

# Sepsis Photo Campaign

WORLD SEPSIS DAY 2016

## What is a photo campaign?

A photo campaign is a promotional strategy that communicates key messages by combining visual media with social interaction. The aim of this activity is to raise awareness of sepsis. World Sepsis Day was introduced as an international campaign to inform people that sepsis is one of the leading causes of death in hospital patients worldwide. If it isn't recognised early and treated promptly, sepsis can lead to multi-organ system failure and death.

## What does participation in this activity actually involve?

This activity involves speaking to people about sepsis and asking them to have their photo taken with a 'belief statement' of their choosing. Below is an example of what this might look like.



Cooper McCarthy  
Sepsis Survivor

## What will my facility or LHD gain from this activity?

The photo campaign provides an opportunity to raise sepsis awareness and promote participation by NSW health clinicians in the statewide SEPSIS KILLS program.

The Clinical Excellence Commission has successfully used the photo campaign concept for Antimicrobial Awareness week in 2014 and World Sepsis Day in 2015. A range of NSW public healthcare facilities participated, from rural multi-purpose services through to large hospitals in metropolitan areas. Feedback from these sites suggested the activity was very worthwhile and is achievable in facilities of any size.

## What resources will we need?

Participants will require the following:

- At least two enthusiastic staff members to form your photo team
- A digital camera
- Access to a computer with a printer
- Copies of an appropriate consent form
- Time to complete the activity and collate your photographs

## What are the photo campaign 'belief statements'?

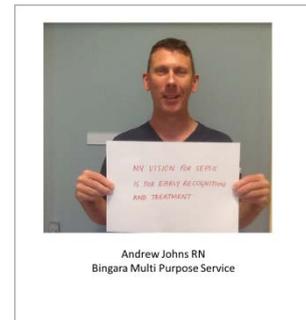
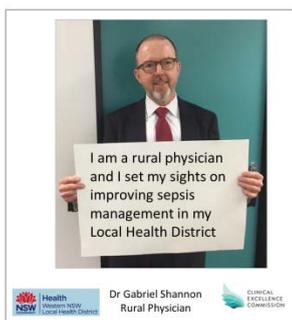
There are four core statements that can be used in your photos, or your subjects may wish to create their own.

- I am a \_\_\_\_\_, and I give IV antibiotics within 60 minutes for patients with sepsis
- SEPSIS KILLS – I use the Sepsis Pathway to Recognise, Resuscitate and Refer
- When my patient deteriorates I consider "could this be sepsis?"
- Every 3-4 seconds someone dies of sepsis
- Sepsis is a medical emergency – time is life. Recognise, Resuscitate and Refer
- OR create your own

## Who should we be targeting as our photo subjects?

Where possible, the photo campaign should include a range of health professionals (medical, pharmacy, allied health and nursing), technical, administrative, support staff and managers. You may also choose to include patients, carers, volunteers and visitors (after checking with your local media unit).

While photo subjects often choose to identify themselves by their relationship to the healthcare system, some may wish to identify themselves in other ways (e.g. team member, parent etc.)



## How many photos do we need?

There is no minimum, but you should aim to take as many photos as you can! Each photo is another opportunity to get more people involved in World Sepsis Day and increase the impact of the messages.

## What do YOU do with your photos?

Your campaign photographs may be used in a number of different ways, depending on the consent provided by your photo subjects. These may include:

- Printing your images for your facility World Sepsis Day promotional display
- Creating a photo collage for posters to promote World Sepsis Day
- Posting on the local intranet page or use as computer screensavers
- Uploading to social media such as Twitter or Facebook (#wsd16 and #sepsis)
- Publication in facility or district bulletins

Remember that secure storage of image files is important, and will be the responsibility of the photo team at each participating site.



## How do we obtain consent from our photo subjects?

**\*\*All photographed subjects must first consent to both their image being taken and its inclusion in any publications or promotional materials you plan to develop.\*\***

Your facility and/or district executive unit can refer you to an appropriate person to discuss consent and use of photographs e.g. public relations and/or media and communications staff. Think about how you may wish to use the images you will take prior to developing a consent form.

Potential photo subjects should be approached and introductions should be made before starting a conversation about World Sepsis Day. Subjects may then be invited to demonstrate their support by having their photo taken, but should not feel pressured into doing so.

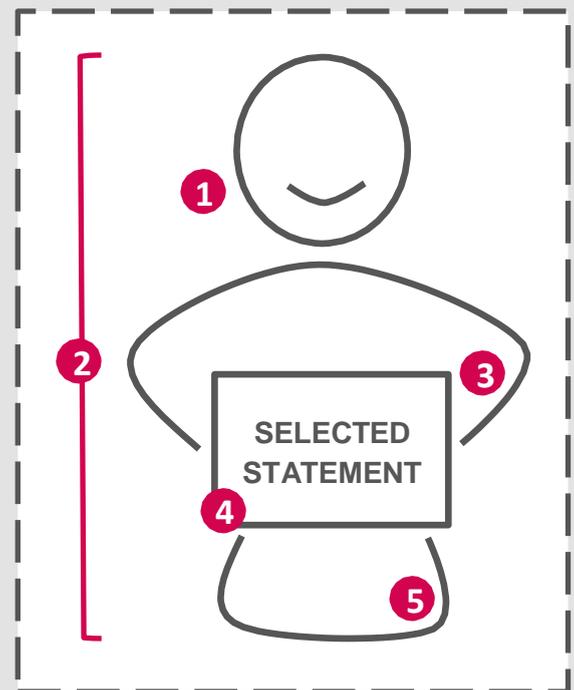
## Providing feedback to the CEC:

The CEC would like to receive feedback about your participation in this activity. If you have gained the appropriate consent from your photo subjects, we'd also like to see some of your photos and we will promote them on our social media Twitter campaign.

