



Sepsis Awareness Month

Partner Call

August 20, 2025

CDC Sepsis Activities

Kristina Betz MD, PhD

Measure Development and Validation Unit Lead, NHSN

Surveillance Branch

Division of Healthcare Quality Promotion

CDC Programs Prevent Infections That Can Lead to Sepsis and Reduce Its Impact

Data for Action

Innovation

Education

Collaboration

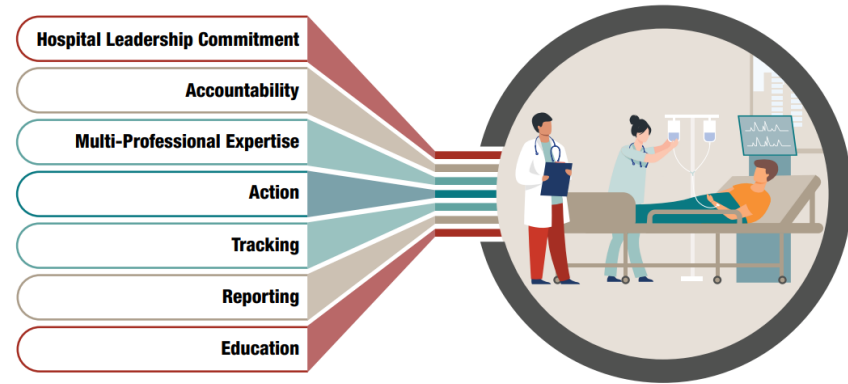
Data for Action and Innovation Projects

- Electronic surveillance definitions and burden estimates for:
 - Adult Sepsis
 - Maternal Sepsis
 - Pediatric Sepsis
- Scoping review of sepsis burden, diagnosis, and prevention strategies in patients receiving chronic hemodialysis
- Sepsis-related Hospital Quality Measures
 - Sepsis Core Elements Structural Measure
 - CDC/CMS Adult Community-onset Sepsis Standardized Mortality Ratio Outcome Measure



Hospital Sepsis Program Core Elements: Purpose

- Provide framework for optimizing and monitoring hospital sepsis programs and management
- Complement existing sepsis guidelines and facilitate implementation of recommended practices



Hospital Sepsis Program Core Elements



Hospital Leadership Commitment

Dedicating the necessary human, financial, and information technology resources.



Accountability

Appointing a leader or co-leaders responsible for program goals and outcomes.



Multi-Professional Expertise

Engaging key partners throughout the hospital and healthcare system.



Action

Implementing structures and processes to improve the identification of, management of, and recovery from sepsis.



Tracking

Measuring sepsis epidemiology, management, and outcomes to assess the impact of sepsis initiatives and progress toward program goals.



Reporting

Providing information on sepsis management and outcomes to relevant partners.



Education

Providing sepsis education to healthcare professionals, patients, and family/caregivers.

National Healthcare Safety Network (NHSN) Patient Safety Component (PS) Annual Hospital Survey

- Four initial questions were included in the 2022 NHSN PS Annual Survey
- Additional questions were added to the 2023 NHSN PS Annual Survey to reflect the complete Core Elements
- 2024 NHSN PS Annual Survey remained similar to 2023 version with only minor changes

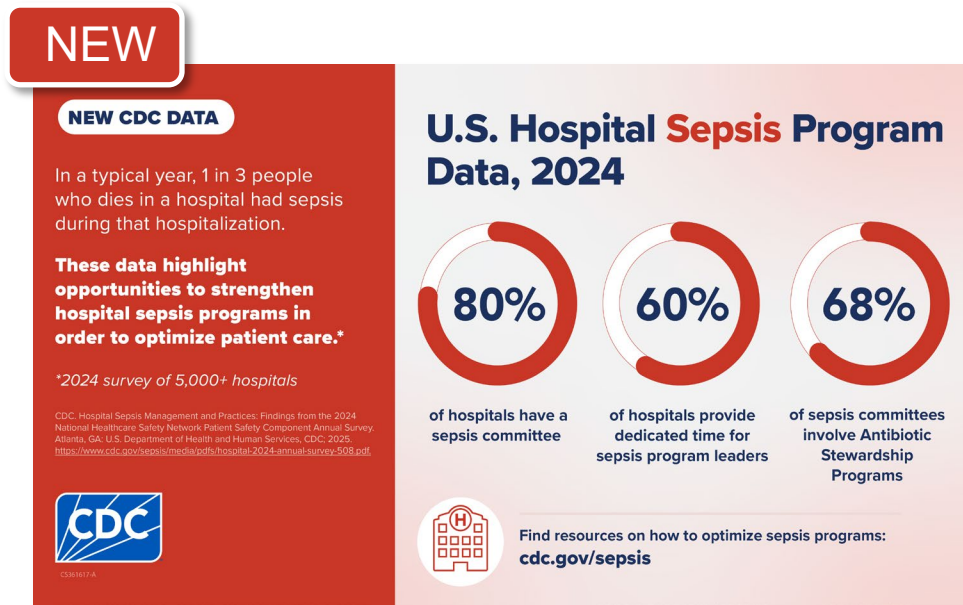


[2024 National Healthcare Safety Network Patient
Safety Component Annual Hospital Survey Form](#)

