



CRUSH 33®

A Medical Emergency

The Meaning of CRUSH 33®

CRUSH 33® is more than a phrase — it's a **call to action**:

- C** – Call it Early
- R** – Rush Cultures, Vitals, Labs, and **Know the Weight (kg)**
- U** – Use the Protocol
- S** – Speak Up, Speak Fast
- H** – Hold the Clock Accountable

*Accurate weight in kilograms ensures correct fluid resuscitation and antibiotic dosing. If infection is suspected, **antibiotics must be started immediately** — every hour of delay increases mortality.*

How CRUSH 33® Was Born

The concept of CRUSH 33® was born out of a critical need: Too many patients were dying because sepsis was recognized too late.

As a nurse and public health leader, Dr. Susan M. Roberts witnessed firsthand how **minutes matter** in saving lives. She created CRUSH 33® to:

- Transform the way healthcare teams respond to sepsis.
- Provide a **memorable, unforgettable framework** that clinicians can activate immediately.
- Unite doctors, nurses, and caregivers under one **clear, fast-moving protocol**.

CRUSH 33® is a **battle cry** against silence, delay, and missed signs. It's about saving lives by holding the clock accountable.

CRUSH 33® – A Medical Emergency

Because every minute counts when sepsis strikes.