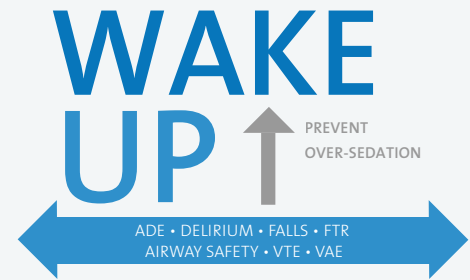


# THE UP CAMPAIGN: NURSING STAFF FOCUS

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

## WHY WAKE UP?

- > 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 that can increase harm and prolong length of stay due to respiratory atelectasis, weakness and immobility.
- > Impacts seven core topics: ADE, airway safety, delirium, failure to rescue, falls, VAE, and VTE.



## WHY GET UP?

- > Progressive mobility preserves muscle strength, reduces delirium, improves lower extremity circulation and lung capacity and reduces length of stay.
- > Lack of mobility is most dangerous for the elderly, but healthier patients who are not mobilized are at risk as well.
- > Impacts eight core topics: CAUTI, delirium, falls, pressure ulcers/injuries, readmissions, VAE, VTE, and workforce safety.



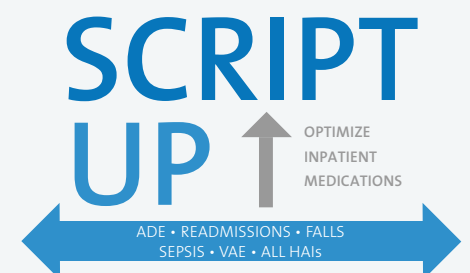
## WHY SOAP UP?

- > It is the single most effective way to reduce the transmission of healthcare-associated infections.
- > Hand hygiene is not a new strategy, but remains a critical one.
- > Impacts seven core topics: CAUTI, CLABSI, CDI, MDRO, sepsis, SSI, and VAE.



## 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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