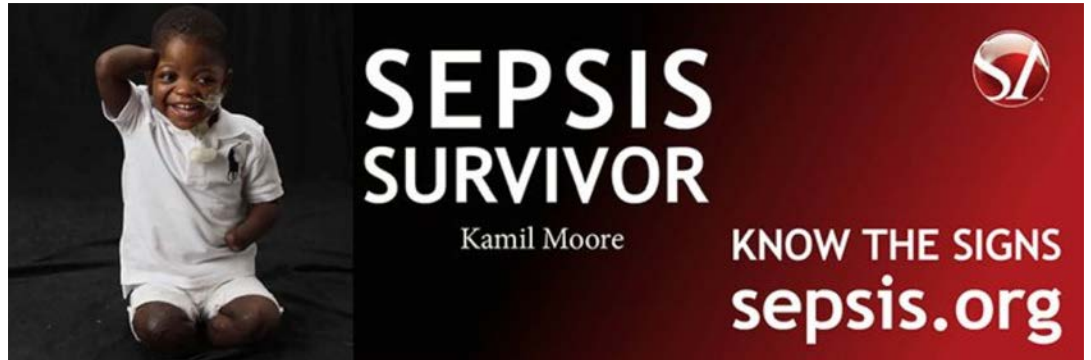
## Multimedia Outreach

**hulu**

**iHeart**  
RADIO

**OUTFRONT**  
media

**LAMAR**  
OUTDOOR ADVERTISING



# Raising Public Awareness

## Pediatric Resources:

- Sepsis information Guides
- Pediatric symptoms cards
- Educational videos & PSAs



### What is Sepsis? *Sepsis And Kids*

Sepsis is the body's overwhelming and life-threatening response to an infection which can lead to tissue damage, organ failure, and death.

⚠️ Every year, sepsis strikes over 75<sup>+</sup> kills enough kids to fill a kinderg

### How Can I Spot Seps?

Sepsis can happen as the result of any symptom of sepsis. If your child is unv low temperature (or has had a fever i

⚠️ **SUSPECT SEPSIS**  
Brought to you by Erin's Campaign for Kids, with

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**A Child Under 5 Who:**

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**IF YOU SEE ONE OR MORE OF THESE SYMPTOMS, YOUR CHILD MAY BE CRITICALLY ILL.**

**TIME IS VERY CRITICAL. SEE A DOCTOR URGENTLY OR CALL 9-1-1 AND SAY "I'M CONCERNED ABOUT SEPSIS"**

Sepsis.org

### Sepsis and Group B Strep

**Group B Strep bacteria, commonly found in your intestine and lower gastrointestinal (GI) tract, can cause severe complications for newborns, older people, and those with certain chronic diseases, like diabetes. People who develop a group B strep infection could develop sepsis.**

**Sometimes incorrectly called blood poisoning, sepsis is the body's often deadly response to infection or injury. Signs like red skin rashes, swollen and painful joints, and confusion can be serious.**

**Sepsis and septic shock can result from an infection anywhere in the body, but in particular, infections in certain areas like infections. Healthcare workers that of people who develop sepsis. do. They also do come out left with the following effects, such as joint pain, muscle aches, blurred vision, chest pain, and fatigue, signs of sepsis (sepsis) that work properly and in a emergency.**

**Early onset (EO) sepsis is a severe form of sepsis that occurs in the first 72 hours of life. It is caused by group B strep bacteria (GBS) that are present in the birth canal. It is most common in newborns who are born to mothers with GBS. It is most common in newborns who are born to mothers with GBS, or are the elderly.**

### WHAT IS GROUP B STREP DISEASE?

**For the most part, most healthy adults do not get infections from group B strep (GBS). If they do, the most common infection are:**

- Bloodstream infections
- Pneumonia
- Skin and soft tissue infections
- Bone and joint infections

**It's newborns who are most at risk for developing severe complications and sepsis from GBS. According to the Centers for Disease Control (CDC), GBS is the leading cause of meningitis and sepsis in newborns. For most of life.**

**If babies are infected within the first week of life, it is called early onset (EO) sepsis. If they become sick first 7 days old it is usually or more, it is called late onset (LO) sepsis.**

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**Who is at risk of developing a GBS infection?**

