

Community-outreach Strategies Help to Increase Sepsis Awareness

Educating Professionals Across the Continuum of Care, Collaborating with Engaged Partners, and Employing Community-based Awareness Strategies Leads to Successful Outcomes.

The Problem

Sepsis is the body's overwhelming and life-threatening response to infection that can lead to tissue damage, organ failure, and more than 258,000 deaths annually in the United States. Early recognition and medical intervention can reduce and prevent sepsis mortality and morbidity. Contrary to common belief, greater than 80% of sepsis cases originate in the community, not in the hospital; yet public awareness on how to detect and treat the condition is limited. (Sepsis Alliance: www.sepsis.org)

The Approach

The Atlantic Quality Innovation Network (AQIN) conducted community based sepsis educational efforts in the Albany and Syracuse Hospital Referral Regions (HRRs) in NYS and the Charleston region of South Carolina, due to the high sepsis mortality rates in these regions. Utilizing evidence-based practices and materials, and aligning initiatives with mandatory New York State hospital sepsis protocols, AQIN's approach targeted the healthcare professional community as well as the general public via the following:

Healthcare professionals and non-clinical staff across the continuum of care

- Train-the-trainer educational programs for clinical and non-clinical staff in multiple care settings (skilled nursing facilities, home health agencies, physician practices, and dialysis centers)
- Physician education made available through the New York Chapter of the American College of Physicians
- Collaboration with the Home Care Association of New York State to develop and facilitate statewide use of the Adult Sepsis Screening Tool, the first of its kind in the nation¹

The general public

- Focused community education and training on groups at high risk for developing sepsis
- Collaborations with leading national sepsis patient advocacy organizations such as The National Sepsis Alliance and The Rory Staunton Foundation, in addition to the New York State Department of Health
- Implementation of a comprehensive public awareness campaign via multiple media platforms, including television, radio, billboards, kiosks and distribution of educational materials and newsletters.



Sepsis awareness billboard poster

Results/Clinical Outcomes

IPRO's Community Based Sepsis Initiative has educated more than 10,000 people in the target regions of NY and SC on recognizing signs and symptoms of sepsis. In addition the initiative has driven significant decreases,

from baseline data, for in-patient mortality and 30-day hospital readmission rates for sepsis, severe sepsis and septic shock in the target regions.

Change in Sepsis Mortality Rates for Medicare FFS (2015-2017)

Stage of Sepsis	Decrease in Overall Mortality Rate	Relative Improvement Over Baseline
Sepsis Only	-2.8%	32.9%
Severe Sepsis	-9.9%	46.2%
Septic Shock	-1.1%	2.7%

EARLY SIGNS AND SYMPTOMS OF SEPSIS
Has your healthcare provider diagnosed you with an **INFECTION**? You could be at risk for **SEPSIS**. Know the signs!

What is Sepsis? Sepsis is your body's life-threatening response to an INFECTION anywhere in your body. Anyone can get sepsis!

Signs and Symptoms of Sepsis
Watch for a combination of **INFECTION** + fever or feeling chilled, confusion/sleepiness, fast heart rate, fast breathing or shortness of breath, extreme pain and pale/discolored skin.

SEPSIS IS A MEDICAL EMERGENCY

GREEN Zone: ALL CLEAR - Feeling well

- No fever or feeling chilled
- No fast heart rate
- No confusion or sleepiness
- Easy breathing
- No increase in pain

RED Zone: Call your doctor or nurse immediately if you experience INFECTION and...

- Fever or feeling chilled
- Confusion/sleepiness (recognized by others)
- Fast heart rate
- Fast breathing or shortness of breath
- Extreme pain
- Pale or discolored skin

Key Contacts:

HCA, SEPSIS ALLIANCE, The Home Care Foundation, IPRO, Atlantic Quality Innovation Network

Sepsis Awareness Self-Management Zone Tool

SEPSIS
Know the Signs
Save a Life
Infection with...
Fever
Confusion
Shortness of Breath
Severe Pain
StopSepsisNow.org

Most Americans have never heard of sepsis, yet **SEPSIS IS A MEDICAL EMERGENCY**. Sepsis is your body's overwhelming and life-threatening response to an infection. Learn more about sepsis and what you can do to reduce the risks of developing sepsis. Visit StopSepsisNow.org. **Every minute counts.**

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Sepsis awareness kiosk poster.

1. The Adult Sepsis Screening Tool and Protocol, developed in collaboration with the Home Care Association of NYS (HCA) Quality Council, is the first of its kind evidence based sepsis screening tool for use in the home healthcare setting. The HCA Adult Sepsis Screening Tool & Protocol is utilized by home health clinicians at every home visit to assess patients for the signs and symptoms of sepsis via an algorithm for clinical follow-up to the screen findings, a protocol for standardized clinical use of the screen and algorithm, and patient education.

For information about the program, contact

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