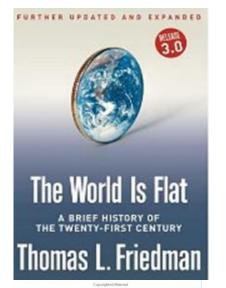
Understanding the Issues and Commitment

Niranjan "Tex" Kissoon, MD, MCCM, FRCP(C), FAAP, FACPE UBC and BCCH Professor, Global Child Health University of British Columbia, Vice President Medical Affairs, BC Children's Hospital and Sunny Hill Medical Center, Vancouver, Canada

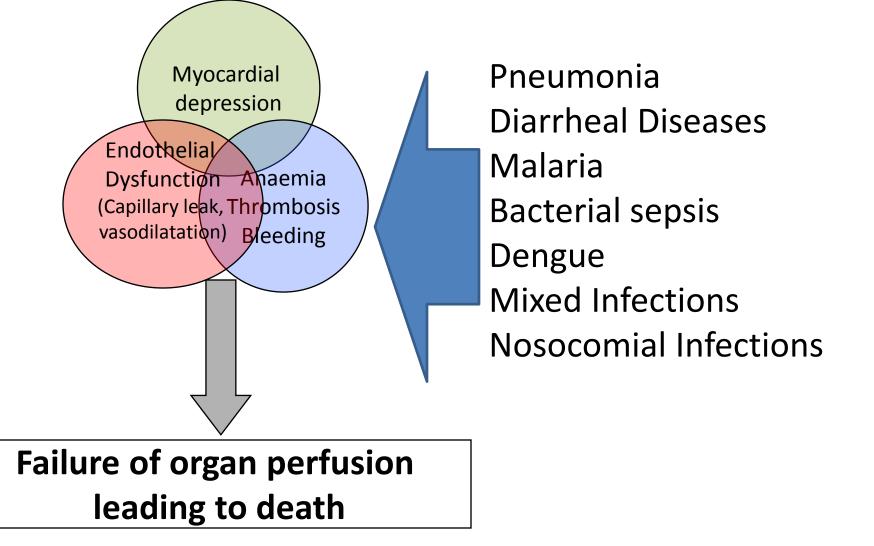
#### **Understanding the Issues and Commitment**

 Medicine is the only world-wide profession, following everywhere the same methods, actuated by the same ambitions, and pursuing the same ends.

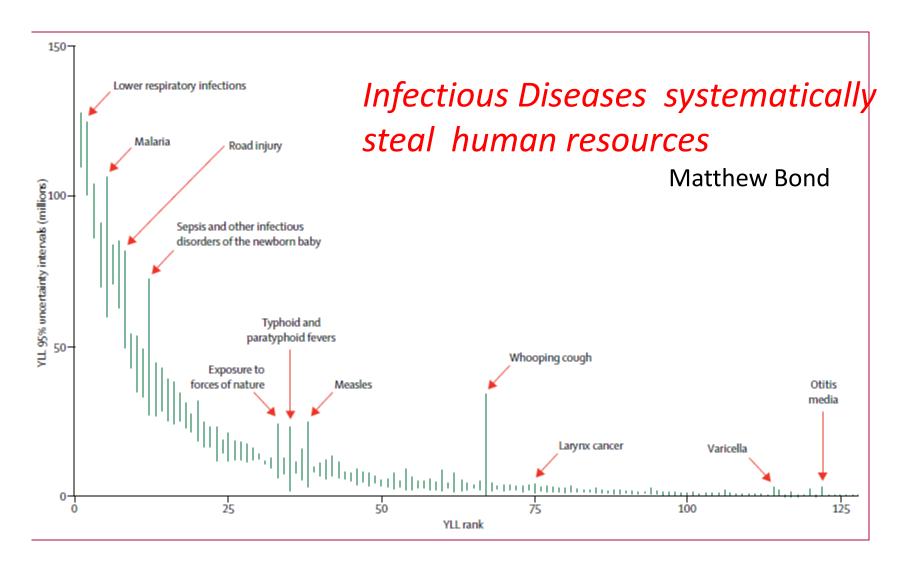


Sir William Osler, Aequanimitas, 1906

- What is sepsis?
  - A Neglected Global Killer
- Our scorecard
  - A tale of several worlds
- Leadership and commitment
- Improving processes and outcomes
- Advocacy
- Concluding Remarks

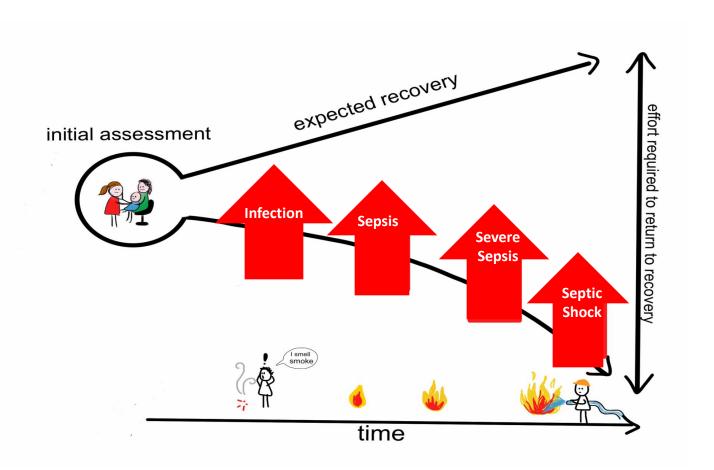


#### Global Years Life Lost By Cause



Lozano R et al Global and Regional Mortality... Lancet 2012

### Trajectory of Sepsis and Interventions



The disease, at its early stage, is easy to cure but hard to diagnose. At a later stage, it is easy to diagnose, but impossible to cure. *Machiavelli The Prince* 

- What is sepsis?
  - A Neglected Global Killer
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- Concluding Remarks