**A mother is at risk of developing a GBS infection if:**

- The baby is premature, more than three weeks before the due date
- The baby's mother's bloodstream (blood) broke more than 18 hours before the birth
- The mother has a condition that affects the baby's body while the baby is still in the uterus (intravaginal fluid contamination, or vulva)
- The baby's mother has GBS in her GI tract, reproductive tract, or around her rect

SEPSIS INFORMATION GUIDES - SEPSIS AND KIDS

### Sepsis and Children

**Sepsis can affect anyone at any time but it does tend to strike more often in people who are older, like the very old and the very young. In a result, children, particularly premature babies and infants, can be more susceptible to developing sepsis.**

**Sometimes incorrectly called blood poisoning, sepsis is the body's often deadly response to infection or injury. Signs like red skin rashes, swollen and painful joints, and confusion can be serious.**

**Who is at risk of developing a GBS infection?**

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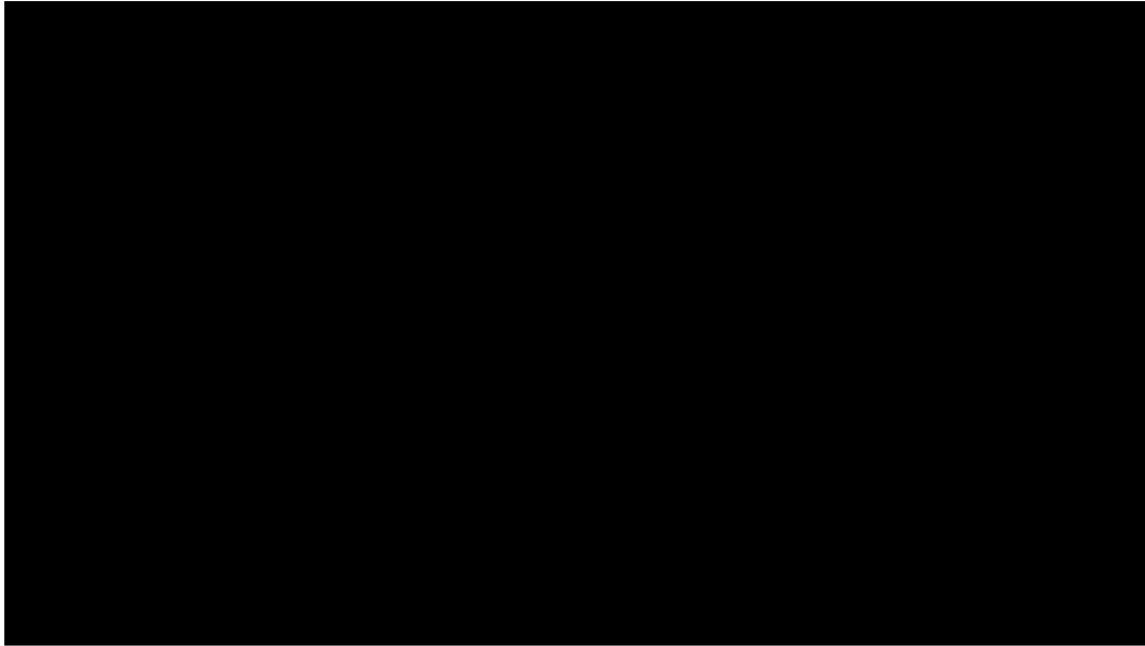
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SEPSIS INFORMATION GUIDES - SEPSIS AND KIDS

# Raising Public Awareness

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## Sepsis and Kids



# Provider Education

# Provider Education

## Healthcare Providers

- **74% of nurses** across the country said there was a lack of support services and training on the core concepts of managing sepsis
- **51% of nurses report that they** are not very aware OR not at all aware of post-sepsis syndrome.
- **Only 13% give their facility** a grade of A for providing post-sepsis support to families and patients.

