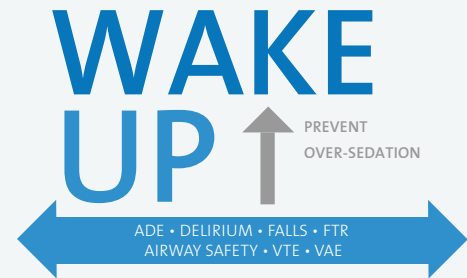


THE UP CAMPAIGN: LEADERSHIP FOCUS

A campaign to spread cross-cutting interventions while simultaneously reducing patient harm

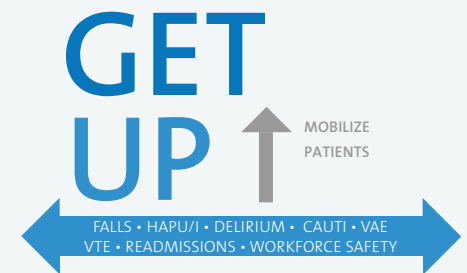
WHY WAKE UP?

- > Reduces unnecessary sleepiness and sedation.
- > Minimizing sedation allows for early mobilization, reduction of delirium, decreased risk of respiratory compromise and shortened length of stay.
- > Over-sedation is a common adverse drug event.



WHY GET UP?

- > Early progressive mobility allows patients to return to function more quickly.
- > Progressive mobility preserves muscle strength, reduces delirium, improves lower extremity circulation and lung capacity and reduces length of stay.



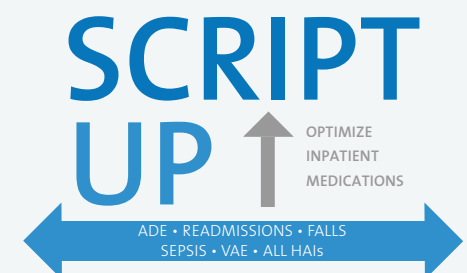
WHY SOAP UP?

- > Appropriate hand hygiene reduces the spread of infection.
- > It is the single most effective way to reduce the transmission of healthcare-associated infections.



WHY SCRIPT UP?

- > Too many, too few or the wrong medications, including antibiotics, lead to adverse drug events, longer and more intense stays and readmissions.



ADE – Adverse Drug Events | **CAUTI** – Catheter-Associated Urinary Tract Infection | **CDI** – *Clostridium difficile* Infection | **CLABSI** – Central Line-Associated Bloodstream Infection | **MDRO** – Multi-Drug Resistant Organisms | **SSI** – Surgical Site Infection | **VAE** – Ventilator-Associated Event | **VTE** – Venous Thromboembolism | **FTR** – Failure to Rescue | **HAIs** – Healthcare-Associated Infections | **HAPU/I** – Hospital-Acquired Pressure Ulcers/Injuries

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