Hospital Sepsis Program Core Elements: Materials



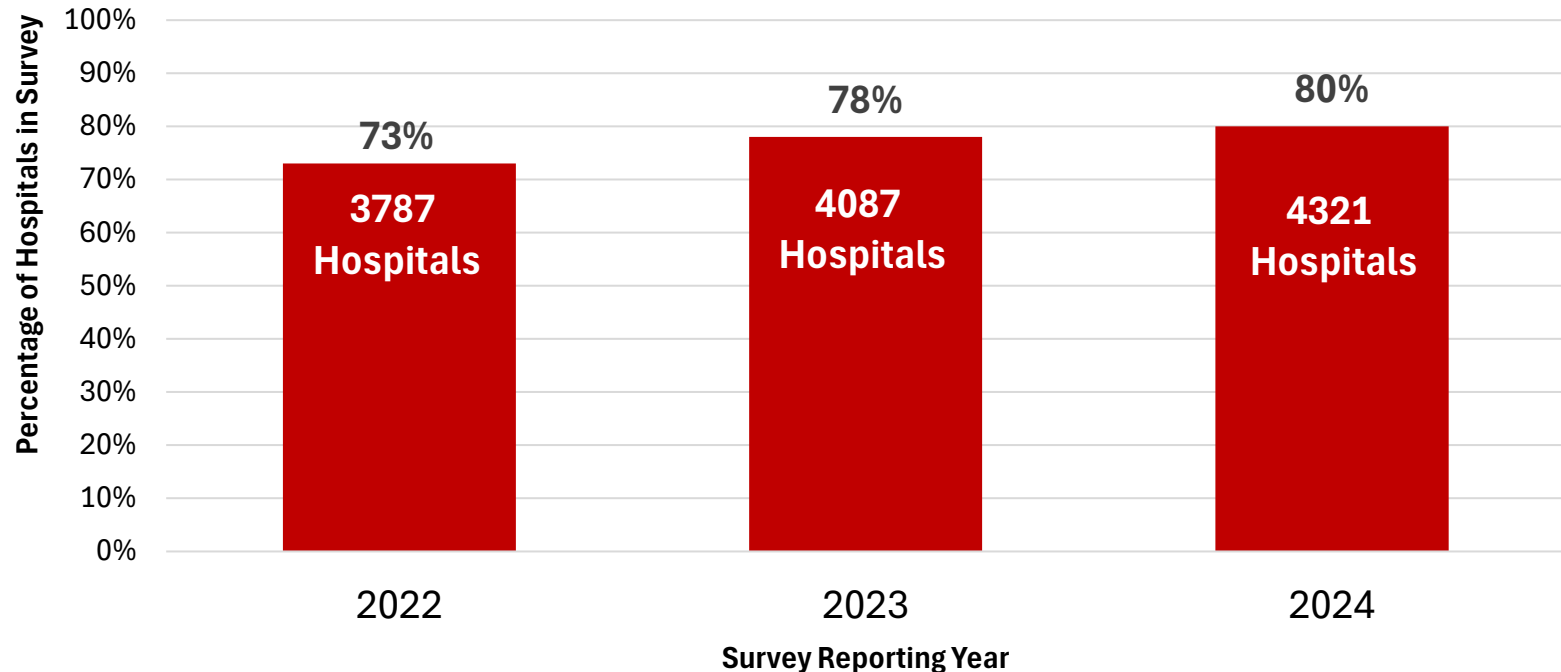
2024 NHSN Annual Survey
Findings



Core Elements uptake
overview image

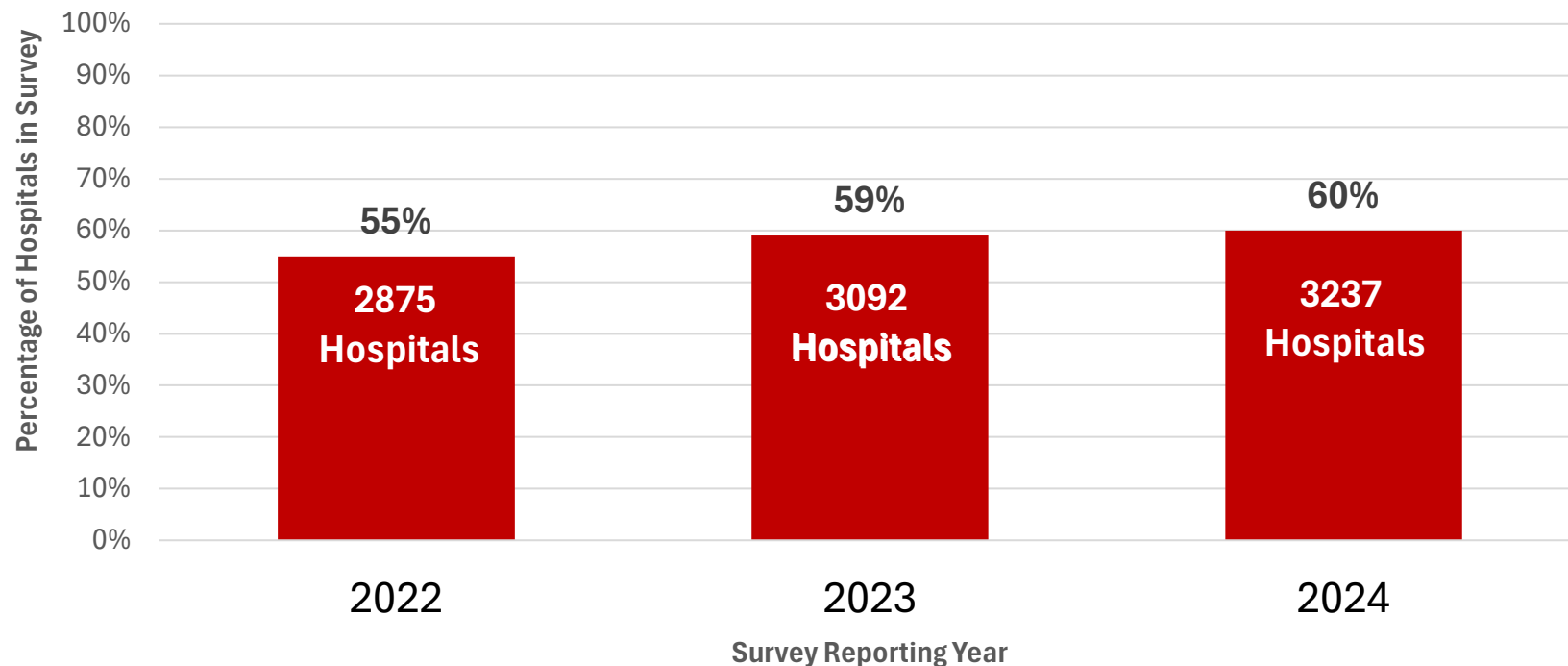
Early Gains – Sepsis Committee