Please send your feedback and images to:

[CEC-Sepsis@health.nsw.gov.au](mailto:CEC-Sepsis@health.nsw.gov.au)

## PHOTO GUIDE



- 1 Smile!
- 2 Front-facing portrait (head + torso)
- 3 Sign held over lower chest area
- 4 Print in 80-85pt Arial font
- 5 Clothing free of surname or I.D.

### Other Tips & Suggestions

- Make sure there is enough light in your photos to produce a high quality image
- Check photos as you go to ensure your subject is in focus and has not been 'photobombed' by background activities
- Remember that the consenting subject should be the only person who is identifiable in the final image.

World Sepsis Day 2016 - CEC Photo Campaign Information  
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SHPN (CEC) 160322

# SEPSIS KILLS: World Sepsis Day 13 September 2016

## Sepsis is a global problem

Sepsis is a time critical medical emergency resulting from an overwhelming inflammatory response to infection. In New South Wales, more than 6000 patients are hospitalised each year due to sepsis.<sup>1</sup> These patients represent a significant burden on health system resources, often require intensive care, and length of stay in hospital is significantly prolonged. Around 18 per cent of these patients will die from sepsis-related complications.<sup>2</sup>

## Quick simple treatment can save lives

Early recognition and rapid initiation of simple treatment can significantly reduce sepsis mortality rates.<sup>3</sup> The Clinical Excellence Commission's SEPSIS KILLS program started in 2011. It is an evidence-based quality improvement initiative to improve management and reduce harm to patients with sepsis.<sup>4</sup> Three key actions are required to manage sepsis as a medical emergency, in a similar way to stroke, acute coronary syndrome and trauma:

**RECOGNISE** the risk factors, signs and symptoms of sepsis

**RESUSCITATE** with rapid intravenous fluids and administration of antibiotics within the first hour of diagnosis

**REFER** to appropriate senior clinicians and teams with retrieval if appropriate

## NSW treats sepsis as a medical emergency

The SEPSIS KILLS pathway is used in emergency departments and inpatient wards throughout NSW public hospitals and has greatly improved the process of care and clinical outcomes for more than 29,000 patients. A recent publication in the Medical Journal of Australia<sup>5</sup> shows patient outcomes have been improved when treatment begins promptly. Aggregated median time to commencement of antibiotics for adult patients has been reduced to less than 60 minutes and overall mortality has reduced from 19.4% (2009-11) to 14.1% (2013) with a linear decrease in hospital length of stay and intensive care hours (each  $P < 0.0001$ ). Ongoing analysis has shown the overall mortality from in hospital sepsis has decreased further to 13.37% in 2015.<sup>6</sup>

## World Sepsis Day: How can YOU make a difference?

World Sepsis Day (13 September) is an initiative of the Global Sepsis Alliance to promote sepsis awareness internationally. We invite you to raise the profile of sepsis by participating in our sepsis photo campaign available on our webpage

<http://www.cec.health.nsw.gov.au/programs/sepsis>

## For further information contact:

[CEC-Sepsis@health.nsw.gov.au](mailto:CEC-Sepsis@health.nsw.gov.au)

Follow us on [twitter](#) @sepsis\_kills and use the #sepsis and #wsd16 when posting tweets.

### References

1. NSW Health Activity Based Management (ABM) Portal [http://internal.health.nsw.gov.au/abf\\_taskforce/abm\\_portal/main.html](http://internal.health.nsw.gov.au/abf_taskforce/abm_portal/main.html). Accessed 5 June 2015
2. NSW Admitted Patients Data Collection, Secure Analytics for Population Health Research and Intelligence (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health; Accessed 29 May 2015
3. Kumar A, Roberts D, Wood KE et al. Duration of hypotension before initiation of effective antimicrobial therapy is the critical determinant of survival in human septic shock. *Critical Care Medicine* 2006; 34:1589-1596
4. SEPSIS KILLS, Clinical Excellence Commission, 2016; Available from: <http://www.cec.health.nsw.gov.au/programs/sepsis>
5. Burrell AR, McLaws ML, Fullick M, Sullivan RB, Sindhusake D. *SEPSIS KILLS: early intervention saves lives*. The Medical Journal of Australia. 2016;204(2):73.
6. NSW Admitted Patients Data Collection, Secure Analytics for Population Health Research and Intelligence (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health; Accessed June 2016