# Sepsis guidelines have had modest success in changing behavior.

- India
- France
- Spain

Compliance – 10 to 45%

- Germany
- UK
- USA
- Australia

### Sepsis Treatment Scorecard

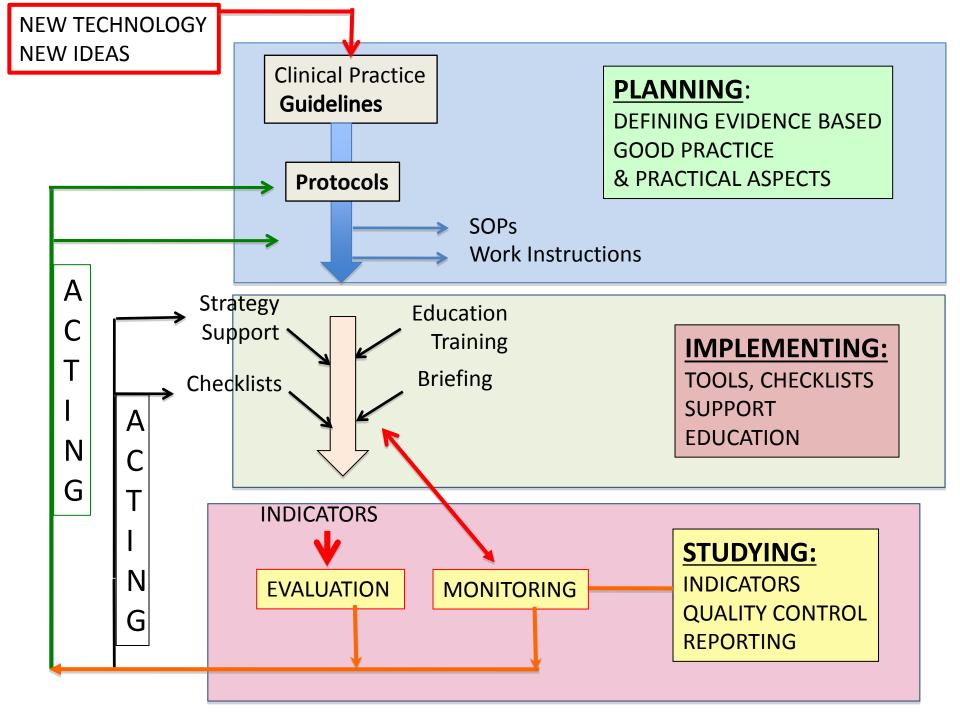
- Delay in knowledge translation
  - No lack of awareness
  - Differing attitudes among staff
  - Failure of teamwork
  - Threat to physician autonomy
  - Costs of new therapy
  - Confusion regarding diagnosis
- Failure of a cohesive team and system

Brunkhorst F et al Crit Care Med 2008;36:2719

### Low Adherence?

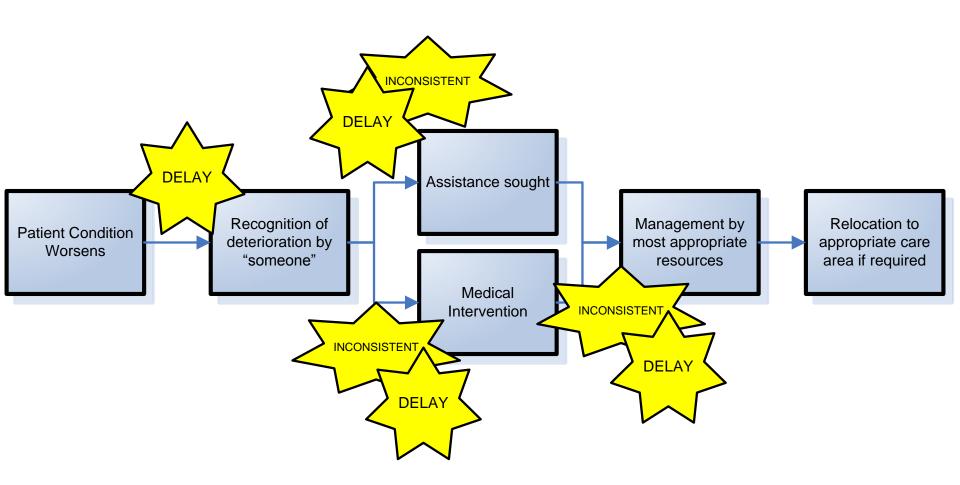
- Is the elephant in the room lack of resources?
- Is it how guidelines are crafted?
- Are we inherently averse to sepsis guidelines?
- Is it how they are deployed?
- It is the context?

- Kissoon N Sepsis guidelines: Suggestions to improve adherence. J Infect 2015 Jun;71 Suppl 1:S36-41.
- Kissoon N. Sepsis guideline implementation: benefits, pitfalls and possible solutions Crit Care. 2014 Mar 18;18(2):207



- What is sepsis?
  - A Neglected Global Killer
- Our scorecard
  - A tale of several worlds
- Leadership and commitment
- Improving processes and outcomes
- Advocacy
- Concluding Remarks

## Current State – Sepsis Recognition and Treatment



Severe Sepsis cases showed 0% compliance with recommended treatment

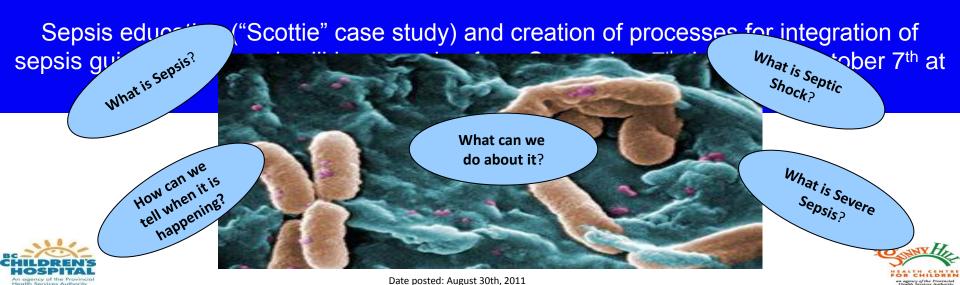
### A Year of Action!

BC Children's and Sunny Hill strategic action plan

## Core Action: IMPROVE QUALITY. BE SAFE. Project: SCOTTIE'S SEPSIS

- •What is pediatric sepsis?
- •How do you recognize it?
- •What is the recommended treatment?

Watch out for more information throughout the month of September as we launch
SCOTTIE'S SEPTIC SEPTEMBER



#### **Sepsis September - A3**



**imPROVE** 

<u>Title</u>: Sepsis September – Sepsis Bundle

<u>Team Leaders:</u> Kathy Rasmussen, Tracie Northway, Christy Hay, Suzanne Steenburgh, Grace Chan, Lynn Coolen, Jane Riedel.