Percentage of Hospitals with a Sepsis Committee,
2024 NHSN PS Annual Survey



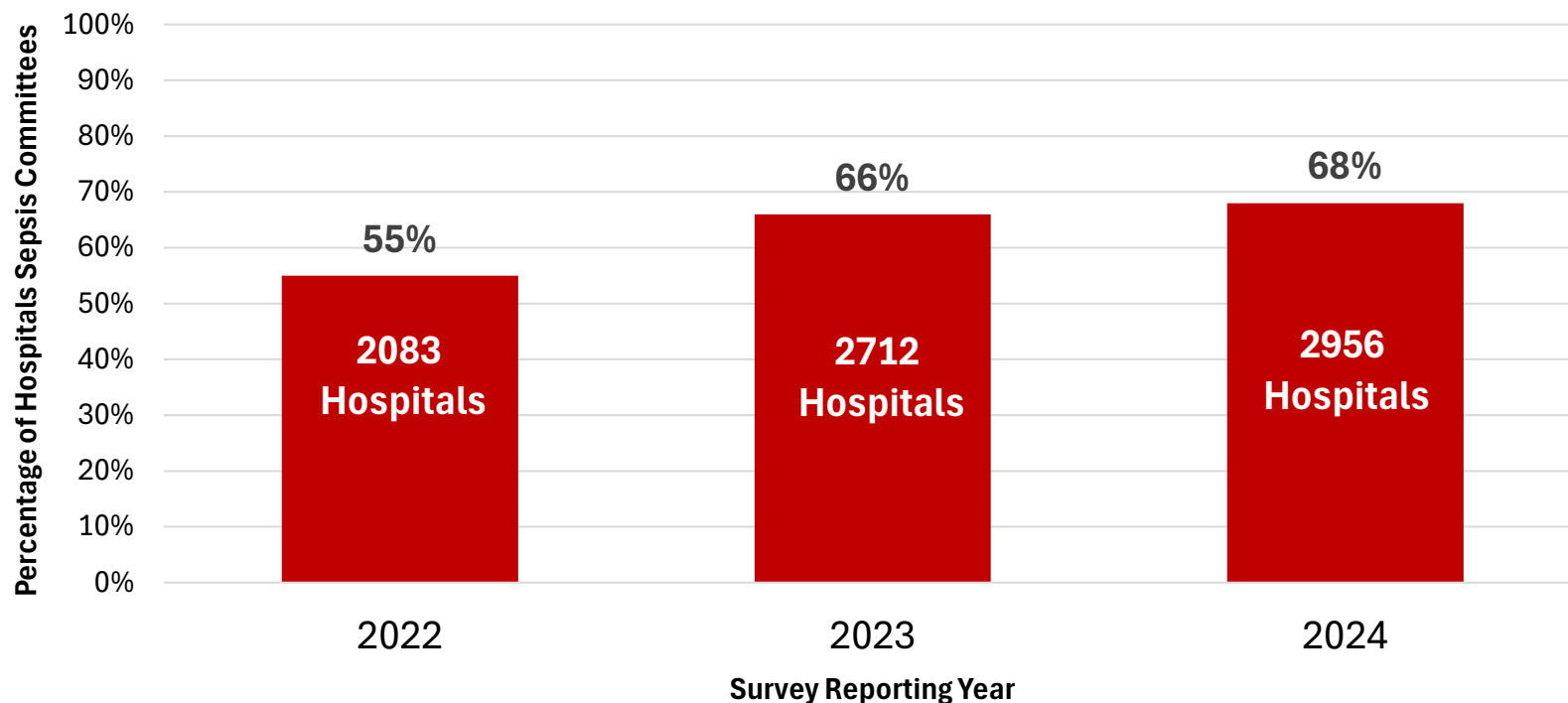
Early Gains – Dedicated Time for Sepsis Leaders

Percentage of Hospitals with Sufficient Dedicated time for Sepsis Leaders,
2024 NHSN PS Annual Survey



