

Healthcare Provider & Local Government

Sepsis Awareness Month

Toolkit

July 2019



Introduction

In 2011, Sepsis Alliance designated September as Sepsis Awareness Month. Every year since, we've invited the public, healthcare providers, and organizations big and small to come together during September to raise sepsis awareness and help save lives. Sepsis Awareness Month has grown in scope and impact over the last eight years. It is now observed not only nationwide, but internationally. In those eight years, sepsis awareness in the United States has also risen from 42% to 65%.

Despite these great strides in awareness, sepsis remains a public health crisis – taking a life every two minutes in the U.S. Sepsis takes more lives than opioid overdoses, breast cancer, and prostate cancer combined. The key to saving lives is TIME. As many as 80% of sepsis deaths could be prevented with *rapid* diagnosis and treatment.

This is why Sepsis Alliance created *Sepsis: It's About T.I.M.E.*™, a public awareness campaign to raise awareness of the signs and symptoms of sepsis and the urgent need to seek medical treatment when signs are present. Central to the campaign is T.I.M.E., an acronym that stands for:



This September, we are asking everyone to take the T.I.M.E. to save lives.

Keep reading to learn how you can raise sepsis awareness within your organization and community this September. This toolkit includes resources for patients, key messages, digital tools, infographics, ideas to engage your community and staff, and more.

Index

Key Messages		pg.4
Raising Awareness with Sepsis: It's About TIME™		pg.5
Patient/Community Engagement		pg.6
Digital Communications		pg. 7
Engaging your State Government		pg. 10
Spanish Resources		pg. 11
Plan an Event or Activity		pg. 12

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If you have any questions about how to use this toolkit or the materials presented or linked with in it, please email Angelica Estrada at aestrada@sepsis.org.

Key messages

What is sepsis?

Sepsis is the body's overwhelming and life-threatening response to infection, which can lead to tissue damage, organ failure, and death.

Who can get sepsis?

While sepsis is an equal-opportunity killer, impacting the sick, the well, and people of all ages, some groups are more likely to be affected. These include very young children, older adults, and those with a weakened immune system.

What are the symptoms of sepsis?

T – TEMPERATURE that's abnormal

I – Signs of an INFECTION

M – MENTAL DECLINE

E – Feeling EXTREMELY ILL

Why TIME matters?

When it comes to sepsis, TIME matters. For every hour treatment is delayed, the risk of death increases by as much as 8%. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment.

Sepsis is a public health crisis:

- More than 1.7 million people in the U.S. are diagnosed with sepsis each year – one every 20 seconds and the incidence is rising 8% every year.
- In the United States, sepsis takes a life every two minutes.
- 270,000 people die from sepsis every year in the U.S. This is more than opioid overdoses, breast cancer, and prostate cancer combined.
- Sepsis is the leading cause of death in U.S. hospitals.
- More than 75,000 children develop severe sepsis each year in the U.S. and 6,800 of these children die, more than from pediatric cancers.
- Sepsis hospitalizations in the U.S. cost more than \$27 billion each year
- Sepsis is the number one cause of hospital readmissions, costing more than \$2 billion each year
- Sepsis is the leading cause of readmissions to the hospital in the U.S., with 19% of people hospitalized with sepsis needing to be re-hospitalized within 30 days

Sepsis Awareness Month Call to Action:

- Sepsis takes a life every 2 minutes. This September, you can make a difference. Take the T.I.M.E. today to stop sepsis. Learn how at sepsis.org (or your organization website).
- Sepsis takes a life every 2 minutes. This September, take the T.I.M.E. to save lives. Learn how at sepsis.org (or your organization website).

Raise Awareness with Sepsis: It's About TIME™

We have a great collection of [Sepsis: It's About TIME™](#) materials that can be used to raise awareness of the signs and symptoms of sepsis and the urgent need to seek treatment when they are present. ***When these materials are used they must remain unaltered. When using these materials, the trademark symbols (™), Sepsis Alliance's logo, and the Sepsis: It's About TIME™ logo must be visible. The Sepsis: It's About TIME™ logo cannot be reproduced and used without the approval of Sepsis Alliance.***

Public Service Announcement:



Share our *Sepsis: It's About TIME™* PSA, on your organization's social media, website, in your September newsletter, or your Sepsis Awareness Month e-blast. This PSA features Angelica Hale, an America's Got Talent finalist who survived sepsis when she was only four years old. To view and share the PSA, click [here](#).