Process Owner: Deb Scott

Project Lead: Tracie Northway

Sponsors: Patti Byron, Tex Kissoon, Vicky Crompton

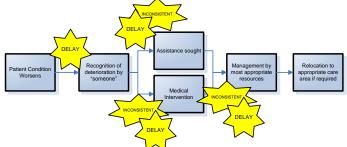
Sponsor Sign-off: Sign-off Date:

#### **Background**

Historical evidence of delays in recognition & treatment of sepsis has lead to patient harm. Evidence-based research shows that early recognition and intervention is positively related to patient outcomes. This evidence as outlined in the guideline is referred to as the Sepsis Bundle. Bundle implementation has been elevated through the Strategic Action Plan to PHSA for 11/12 targets.

#### **Current State:**

Problem statement:



Critical incidents have occurred in BCCH due to delays in recognition and/or treatment for pediatric sepsis or severe sepsis. A Sepsis Screening Bundle has recently been developed, but has not been operationalized.

#### Analysis:

- Independent practices for clinicians; lack of standardized process for recognition and treatment.
- Cultural norm is to develop policy to address all patient populations including outliers, therefore consensus building is difficult.
- Previous attempts to deploy a sepsis protocol lacked the required engagement from stakeholders.
- Nurses typically recognize sepsis, but diagnosis and treatment is a physician-dependant process. Inconsistent communication between professions leads to long leadtimes from recognition to treatment.

#### Primary objective:

To implement a internationally-recognized sepsis screening tool and treatment protocol.

#### Key measure:

Documented timely screening of appropriate patient population and where required, timeliness of medical intervention.

#### Countermeasures

(What are we going to do about the problem?)

- Held Kaizen events with inpatient units, ICU and ED.
- Confirmed assumptions regarding implementation barriers
- Performed PDSA cycles on units with Screening Tool.
- Aligned Sepsis Screening with Escalation of Patient Care (EoPC) process
- •Aligned Fever and Neutropenia protocol with Sepsis Bundle.
- Proposed changes to SHARED Transfer of Care process to support EoPC and Sepsis Screening.
- Developed Standard Work for Sepsis Screening.

Action Plan								
Who:	What:	By When:						
T. Northway; QSL, Educators	Update to SHARED Transfer of Care process (Form & education)	January 31, 2012						
Christine P, Sandy P	Implementation of Physician Order Sets	October 14 <sup>th</sup> , 2011						
QSL & J. Lepard	Communication of Audit plan and results to all units.	October 14 <sup>th</sup> , 2011						
T. Northway, D Scott	Kaizen event at Sunny Hill	October 6 <sup>th</sup> , 2011						
D. Scott	Distribution of final version of Sepsis Screening Tool to all units	October 14 <sup>th</sup> , 2011						
P. DeZorzi	Update and distribute Patient Flow Sheet to reflect Screening	January 31, 2012						

Sustainment Plan
------------------

**Audit tracking** 

Who: QSL What: By When:

15

### **Responsive Improvement Process**

 We made a commitment to a true improvement model, actively seeking data and feedback from end users. Our target end date for this process is May 31st 2012.



Recognition: Where we are Screening

recognition which we are serecining							
Area	Procedure						
Emergency	<ul> <li>Initial assessment in the department.</li> <li>Continually assessed until they are admitted or discharged</li> </ul>						
PICU	<ul> <li>Daily screening on team rounds.</li> <li>Trending of WBC count as part of screening</li> </ul>						
In-patient Units	• Initially upon intra hospital transfer or on admission from emergency • An elevation in their Escalation of Patient Care score (EoPC) score						

### **Auditing:**

- The Quality Safety Leaders are actively auditing screening in conjunction with EoPC auditing.
  - They are looking to see if the EoPC score was recorded (yes/no)
  - If EoPC score was elevated from previous, was sepsis screening performed (yes/no)
  - Once orders are implemented will audit to see if they used appropriately (all, some, none, timing)

### Respond

- Implementation of Order Set and Algorithms
  - The physician order set has been approved and is available for use.
  - The 0 1 hour and 1 6 hour algorithm is approved and is available.
     It can be laminated as a poster to be posted in your units.

#### Logistics

- Re-order of forms & posters from Print Shop
  - Screening forms: Form # BCCH 293.
  - Physician order set: Form # BCCH 200.
  - EoPC process and "Stop Sepsis" posters
- The screening form is in the graphic section of the chart.

### Respond

- Antibiotics
  - Issue:
    - -Challenge to meeting sepsis guideline target of antibiotics in within 1 hour.
  - Contributing factor:
    - Inpatient areas do not stock antibiotics
    - Accessing and preparing in time is hampered
  - Potential solution:
    - Working with pharmacy to antibiotics for empiric coverage.

#### Refer

 No changes to this process, we are continuing to follow the escalation of care process to access supports for the deteriorating patient.

#### How to Share the Word:

- Posters (awareness poster and 0-1 hour algorithm).
- Electronic Posting of the documents
  - Child Health BC will host guideline and supporting decision making tools.
- Education about sepsis and guideline:
  - All nursing staff participate in the 3 part "edu-quik" education series
  - Validation of knowledge at education days





	Green – low risk	Amber – intermediate risk	Red – high risk		
Colour	<ul> <li>Normal colour of skin, lips and tongue</li> </ul>	Pallor reported by parent/carer	Pale/mottled/ashen/blue		
Activity	Responds normally to social cues Content/smiles Stays awake or awakens quickly strong normal cry/not crying	Not responding normally to social cues     Wakes only with prolonged stimulation     Decreased activity     No smile	No response to social cues Appears ill to a healthcare professional Does not wake or if roused does not stay awake Weak, high-pitched or continuous cry		
Respiratory		Nasal flaring Tachypnoea: RR > 50 breaths/minute, age 6-12 months RR > 40 breaths/minutes, age 5 12 months Oxygen saturation ≤ 95% in alr Crackles	Grunting Tachypnoea: RR > 60 breaths/minute Moderate or severe chest indrawing		
Hydration	Normal skin and eyes     Moist mucous membranes	Dry mucous membranes     Poor feeding in infants     CRT ≥ 3 seconds     Reduced urine output	Reduced skin turgor		
Other	None of the amber or red symptoms or signs	Fever for ≥ 5 days	Age 0–3 months, temperature ≥ 38 °C     Age 3–6 months, temperature ≥ 39 °C		
		Swelling of a limb or joint     Non-weight bearing/not using an extremity	Non-blanching rash     Bulging fontanelle     Neck stiffness     Status epilepticus     Focal neurological signs     Focal seizures		
		A new lump > 2 cm	Bile-stained vomiting		