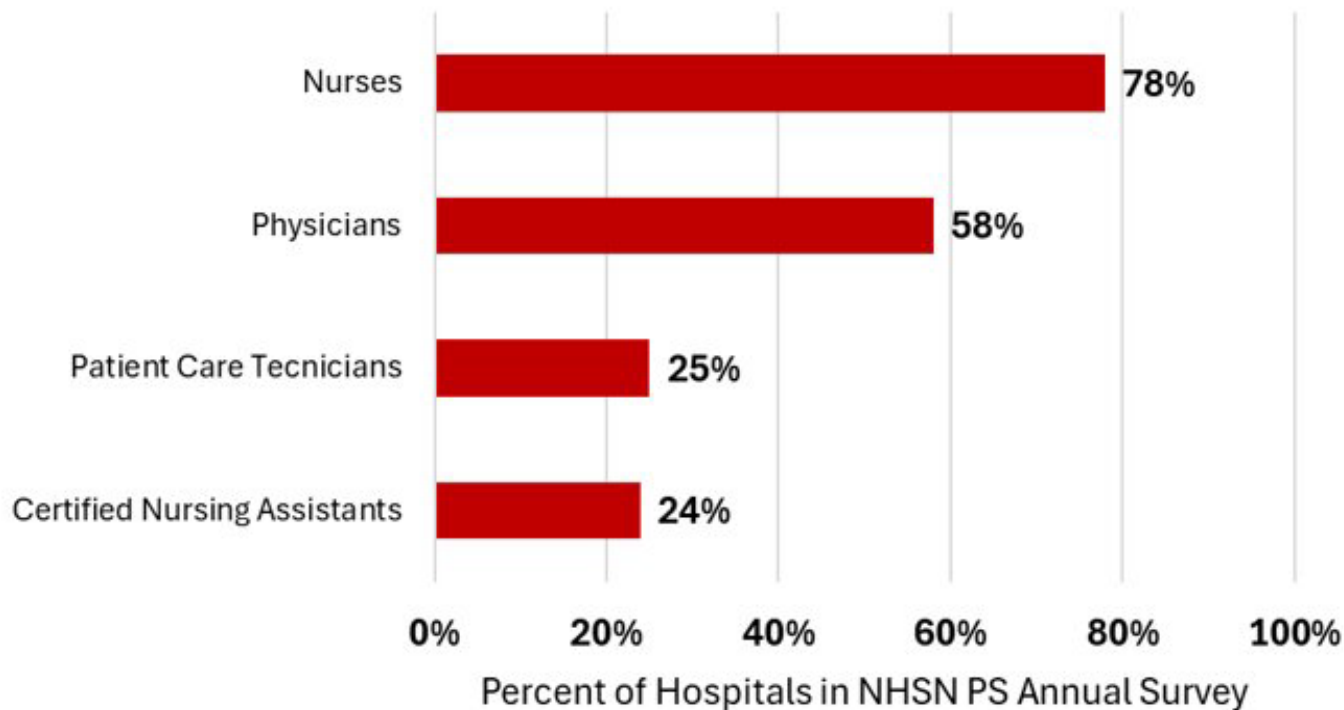
Early Gains – Antibiotic Stewardship Support

