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.

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