Adapted From





#### Patient Screening for Sepsis

#### Can be completed by RN or MD

Complete screen progressing from A to B to C as positive for each

Start here to look for S&S of infection

If you have ticked any boxes in A move to B to look for SIRS

dysfunction

If 2 SIRS present refer to

order set, treat infection but

continue to assess for organ

INFECTION - Does the patient have any of the following infection criteria or risks? Chest: cough, increased work of breathing ☐ History of Fever ■ Neuro: decreased mental alertness, stiff Anti-Infective Therapy neck, headache Myelosuppressed or Immunosuppressed □ Urine: dysuria, frequency, odour Indwelling Medical Device(s):e.g. Central Line, VP shunt, etc. ■ Skin: cellulitis, wound, rash Recent surgery/Invasive Abdomen: pain. peritonism Procedure/Hospitalization ■ Musculoskeletal: joint ■ Suspected Perforated Organ e.g. appendix

SIRS (systemic inflammatory response syndrome) — Does the patient have 2 of these criteria? (One of which must be either temperature or WBC).

- Temperature -greater than 38.5°C or less than 36°C?
- WBC count abnormal for age (see reverse) or greater than 10% bands?
- Heart Rate abnormal for age? (see reverse)
- Respiratory Rate abnormal for age? (see reverse)
- \*For immunosuppressed patients, may accept any 2 criteria.

YES Access physician supports to guide care

AND Continue to Assess NO Treat and re-assess simultaneously: Sepsis may still be a concern

If no boxes ticked then screening is done for now, date & sign form

If acute organ

present begin

dysfunction

ACUTE ORGAN DYSFUNCTION - Does the patient have cardiac or respiratory involvement

☐ Cardiovascular- Is perfusion altered (capillary refill greater than 2 seconds; core to temperature difference; decreased peripheral pulses compared to central pulses) or abnormal for age?(see reverse)

ry - Increasing O<sub>2</sub> requirements to maintain SpO<sub>2</sub> greater than 90% or nee

diovascular or respiratory organ dysfunction then there must be 2

the severe sepsis definition. ical - Glasgow coma scale score less than or equal to

w urine output e.g. less than 1 mL/kg/hr despite a

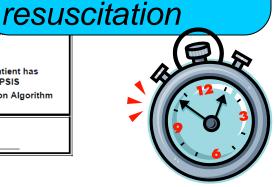
gic - Low platelet count (less than 80,000/mm3) or PT/PTT greater than upper - Low pH (e.g. pH less than 7.30) or elevated lactate (greater than 4 mmol/L)? Is ALT greater than 2x upper limit of normal?

T MEET ACUTE ORGAN DYSFUNCTION CRITERIA? YES This patient has SEVERE SEPSIS

Refer to Resuscitation Algorithm

still at RISK for SEVERE SEPSIS refer to pre-printed order set to guide care

Screen completed by



#### **EoPC**



#### **Escalation of Patient Care**

A Team Approach to Recognition and Support for the Deteriorating Child

**Escalation of Patient Care Scores** 

	0	1	2	3	
Patient assessment tool: ties in very	Plays/acts appropriately	Drowsy	Difficult to wake with stimulation     Irritable     Persistent vomiting postoperatively	Lethargic     Confused     Reduced response to pain     Does not wake to painful stimuli	
well with screening tool criteria	Within normal age parameters     No increased work of breathing	10 breaths above age appropriate parameters     Using accessory muscles     Requires 0 <sub>2</sub> support	>20 breaths above age appropriate parameters     Tracheal tug/nasal flare     Increasing 0 <sub>2</sub> requirements	Decreasing respiratory rate below age appropriate parameters along with: sternal indrawing; tracheal tug; or grunting     Increasing 0 <sub>2</sub> requirements	
If change in score then there is a prompt to screen for sepsis	Pink skin colour, lips and tongue     Capillary refill 1-2 seconds	Pale     Capillary refill 3 seconds     Reduced urine output     Fever (>38C Oral; >37.5C Axilla; >38.5 Rectal)	Ashen/mottled     Capillary refill 4 seconds     Tachycardia of 20 beats per minute above age appropriate parameters     Persistent fever despite antipyretics	Grey/blue/mottled Capillary refill ≥5 seconds Tachycardia of 30 beats per minute above age appropriate parameters Bradycardia	

No increased

work of

breathing

Nursing monitoring requirements for deteriorating patient

Description of supports available and how to access (e.g., nurse leader, RT and critical care supports)

Expectations of supports in responding to request for assistance

0	1 – 3	4 – 6			
	NURSING ACTIONS				
Routine clinical observations and vital signs	Access Charge     Nurse for support     Increase clinical	Access Charge Nurse for immediate support     Increase clinical			
as ordered	observations and vital sign frequency (in discussion with MD/Nurse Leaders)	observations and vital sign frequency (in discussion with MD/Nurse Leaders) Ensure adequate IV access			
Within normal age parameters	<ul><li>Review patient within 15 minutes</li><li>Access Physician</li></ul>	Provide immediate support at bedside     Access physician			

Supports (see

algorithm on back)

- · Access charge nurse for immediate support Increase clinical observations and vital sign frequency (in discussion with MD/Nurse Leaders) Ensure adequate IV access
  - . If life threatening, call Code Blue (Local 33) and start ABC emergency support

Stay with patient

- supports (see algorithm | Provide immediate support at
  - Page porter at 41-01183 to standby on unit

#### Screen for Sepsis if EoPC Score Increases

on back)

Patient Assessment Time	Within 60 minutes	Within 15 – 30 minutes			
	Call PICo Charge	Call PICU Charge			
	Nurse (Local 2133)	Nurse (Local 2133) to			
	to consult Critical	consult:			
	Care Nurse	<ul> <li>Critical Care Nurse</li> </ul>			
	<ul> <li>Page Respiratory</li> </ul>	<ul> <li>PICU Physician</li> </ul>			
	Therapist	(only after calling			