**Percentage of Sepsis Committees with Antibiotic Stewardship Support,
2024 NHSN PS Annual Survey**



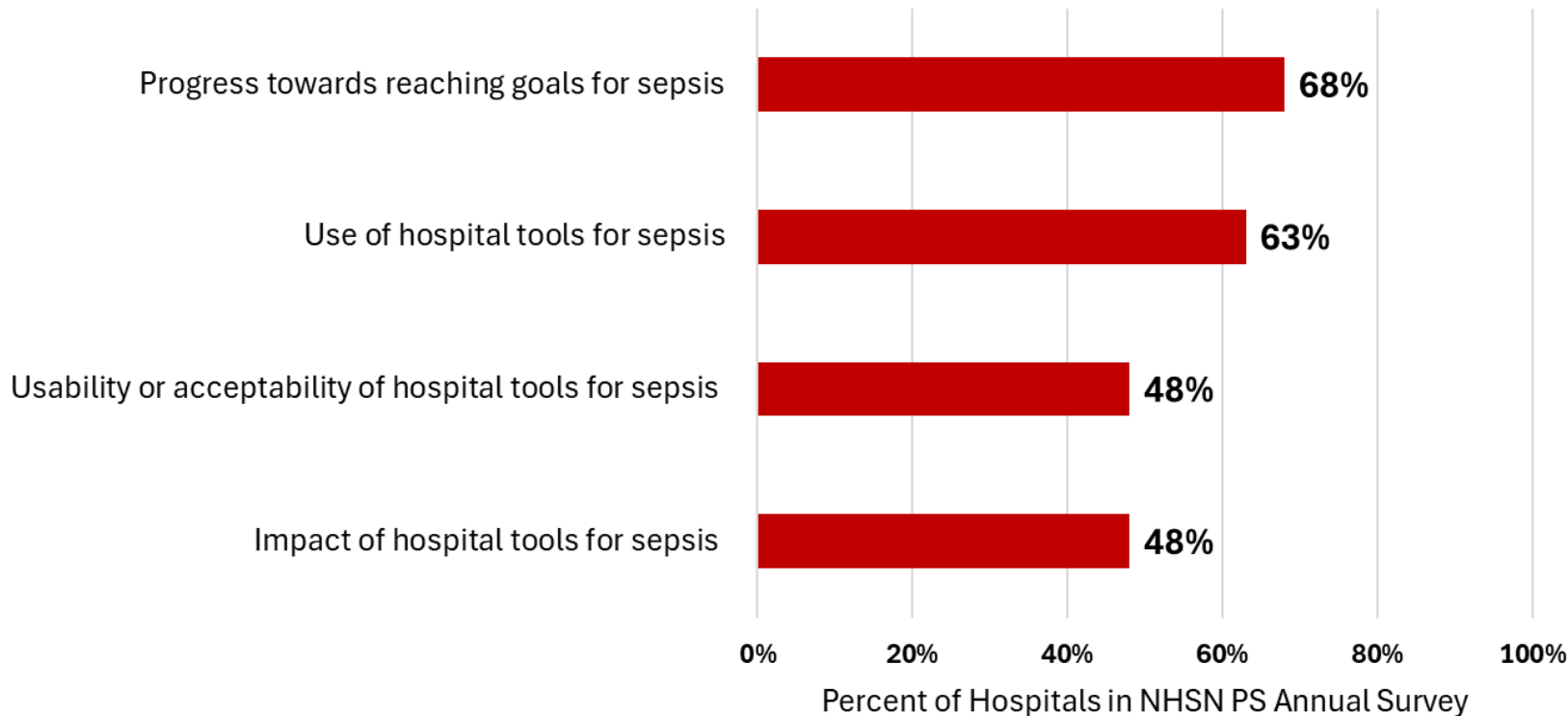
Opportunities for Improvement

Hospital Sepsis Program Staff Education at Onboarding, 2024 NHSN PS Annual Survey



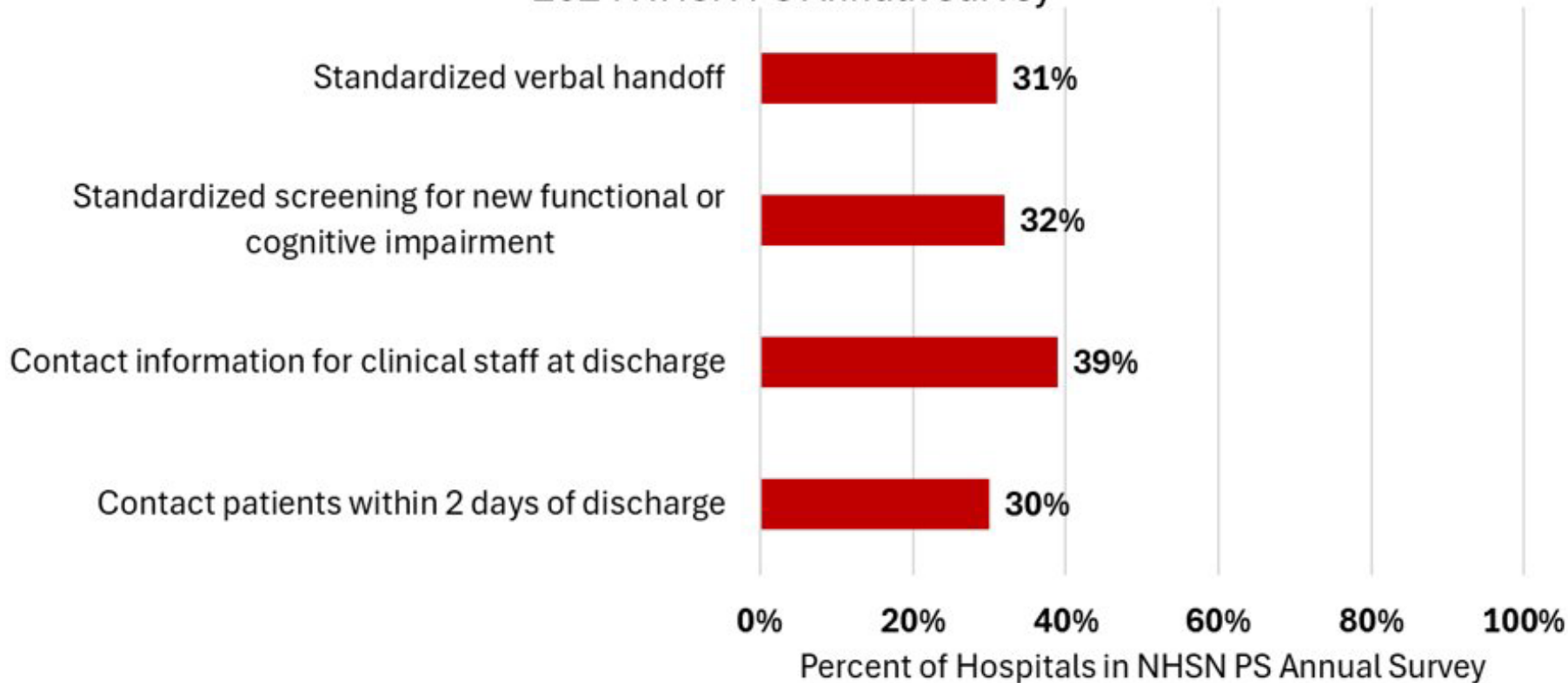
Opportunities for Improvement

Tracking Metrics of Hospital Tools for Sepsis, 2024 NHSN PS Annual Survey



Opportunities for Improvement

Hospital Program Support for Sepsis Recovery, 2024 NHSN PS Annual Survey



Hospital Sepsis Program Core Elements Structural Measure

- Assesses uptake of evidence-based sepsis program best practices described in the CDC Hospital Sepsis Program Core Elements
- Facilities receive points based on their responses to the corresponding Annual Survey questions to produce a score out of 28
- Submitted to the 2026 CMS Measures Under Consideration list

Core Element	Points Possible
Hospital Leadership	
Commitment	5
Accountability	5
Multi-professional expertise	4
Action	5
Tracking	5
Reporting	1
Education	3
Total	28

Adult Community-onset Sepsis Standardized Mortality Ratio

Outcome Measure

- Provides facilities with a nationally benchmarked metric of adult community-onset sepsis mortality outcomes, which can be used to measure their progress to improving the care of patients with sepsis
- Event determination, exclusions, and risk adjustment based on a combination of EHR data and Claims data
- Submitted to the 2026 CMS Measures Under Consideration list

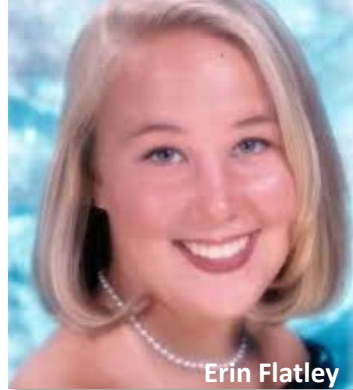
Get Ahead of Sepsis Campaign Update

Katy Capers, MA

Associate Director for Communications

Division of Healthcare Quality Promotion

Why We Do What We Do



and so many
others...