Share TIME graphics on social media:

Click the below images to download and share them on social media.



Educating your staff:



T.I.M.E. badge buddies: Sepsis Alliance has T.I.M.E. badge buddies that your staff can wear throughout September, or year-round, to help them and their patients/community remember the signs and symptoms of sepsis. To shop T.I.M.E. badge buddies, click [here](#).

White paper: If your staff wants to understand the medical reasoning behind T.I.M.E., download the white paper *It's About TIME™: Recognizing the Signs of Sepsis*. To download the white paper, click [here](#).



Display a poster:

Purchase this T.I.M.E. poster, featuring Angelica Hale, to display at your office, clinic, or wherever you want to raise sepsis awareness and save lives.

To purchase the poster, click [here](#).

Patient/ Community Engagement

Sepsis Awareness Month is the perfect time to empower your patients and community with information about sepsis, the signs and symptoms to watch out for, the steps they can take to help prevent it, and tips for communicating with their healthcare team.

Printable handouts:

You can print the below handouts (8.5 x 11 inches) and pass them out at your clinic, office, community center, or at a community event. Click the below images to download and print them.



Sepsis Information Guides:

Sepsis Alliance provides over 40 invaluable guides that cover specific health topics and populations, and their connections to sepsis, such as sepsis and children, sepsis and flu, and sepsis and pregnancy. To view, download, and print these guides, click [here](#).

Sepsis Brochures:

On our online store, you can purchase our educational brochures.

Suspect Sepsis, Save Lives – purchase [here](#)

Pediatric Sepsis brochure – purchase [here](#)

Sepsis as you Age – purchase [here](#)

Banners:

During Sepsis Awareness Month, display a banner at your facility or event. To purchase the below pictured banners, click the image and you will be redirected to our online store.



Digital Communications

Send an e-blast and/or newsletter message:

In honor of Sepsis Awareness Month, send an e-blast or include a message in your newsletter to engage your audience in Sepsis Awareness Month activities. Below is a template that you can customize and use in an e-blast and/or newsletter.

Template e-blast/newsletter message:

Hi NAME,

September is Sepsis Awareness Month. Every September, healthcare providers, the public, and organizations big and small come together to raise awareness of sepsis, the leading cause of death in U.S. hospitals. Sepsis is a public health crisis, taking a life every 2 minutes. That is 270,000 lives lost to sepsis every year in the U.S., more than lives lost to opioid overdoses, breast cancer, and prostate cancer combined.

ORGANIZATION will host/launch YOUR SEPSIS AWARENESS ACTIVITY during September (OR SPECIFIC DATE). DESCRIBE ACTIVITY/INITIATIVE. You can join (DESCRIBE HOW AN INDIVIDUAL AND/OR ORGANIZATION CAN GET INVOLVED IN YOUR EVENT OR ACTIVITY).

(IF YOU DON'T HAVE A SPECIFIC EVENT OR ACTIVITY SKIP THE ABOVE PARAGRAPH.)

The key to saving lives is T.I.M.E. For every hour treatment is delayed, the risk of death increases by as much as 8%. T.I.M.E. is a memory aid, developed by Sepsis Alliance, to help individuals remember the signs and symptoms of sepsis and the urgent need for medical treatment when they are present. T.I.M.E. stands for:

T – TEMPERATURE that's abnormal

I – Signs of an INFECTION

M – MENTAL DECLINE

E – Feeling EXTREMELY ILL

This September, take the T.I.M.E. to join ORGANIZATION in raising sepsis awareness and saving lives. To learn how, visit www.sepsis.org. (OR, YOUR WEBSITE)

Digital Communications

Share on Social Media:

Click the below social media compatible images to download and share them. Next to each image is a message to accompany the image on social media. Remember to tag @SepsisAlliance and use the hashtags #SepsisAwarenessMonth and #SAM2019.



