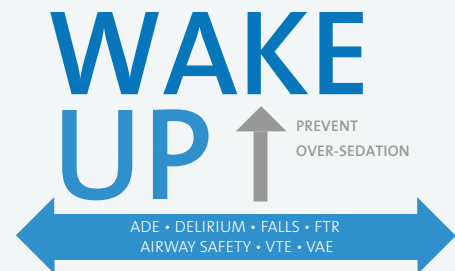


THE UP CAMPAIGN: STATE LEADERS FOCUS

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

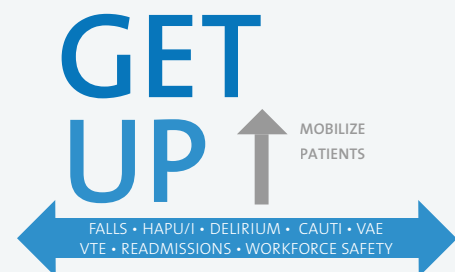
WHY WAKE UP?

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



WHY GET UP?

- > Impacts eight core topics: CAUTI, delirium, falls, pressure ulcers/injuries, readmissions, VAE, VTE, and workforce safety.
- > 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 all patients who are not mobilized are at risk as well.



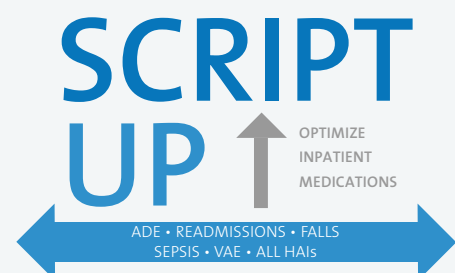
WHY SOAP UP?

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



WHY SCRIPT UP?

- > Impacts ten core topics: ADE, falls, readmissions, sepsis and all HAIs.
- > 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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