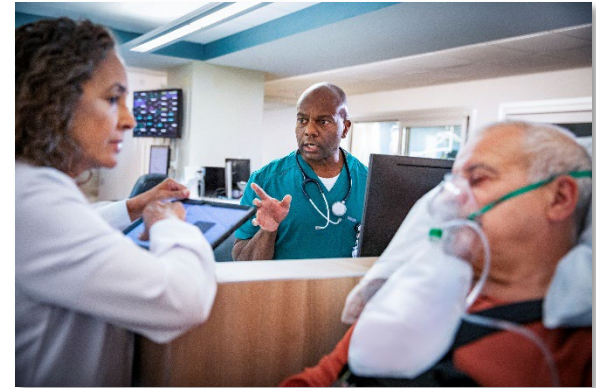
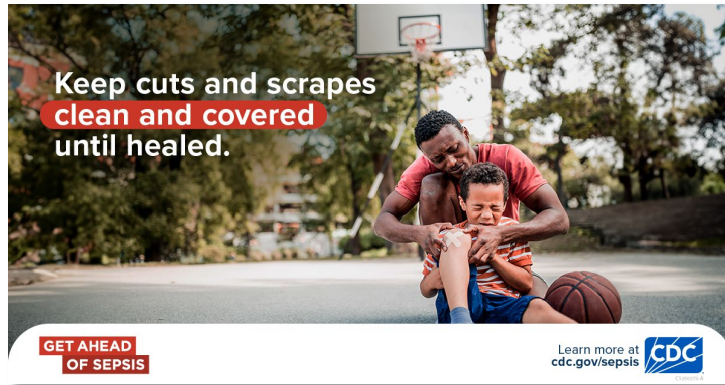
CDC's *Get Ahead of Sepsis* Campaign Increases Sepsis Awareness

- **Goals**
 - **Prevent and reduce infections** that can lead to sepsis
 - **Optimize healthcare quality and patient safety** by raising awareness, knowledge, and motivating behavior change related to sepsis early recognition and appropriate treatment among consumer and healthcare professional (HCP) priority audiences.
- **Priority audiences**
 - Healthcare professionals (HCPs)
 - Patients and families
- **Alignment with cross-agency groups**
 - *Be Antibiotics Aware* and *C. diff* Campaigns



**GET AHEAD
OF SEPSIS**

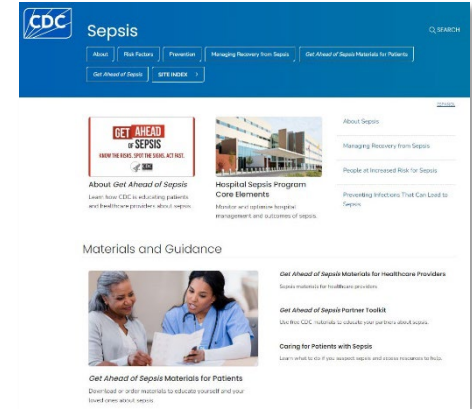
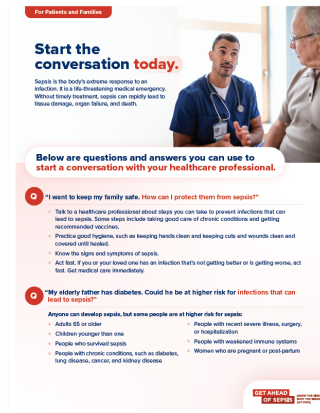
Campaign Priority Audiences



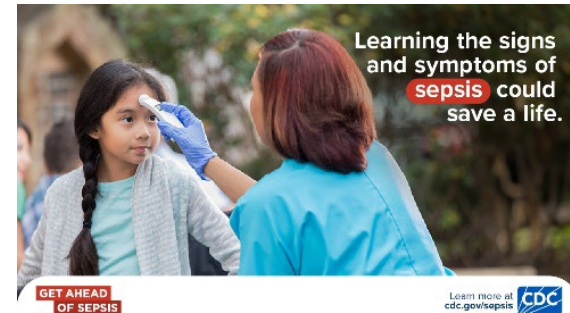
Get Ahead of Sepsis Campaign Activities

- Social media
- Materials
- Website
- Emails
- Earned media
- Paid media*
- Partner & Policy Coordination

GET AHEAD OF SEPSIS



Website



Social media

Materials

*through January 21, 2025

Get Ahead of Sepsis Results

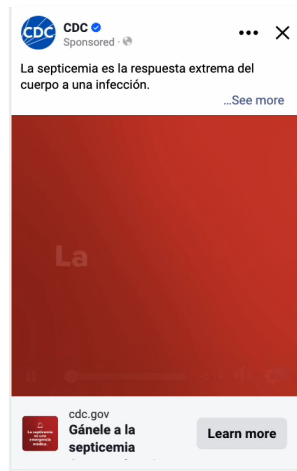
<i>Get Ahead of Sepsis Campaign Results (September 2024 - August 2025)</i>	
Paid Impressions*	16.9M
Website (Pageviews)	932.8K
Organic Social Media (Impressions)	878K
Paid Link Clicks*	623K
CDC Publications On Demand (Orders)	151K
File & Materials (Downloads)	41.1K