**The Solution: Educate and train healthcare providers on sepsis**



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# Provider Education Resources

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## Partner Webinars with Children Hospital Association



- Topics include:
  - The Battle Against Sepsis: Nurses Leading Change
  - Sepsis Recognition: Educating High-Risk Patient Populations
  - Pearls & Pitfalls in the Recognition & Treatment of Pediatric Sepsis



[www.sepsiswebinar.org](http://www.sepsiswebinar.org)

# Provider Education Resources:

## Sepsis Coordinator Network

- Over 1,200 members from all 50 states
- Representing over 1,000 hospitals & facilities
- Over 360,000 hospital beds
- Member Breakdown
  - 84% Nurses
  - 7% Leadership
  - 3% Physicians
  - 6% other (laboratory staff, pharmacists, paramedics, quality improvement, data abstractors)

The Sepsis Coordinator Network (SCN) is a community created by Sepsis Alliance to provide sepsis best practice resources and guidance to sepsis coordinators and all health professionals across the country. The SCN is led by a team of expert leaders in the field of nursing with critical experience in caring for sepsis patients and developing and implementing sepsis protocols.

**UPCOMING EVENTS**

- July 28 @ 9:00 am - 12:00 pm CDT**  
5th Annual Illinois Sepsis Challenge (IL) For Nurses and Staff
- August 22 @ 2:00 pm - 3:00 pm EDT**  
Webinar: Enhancing Recovery from Sepsis
- September 1**  
Dallas - Fort Worth Sepsis Challenge

**1223** MEMBERS    **1081** HOSPITALS AND FACILITIES    **366020** HOSPITAL BEDS

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# Provider Education Resources

## Pediatric Resources:

- Web-pages and Training Modules
  - Sepsis and School Nurses
  - Sepsis and Camp Nurses
  - Sepsis and Home Care
  - Sepsis and First Response

[www.sepsis.org/sepsis-and/children/](http://www.sepsis.org/sepsis-and/children/)

## Sepsis and School Nurses

[← RETURN TO SEPSIS AND...](#)

Nurses are front-line healthcare workers. They are often the first healthcare professionals who patients see when they visit a doctor's office, clinic, or emergency department. Nurses are also out in the community, working with people where they live and work – and go to school. School nurses play a vital role in helping children stay as healthy as possible, as well as dealing with health issues and emergencies that occur during school hours. In this role, school nurses are well placed to not only help spot and act on infections, but to help educate the students and staff of the importance of infection prevention and sepsis awareness.

Sometimes incorrectly called blood poisoning, sepsis is the body's often deadly response to infection. Sepsis kills and disables millions and requires early suspicion and treatment for survival. Sepsis and septic shock can result from an infection anywhere in the body, such as **pneumonia, influenza, or urinary tract infections**. Worldwide, one-third of people who develop sepsis die. Many who do survive are left with life-changing effects, such as **post-traumatic stress disorder (PTSD)**, chronic pain and fatigue, organ dysfunction, and/or **amputations**.

Sepsis affects more than 30 million people worldwide each year, including more than 4 million babies and children. In the U.S., more than 75,000 infants and children develop severe sepsis and nearly 7,000 die.<sup>1</sup>



This is more deaths than children who die from pediatric cancers. Many more children are left with life-altering problems, such as amputations, organ dysfunction, post-traumatic stress disorder, and cognitive issues, to name a few. A study in 2013 showed that more than 1 in 3 children (34%) who survive severe sepsis are left with a change in cognitive skills that are still present 28 days

following their discharge from the hospital.<sup>2</sup>

# Provider Education Resources

## The Sepsis Institute™

- 1) *Public & Provider Research*
- 2) *Provider Education Modules*
  - I. *Nursing*
  - II. *Home Care*
  - III. *School Nurses*
  - IV. *Oncology*
  - V. *Dentistry,*  
*Pharmacy... MORE*



# National Awareness

# Sepsis Awareness Month™

- Launched by Sepsis Alliance in 2011
- State and city designations to raise awareness
- 5ks and other events across the country
- Sepsis Superhero™ Challenge
- Toolkits for healthcare providers & volunteers
- **New!** - State/Local Government toolkit

**2018** | **SEPTEMBER**  
**SEPSIS** SAY SEPSIS  
SAVE LIVES  
SEPSISAWARENESSMONTH.ORG



# It's About TIME™, a national initiative


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- *It's About TIME™* is a national initiative to create broader awareness of sepsis and the need for urgency in seeking treatment when there are signs and symptoms.
  - Mortality from sepsis increases by as much as 8% for every hour that treatment is delayed
  - As many as 87% of sepsis cases start in the community, not in the hospital as is widely believed
  - As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment



[www.SepsisItsAboutTime.org](http://www.SepsisItsAboutTime.org)

# It's About TIME™, a national initiative



SEPSIS ALLIANCE  
Suspect Sepsis. Save Lives.