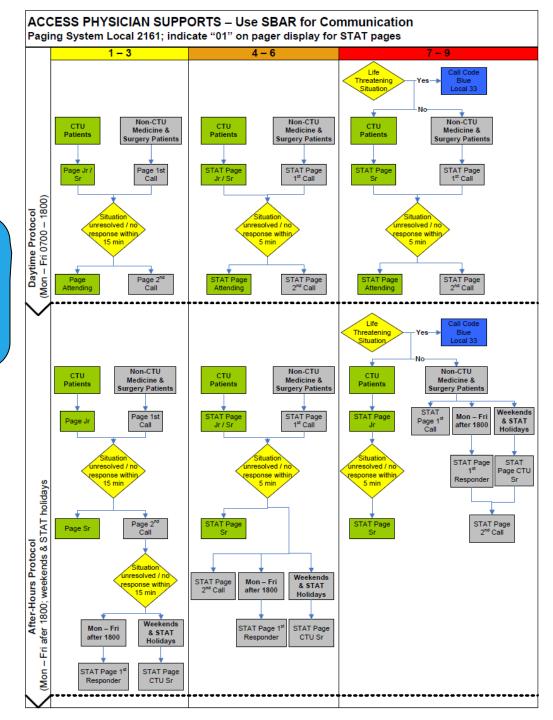
- Within 5 15 minutes or immediately if Code Blue called Call Code Blue (Local 33) if emergent assistance needed
- Call PICU Charge Nurse (Local 2133) to consult:
  - o Critical Care Nurse
  - o PICU Physician (only after calling attending Physician) Page Respiratory Therapist

attending Physician)

Page Respiratory

Therapist

Description of supports available and how to access (e.g., physician and 1st responder) during daytime and after hours



### **SBAR**

•System of direct communication (nurses taught to describe and not diagnose)

#### Why do we use it?

Address communication breakdowns in reference to patient safety

- •Situation
- •**B**ackground
- •Assessment
- •Recommendation

- XX.	SBAR – Report about a Critical Situation								
HOSPITAL A Approved to Proposed	CD/III / Noport about a chiloar chaallon								
	Every SBAR report is different. Focus on the problem, be concise. Not everything in the outline below needs to be reported – just what is needed for the situation.								
	NOTE: Before calling the physician ASESS the patient, REVIEW the chart for appropriate physician to call and READ the most recent physician and nursing notes.								
	Situation – What is the situation you are calling about?								
C	This is (name) and I am the (profession) for patient (name and location).								
J	This is the patient that								
	(current patient identifier e.g. new admission, recent procedure or event).  Are you familiar with this patient? (Confirm correct ID).								
	I am concerned* about the patient because(concise description, use key phrases to emphasize concern) .								
	Background - Pertinent Information & Relevant History								
	Relevant history (admitting diagnosis/ pertinent history from								
D	past hours) Relevant current care/Treatment:								
	Admit date      Recent procedures/ diagnostics/ OR's      Vital signs: T: P: R: BP: Pain: LOC:								
	Vital signs: T: P: R: BP: Pain: LOC:     The EOPC score is The previous score was								
	Recent lab results (have available: date, time, previous results for comparison)								
	Oxygen L/min or % for (length of time)     Allergies								
	Code Status								
_	Assessment – What do you think the problem is?								
Λ	This is what I think the problem is: OR								
	The patient seems to be unstable and may deteriorate. OR								
	The patient is deteriorating and if we don't do something they may arrest.								
	Recommendation – What do you want to happen?								
R	I suggest (or request) that you (be specific and request time frames).								
•	Come and see the patient now								
	Ask a consultant to come and see the patient now     Order diagnostic tests or labs ex. CXR ABG ECG CBC								
	Before you end the call, confirm plan of care by asking:								
	When are you going to be here to see the patient?     What parameters do you want me to continue monitoring?								
	What change should I be expecting that would indicate an improvement?     If you are <b>not</b> coming in, when should I call you again? Or If patient does not improve, when								
	would you like to be called?								



Established April 2011

#### PHYSICIANS' ORDERS

WRITE FIRMLY WITH A BALLPOINT PEN

Begin to use the orders when SIRS present

Use Only	ordered		Diagno	sis: Sep	sis and/	or Sever	e Sepsis		time completed		
		☑ Lactate S ☑ CBC STA ☑ Glucose	ilture STAT is (Venous) : STAT	glucose ST							
			es, BUN, cre Screen/Cros ray ray anygeal wash s culture & sei tures: Critical Care  Orders: t ke and outpu  rapy: lium chloride 20 mL/kg inc	eatinine, calls s Match  I (NPW) for nsitivity  L/min  It (NS) bolus crements up	rapid respira  of 20 mL/kg to 60 mL/kg	over 5 minut	virap)	con IV, d beg	npete obtai in in	enc n k fus	kills and eies can start plood work and eing saline order
		1. 2. 3. If Mean Arte Epinephrin	include drug erial Pressur e Infusion ine at	name, (dose e (MAP) is a	/kg formula), t	otal dose, fre ge related g	quency, route				
		(0.01-0.3 m	icrograms/ko	•	elated Gui	delines					
		Age	<1wk	1wk-	1mo-1yr		5-12 yrs	12-<18			
		Sys	<65	1mo <75	<90	<90	<100	yrs <110		$\dashv$	
		MAP		<55	<60	<65	<65	<65			
			:								
ml =millilitre: l	ka=kiloaram: mml	-la- millimetres	of mercury: n	nin-minute: I	/-intravenous				-	_	

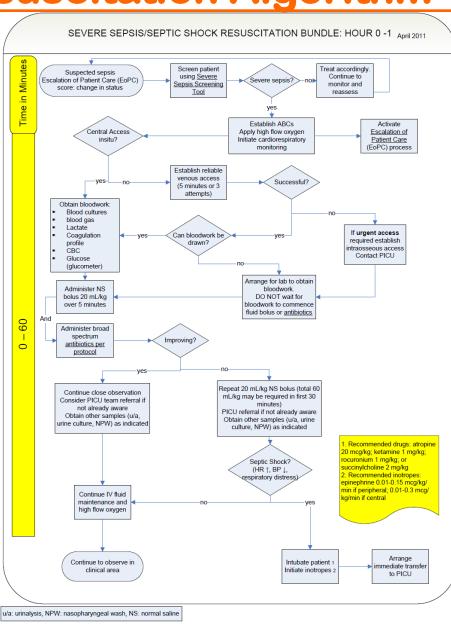
Page 1 of 1

HEIGHT

### **Resuscitation Algorithm**

Algorithm
lists actions
to be
completed
by a certain

Found on back of order set



To assess how we are doing we will be auditing:

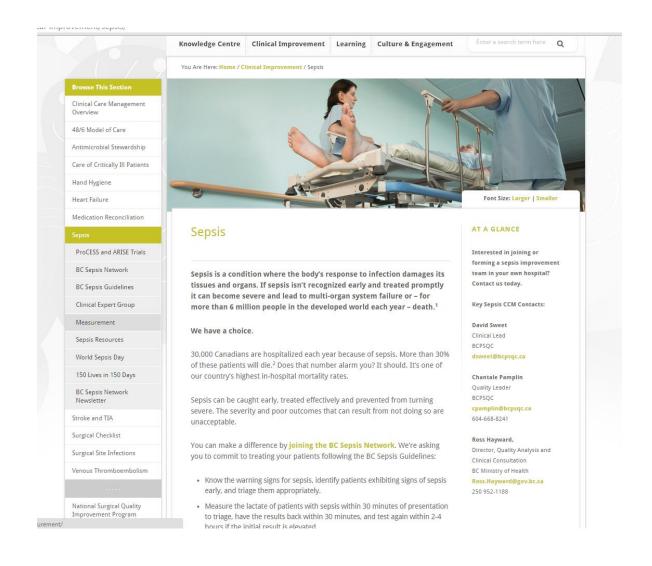
- Time to IV access
- Time to fluids,
- Time to cultures
- Time to antibiotics
- •Time begins when screening complete

## Sepsis Guideline

- How can you be involved?
  - Edu-quicks for nursing
  - Mock codes for clinicians
  - Participate in a RPIW event
  - Review document and tools, provide feedback
  - Spread the word to your colleagues

- What is sepsis?
  - A Neglected Global Killer
- Our scorecard
  - A tale of several worlds
- Leadership and commitment
- Improving processes and outcomes
- Advocacy
- Concluding Remarks

## The BCPSQC website Sepsis Page



## BC Sepsis Network (2012)

Support for clinicians in emergency departments to share resources, improve consistency of care, spread innovation and improvement ideas, and collaborate on change.

#### **VISION**

Stop unnecessary sepsis deaths. 'Best Care, No Matter Where'

#### **GOAL**

We will reduce sepsis mortality rates throughout BC by identifying sepsis patients early, using best clinical practices, and achieving seamless transitions of care.

### Measurements

### **Quality Assurance**

- Emergency departments with a sepsis
  identification tool/pre-printed order set for
  sepsis identification and treatment in use.
- Percent of sepsis patients admitted to ICU from emergency departments with antibiotic received by time goal.

### Measurements

### **Quality Improvement**

- Twenty-eight day mortality rate for sepsis in the ED, stratified by level of risk.
- Percentage of patients with
  - antibiotics received by the time goal.
  - blood cultures taken before IV antibiotics are initiated.
  - 2nd litre of crystalloid initiated by time goal.
  - lactate measurements by time goal.

#### WSD - 2012

We can save lives with **Emergency Department** sepsis protocols.

### **Early** identification. **Early** antibiotics. **Early** IV fluids.

Our usual therapies, delivered quickly. It's that simple.

Learn more. Save lives.

Join the BC Sepsis Network today. www.BCSepsis.ca











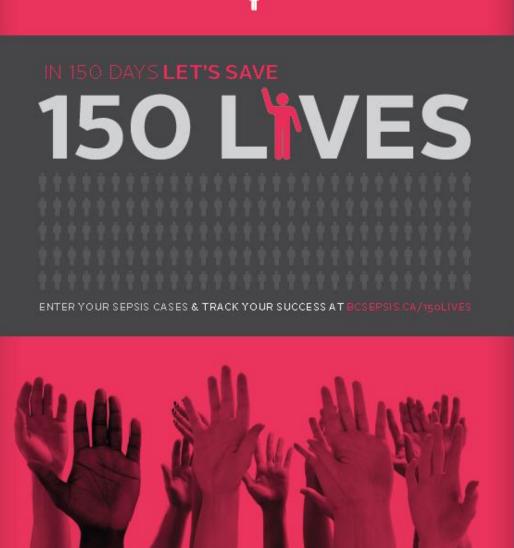






For severe sepsis and septic shock
EVERY 5 SEPSIS
PROTOCOLS
SAVES 1 LIFE

WSD - 2013







#### BC SepsisNetwork



# WE SAVED OVER 150 LIVES

1000+

patients screened for severe sepsis & septic shock

750+

patients treated with sepsis protocol

32 **BC** Emergency Departments participated



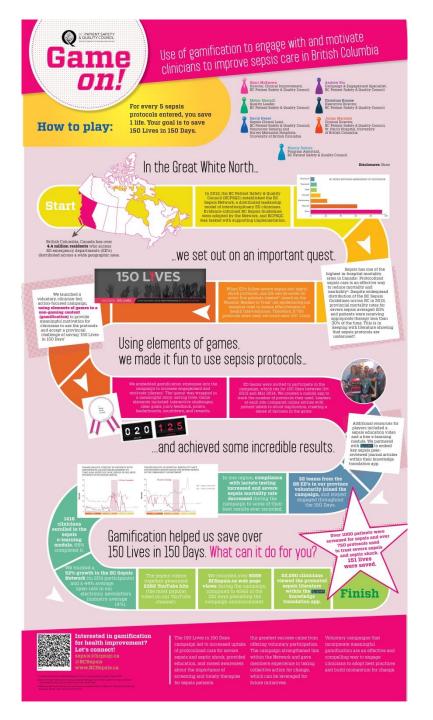
**Health Quality** Network

May 28, 2014

THE BEST CARE, NO MATTER WHERE.