**Metrics for paid media tracked through January 21, 2025.*

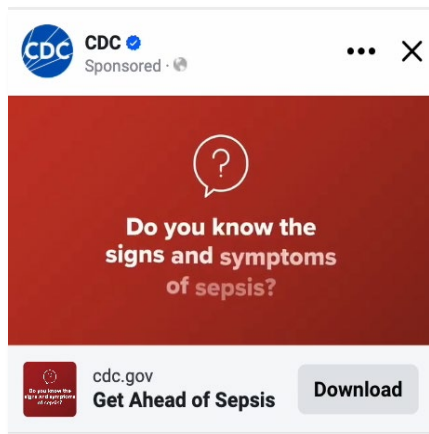
Get Ahead of Sepsis Paid Media

Top Performing Display Creative

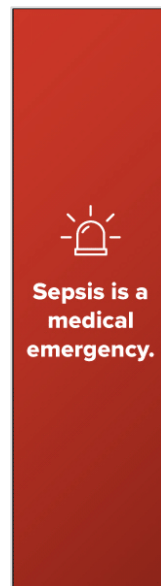
Top Performing Social Creative



Top Consumer Ad
'Know The Signs and Symptoms Spanish GIF'-
8.30% CTR*



Top HCP Ad
'Is It Sepsis Video'-
2.49% CTR*



Top Consumer Ad
Protect Your Family Suite 2 GIF'
1.15% CTR*



Top HCP Ads
Protect Your Patients Suite 1 GIF
1.56% CTR*



Top HCP Ads
Protect Your Patients Suite 2 GIF
1.56% CTR*

*CTR = Click-through-rate

Sepsis Awareness Month 2025

Sepsis Awareness Month 2025 Materials

• Patients

- New & refreshed materials
- Social media

• Healthcare Professionals (HCPs)

- NHSN survey results/Sepsis Core Elements
- New & refreshed materials
- Social media

• Partners

- Toolkits
 - Parents and caregivers of children
 - Youth coaches, counselors & other volunteers
 - Public health partners

NEW

What you should know about sepsis

Key Points

- Anyone can get an infection, and almost any infection can lead to sepsis. Some people are at higher risk for sepsis, including people with recent severe illness, surgery, or hospital care.
- Between 10-15% of adult sepsis cases start in the hospital each year.

If you are having surgery

Before your surgery

- **Avoid shaving** near where you will have surgery. Shaving with a razor can irritate your skin and make it easier to develop an infection. If someone tries to shave you before surgery, ask why this is necessary.
- **Discuss any chronic conditions** you may have, such as diabetes, lung disease, cancer, and kidney disease, with a healthcare professional. These issues can affect your surgery and your treatment.
- **Follow your doctor's instructions** for cleaning your skin before your surgery. For example, if your doctor recommends using a special soap before surgery, make sure you do so.
- **Get recommended vaccines.** Vaccines can prevent or reduce the seriousness of some infections that can lead to sepsis.

NEW

Sepsis
is a life-threatening
medical emergency.



**Know the risks.
Spot the signs.
Act fast.**

NEW

GET AHEAD
OF SEPSIS

NEW

Protect yourself and your family from sepsis.

What is sepsis?

Sepsis is the body's extreme response to an infection. It is a life-threatening medical emergency. Sepsis happens when an infection you already have triggers a chain reaction throughout your body. Infections that lead to sepsis most often start in the genital tract, lung, skin, or gastrointestinal tract. Without fast treatment with antibiotics, sepsis can quickly lead to tissue damage, organ failure, and death.

What causes sepsis?

Infections put you and your family at risk for sepsis. When germs get into a person's body, they can cause an infection. If that infection doesn't stop, it can cause sepsis.

Can mothers spread sepsis to their babies or others?

No, pregnant women and women who recently gave birth (postpartum) cannot spread sepsis to their babies or others. However, the underlying infection could spread. Sepsis during pregnancy can harm the pregnancy and baby.

Who is at risk for sepsis?

Anyone can get an infection, and almost any infection can lead to sepsis. Pregnant and postpartum women are at higher risk of infection due to changes in their immune system and needing medical procedures during their pregnancy. Other groups of people who are at higher risk for sepsis include:

- Children younger than one
- People who survived sepsis
- People with chronic conditions, such as diabetes, lung disease, cancer, and kidney disease
- People with recent severe illness, surgery, or hospital care
- People with weakened immune systems

GET AHEAD
OF SEPSIS

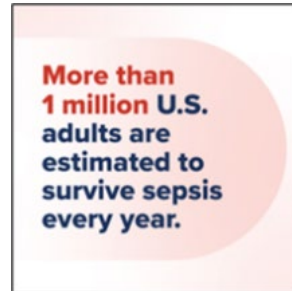
Download & share!

Ways to Support Sepsis Awareness Month and CDC

- Download, share and promote *Get Ahead of Sepsis* campaign materials
- Visit CDC.gov/sepsis webpages for updates
- Read the CDC.gov homepage feature around World Sepsis Day (Sept. 12-14)
- Read and share the Safe Healthcare Blog: <https://blogs.cdc.gov/SafeHealthcare/>
- Share CDC digital resources with organizations and networks
- Like, retweet, and share on social. Find our handles: <https://www.cdc.gov/digital-social-media-tools/Social-Media-Channels.html>
- Sign up for sepsis email newsletters:



Follow CDC and Share Social Media Messages



Sample Social Post Graphics...