When it comes to sepsis, remember  
**IT'S ABOUT TIME™** Watch for:

<b>T</b>	<b>I</b>	<b>M</b>	<b>E</b>
<b>TEMPERATURE</b> higher or lower than normal	<b>INFECTION</b> may have signs and symptoms of an infection	<b>MENTAL DECLINE</b> confused, sleepy, difficult to rouse	<b>EXTREMELY ILL</b> "I feel like I might die," severe pain or discomfort

Watch for a combination of these symptoms. If you suspect sepsis, see a doctor urgently, CALL 911 or go to a hospital and say, "I AM CONCERNED ABOUT SEPSIS."

[www.SepsisItsAboutTime.org](http://www.SepsisItsAboutTime.org)



# It's About TIME™, a national initiative

- Angelica Hale, *Sepsis Celebrity Advocate*
- Media Coverage
- White Paper
- Video and Radio PSAs
- Billboards
- Print and Digital ads
- Posters
- Merchandise
- Co-branding Opportunities



[www.SepsisItsAboutTime.org](http://www.SepsisItsAboutTime.org)

# Partner with Us

## Co-branding Opportunities

### SEPSIS TREATMENT

Sepsis must be suspected, recognized, and treated quickly. Every hour that sepsis is not treated, the risk of death increases.

Treatment is with IV fluids and antibiotics. Other medications, such as those to raise blood pressure may be needed. If someone you know is admitted to an intensive care unit (ICU), you may see many machines used to monitor various things, such as body function (heart rate, blood pressure, medications and IV fluids that are being administered, and perhaps a ventilator to help the patient breathe.

### SEPSIS PREVENTION

The key to preventing sepsis is to prevent an infection from occurring in the first place. If an infection does set in, it must be treated as quickly and effectively as possible.

Many illnesses can be and are prevented through regular vaccinations, such as for the flu or pneumonia. The risk of getting an infection also drops with proper hand washing.

Infections can also be reduced by proper care of all wounds, even the smallest scrape or cut. A thorough cleaning with soap and water will help remove bacteria at the wound opening.

Any infection should be taken seriously. Do not hope it will go away. Action must be taken.

Sepsis is a toxic response to an infection. There is no single sign or symptom of sepsis. It is, rather, a combination of symptoms. Symptoms can include ANY of the following:

- T** – Temperature higher or lower than normal
- I** – May have signs and symptoms of an infection
- M** – Mental Decline: Confused, sleepy, difficult to rouse
- E** – Extremely ill: "I feel like I might die," severe pain or discomfort

## SEPSIS IS A MEDICAL EMERGENCY

IF YOU SUSPECT SEPSIS, CALL 9-1-1 OR GO TO A HOSPITAL RIGHT AWAY.

TO LEARN MORE ABOUT SEPSIS, OR READ TRIBUTES AND SURVIVOR STORIES, VISIT US ONLINE AT SEPSIS.ORG



Sepsis Information Guides are supported in part by an educational grant from Merck & Co., Inc.  
The information in this pamphlet is intended for educational purposes only. Sepsis Alliance does not represent or guarantee that this information is applicable to any specific patient's care or treatment. The educational content here does not constitute medical advice from a physician and is not to be used as a substitute for treatment or advice from a practicing physician or other healthcare provider. Sepsis Alliance recommends users consult their physician or healthcare provider regarding any questions about whether the information in this pamphlet might apply to their individual treatment or care.

Meet Angelica.  
America's Got Talent finalist.  
Sepsis survivor.

With sepsis, remember:  
**IT'S ABOUT TIME™**

**T** TEMPERATURE that's abnormal  
**I** Signs of an INFECTION  
**M** MENTAL DECLINE  
**E** Feeling EXTREMELY ILL

Learn more at [sepsis.org](http://sepsis.org)

Patient Safety MOVEMENT | SEPSIS IT'S ABOUT TIME | SEPSIS ALLIANCE

SEPSIS ALLIANCE  
Support. Search. Save Lives.

Quality Improvement Organizations  
www.qualityimprovement.org

Healthcentric Advisors

When it comes to sepsis, remember  
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# It's About TIME™, a national initiative

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PSA



[www.SepsisItsAboutTime.org](http://www.SepsisItsAboutTime.org)

# Contact

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Thank You!  
Sepsis.org