THE UP CAMPAIGN: BRIEF

Problem

> Front-line staff are implementing multiple worthy approaches to reduce harm and improve care, which can make it difficult to prioritize and execute interventions.

> With ever-increasing numbers of safe practices to implement, clinicians become overwhelmed with new tasks and responsibilities.

> Clinician burnout levels are increasing due to greater demands and rapid changes in workflow.

> Mistakes could be made simply trying to comply with new practices, demands and expectations.

Solution

Simplify safe care and streamline interventions. Reduce multiple forms of harm with simple, easy-to-accomplish activities and consolidate basic interventions that cut across several topics to decrease harm.

THE UP CAMPAIGN

A campaign to spread basic interventions while simultaneously supporting the reduction of patient harm.

> WAKE UP — Reducing unnecessary sleepiness and sedation.

> GET UP — Mobilizing patients to return to function more quickly.

> SOAP UP — Performing hand hygiene appropriately to reduce the spread of infection.

> SCRIPT UP — Evaluating the need for periodic medication changes.

Begin to focus on three simple questions:

> Is my patient awake enough to get up?

> Have I protected my patient from infection?

> Does my patient need any medication changes?
After implementing the UP Campaign, you and your patients can anticipate:

- Front-line staff optimizing their professional skills.
- Faster recovery with fewer complications.
- Safer medication use, especially narcotics, opiates and sedatives.
- Fewer falls and pressure ulcers/injuries.
- Reductions in healthcare-associated infections.
- Patients transitioning home sooner, stronger and better able to adapt.
- Partnerships with patients and families to prevent harm.

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