BCSepsis.ca/150Lives

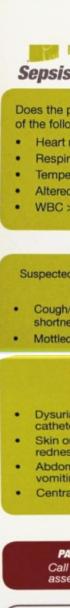
DAYS



Used the principles gamification to engage with and motivate clinicians to improve sepsis care

#### WSD - 2014

- Launch of Inpatient Pilot
- Lanyards and lanyard tags
  - Maintain momentum
  - Transfer knowledge
- Virtual learning session
  - Dr. Niranjan (Tex) Kissoon
  - Benefits, pitfalls and possible solutions of guideline implementation



BC SepsisNetwork

#### Sepsis Screening Tool

Does the patient have any **TWO** of the following?

- Heart rate > 90/min
- Respiratory rate > 20/min
- Temperature ≥ 38°C or < 36°C</li>
- Altered level of consciousness
- WBC > 12.0 or > 4.0 x 10 9/L

AND

Suspected or confirmed infection?

UH

- Cough/sputum/chest pain/ shortness of breath
- · Mottled skin, cold extremities
- Dysuria/frequency/indwelling catheter
- Skin or joint (pain/swelling/ redness)
- Abdominal pain/distension/ vomiting/diarrhea
- · Central line present

YES

PATIENT HAS SEPSIS

Call physician & report assessment & findings

WATCH FOR SEPTIC SHOCK / SEVERE SEPSIS

Systolic blood pressure < 90 mmHg or Lactate ≥ 4 mmol/L

#### WSD 2015

Speed is Life – interactive photo campaign to be launched September 13, 2015. Highlighting the importance of antibiotic delivery within time goal.

#### **Promotion video from WSD website:**

Do you have 97 seconds for sepsis?

https://www.youtube.com/watch?v=GNz3S3tvYLA

## Sepsis

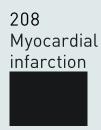
#### stop sepsis save lives

#### Awareness

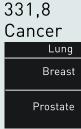
Cases per 100,000 / USA<sup>1</sup>











Have you ever heard the term "Sepsis"?













71%



• 7%

Brazil

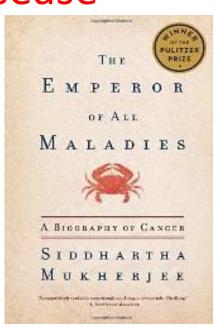
## Join The Global Sepsis Alliance www.world-sepsis-day.org

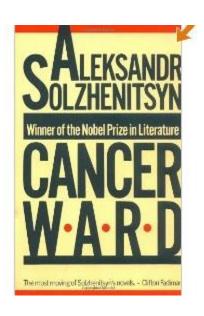
• The campaign .... is much like a political campaign: it needed icons, mascots, images, slogans- the strategies of advertising as much as the tools of science. For any illness to rise to political

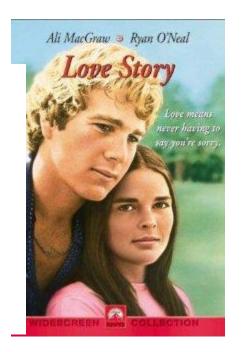
prominence, it needed marketing..... A disease

needed to be transformed politically before it could be transformed scientifically.

Sidney Farber circa 1950







#### The New Hork Times

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

#### Want FREE Movies and 10% Off Ma

#### Article Preview

**AUTOS** 

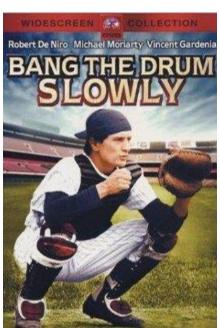
#### Will More Money Bring the Elusive Cure?; Cancer:

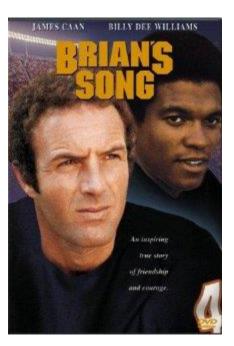
-- EARL UBELL (); January 31, 1971, , Section THE WEEK IN REVIEW, Page E7, Column , words

SIGN IN TO E-MAIL

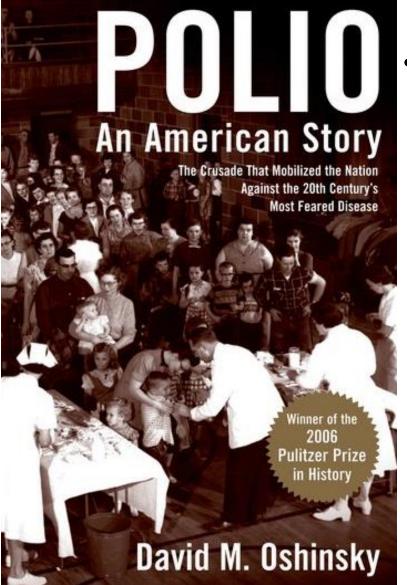
[ DISPLAYING ABSTRACT ]

In 1949, a spellbinding cancer researcher sat before a committee of
Congress and said: Give us the money and in 10 years we'll give you a
penicillin for cancer. In the flush of success of the atom bomb, radar and the re-discovery
and development of penicillin itself, all in war-time crash programs, the prediction and the
promise ignited the committee's optimism.





## Polio – The Power of Advocacy

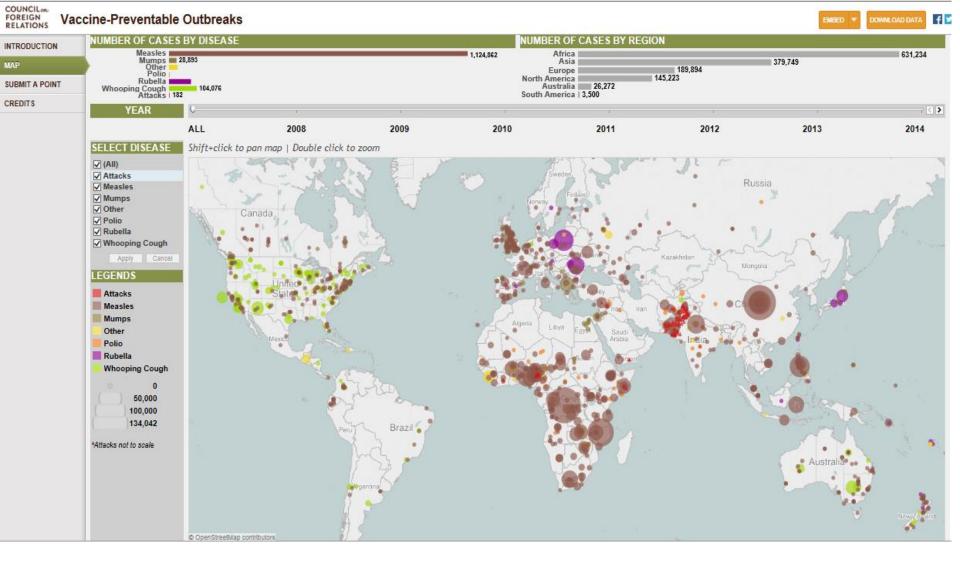


I was also fascinated by the media savvy and marketing sophistication of the March of Dimes, which used famous Hollywood actors to get out its message and was the first philanthropic organization to introduce the idea that millions of Americans – not just the wealthy – could play an important role in helping solve big social problems.