Upcoming Partner Events

- **Sept. 8-9: Sepsis Alliance Unite for Sepsis Symposium (Chicago)**
 - Register: [Unite for Sepsis Symposium | Sepsis Alliance](#)
- **Sept. 24-25: Sepsis Alliance Summit (Virtual)**
 - Register: [Sepsis Alliance Institute: Sepsis Alliance Summit 2025 Homepage](#)



Mike Bell, MD
Director, Division of Healthcare
Quality Promotion, CDC

Partnering to Address Sepsis

Katy Capers, MA

Associate Director for Communications

Division of Healthcare Quality Promotion

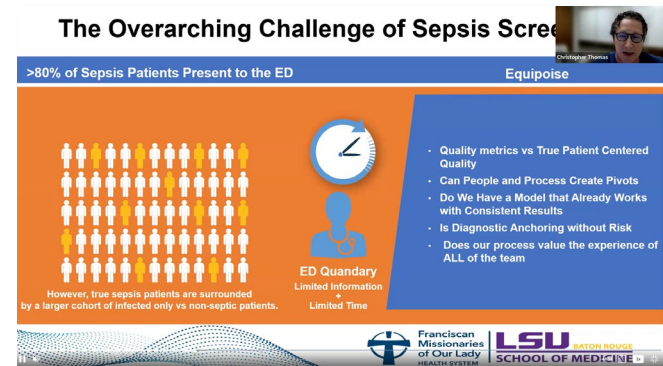
Peer-to-Peer Training to Grow Sepsis Core Elements with the Health Research & Educational Trust (HRET)

- Launched the Sepsis Care subgroup and Sepsis Champions Leadership Series with [HRET's Living Learning Network](#)
 - 7 virtual events, 512 collaborative participants from 300+ organizations, featuring sepsis survivors
 - Biweekly subgroup meetings to share successes and peer-created resources
 - Hosted an in-person sepsis roundtable at AHA Rural Health Leadership conference



Above: Orlaith and Ciaran Staunton share their son's story and the importance of education in sepsis care.

Below: Dr. Christopher B. Thomas notes sepsis screening is the pivot point, standardized plus patient-centered.



HRET Continued – Spotlight on Ochsner Health

- At the Sepsis Core Elements Hospital Leadership Commitment Living Learning Network event, Ochsner shared strategies for overcoming barriers, including:
 - Creating a data-driven business case for sepsis
 - Conducting daily leadership huddle for quality improvement
 - A sepsis program charter template and dashboard
- Site visit showed their system-wide sepsis initiative and system-level sepsis team in action.
- **Up Next:** Focus on maternal sepsis, IPC, rural care barriers, healthcare resiliency, and the role of technology

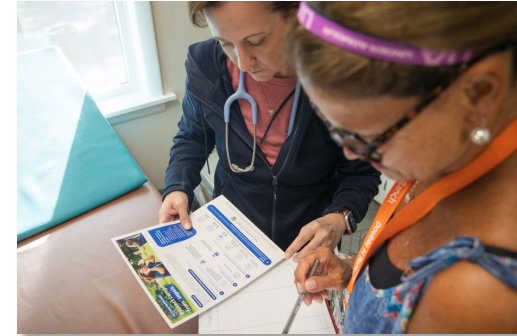
“Sepsis care is no longer a project — it’s embedded in everything we do.”

Tiffany Murdock, System Chief Nursing Officer



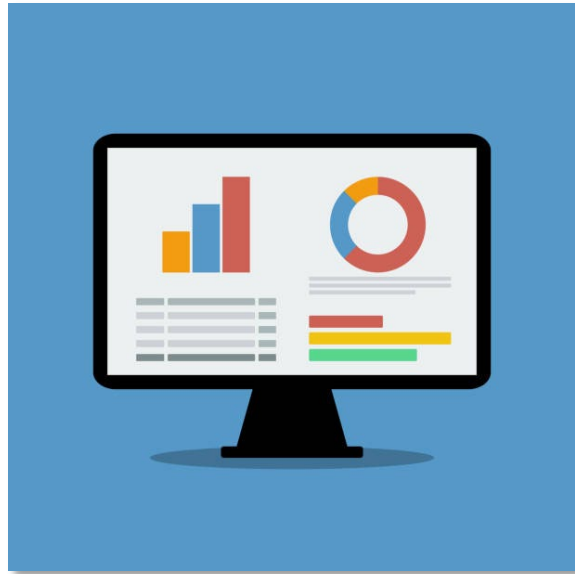
Partnering to Address Sepsis in Children with the American Academy of Pediatrics (AAP)

- Updated national [camp health practice guidelines](#) with sepsis considerations with the Alliance for Camp Health.
- Developed, distributed **weather-proof handouts** for camp clinics. Plus, ongoing promotion!
- **Articles** in CompassPoint (peer-reviewed pub to 1,000+ camps) and HealthyChildren.org.
- Led 2 **educational events** reaching 85 summer camp health providers, alongside the Serious Fun Network.
- Launched [AAP's Pediatric Sepsis Awareness for Camp Health Staff](#).
- Developed a **feasibility report** for a sepsis alert in camp EHRs.
- **Up Next:** Expanding project's success to other settings for children, like community-based primary care and schools.



Creating Tools to Support Nursing Homes

COMING SOON: NEW Sepsis Prevention Assessment Tool



Questions?

Sepsis Awareness Month: Round Robin Updates

All Partners

Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 [cdc.gov](https://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.

