The UP Campaign: Physician Focus

A campaign to spread basic interventions while simultaneously reducing patient harm

**WHY WAKE-UP?**

- Use as little sedation as possible.
- 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?**

- Get the patient moving!
- Progressive mobility preserves muscle strength, reduces delirium, improves lower extremity circulation and lung capacity and reduces length of stay.

**WHY SOAP-UP?**

- Wash your hands!
- Hand hygiene is the single most effective way to reduce the transmission of health care-acquired infections.
- Hand hygiene can help prevent a secondary infection.

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