## National Foundation for Infantile Paralysis (1938)

- Gold standard for private charities
- Turn polio into America's # 1 health threat
  - Uniquely dangerous but imminently beatable
- Top national priority and America's greatest medical crusade

- Result in 1954, 8 charities raised > \$US140 million
  - about half for polio with 100,000 cases
  - AHA \$11.3 and National Assoc of Mental Health \$1.5 million for 10 million cases each)



The power of politics, religion and celebrity

#### Im

# Winner of the NATIONAL BOOK CRITICS CIRCLE AWARD EULA BISS AN INOCULATION

er Of

## Hollywood's

9:56 AM PDT 9/10/2014 by Jenny McCarthy, Jim

# The A Forge

On the 100th against vacci

JENNIE ROTHEN

"At its heart, the anti-vaccination movement isn't a product of ignorance, selfishness, or even fear, although...."

"Neo-liberal mothering" – Jennifer Reich, sociologist, Univ of Colorado.

#### ts

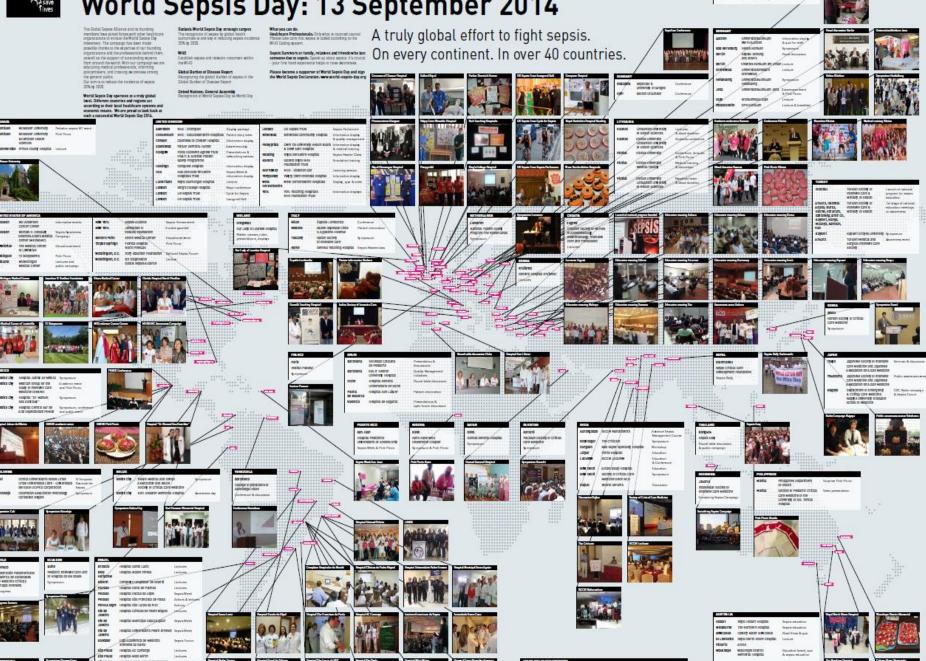
ween Autism and vaccinations

### t Is nic

bout the backlash radicate deadly viruses.



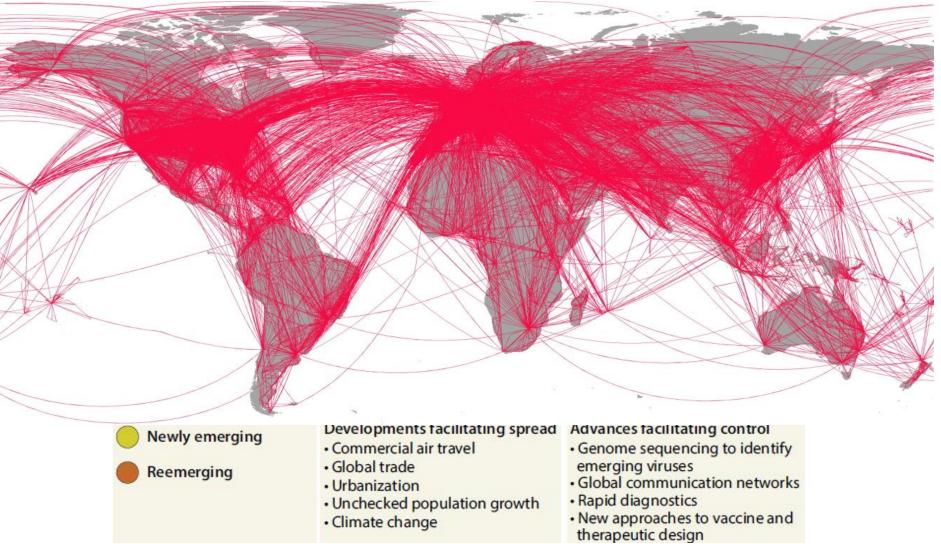
#### World Sepsis Day: 13 September 2014



## **Combatting Sepsis**

- What is sepsis?
  - A Neglected Global Killer
- Our scorecard
  - A tale of several worlds
- Leadership and commitment
- Improving processes and outcomes
- Advocacy
- Concluding Remarks

## **Emerging Viral Diseases**



Marston HD et al Sci Transl Med 6, (2014)

## **Concluding Remarks**

- A Neglected Killer
- Solutions in Implementation
  - Leadership and Support
  - Standard Operating Procedures
  - Community of Practice
  - Stewardship Program
  - Advocacy

Don't be afraid to take a big step if one is indicated. You can't cross a chasm in two small jumps. David Lloyd George