Social media draft message/copy:

September is #SepsisAwarenessMonth. When it comes to sepsis, it's about TIME. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment. Learn more at www.sepsis.org. #SAM2019 @SepsisAlliance

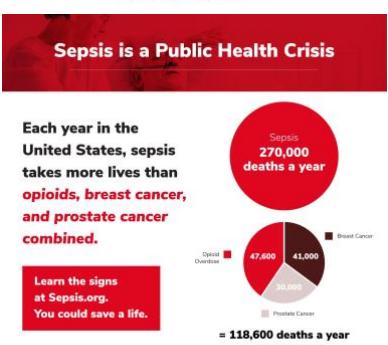
Click the image to download and share it.



Social media draft message/copy:

September is #SepsisAwarenessMonth. Sepsis is the body's life-threatening reaction to an infection that affects 1.7 million people in the U.S. every year. Help raise awareness and save lives. Learn how at www.sepsis.org. #SAM2019 @SepsisAlliance

Click the image to download and share it.



Social media draft message/copy:

Did you know that #sepsis takes more lives than opioid overdoses, breast cancer, and prostate cancer combined? September is #SepsisAwarenessMonth. You can help save lives by raising #sepsisawareness. Learn how at www.sepsis.org. #SAM2019 @SepsisAlliance

Click the image to download and share it.

When it comes to sepsis, remember
IT'S ABOUT TIME™. Watch for:



Watch for a combination of these symptoms. If you suspect sepsis see a doctor urgently. CALL 911, or go to a hospital and say,
"I AM CONCERNED ABOUT SEPSIS."

SEPSIS ALLIANCE

sepsis.org

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Social media draft message/copy:

When it comes to sepsis, remember it's about TIME. For every hour treatment is delayed, the risk of death increases by as much as 8%. This #SepsisAwarenessMonth learn the signs. You could save a life. Visit www.sepsis.org. #SAM2019 @SepsisAlliance

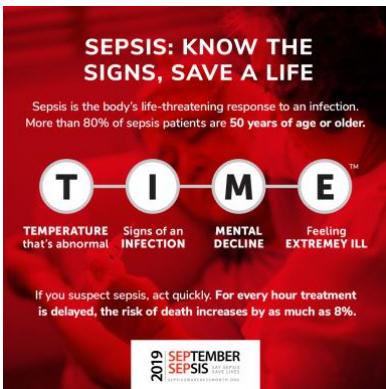
Click the image to download and share it.



Social media draft message/copy:

More than 75,000 children develop severe sepsis each year in the U.S. If it's not treated quickly, it can be deadly. This SepsisAwarenessMonth, learn the signs. You could save a life. Learn more at www.sepsis.org. #SAM2019
@SepsisAlliance

Click the image to download and share it.



Social media draft message/copy:

Did you know that more than 80% of sepsis patients are 50 years or older? If it's not treated quickly, sepsis can be deadly. This #SepsisAwarenessMonth, take the T.I.M.E. to save lives. Learn how at sepsis.org. #SAM2019
@SepsisAlliance

Click the image to download and share it.

Share Infographics:

You can also share the below infographics on your website to help raise sepsis awareness during September. Just click the images to the right to download.



Engaging your State Government

Working with your local or state government to pass a resolution officially designating September as Sepsis Awareness Month is a meaningful way to raise sepsis awareness in your community. Below is a template resolution that you can customize and use.

A RESOLUTION RECOGNIZING SEPTEMBER 2019 AS SEPSIS AWARENESS MONTH IN STATE

Whereas, September has been nationally recognized as Sepsis Awareness Month by Sepsis Alliance to bring awareness to the serious and potentially fatal medical condition known as sepsis; and

Whereas, sepsis results from an overwhelming immune response to infection, whereby immune chemicals released into the blood to combat infection trigger widespread inflammation; and

Whereas, sepsis can be treated with immediate diagnosis and care, but must be treated as a medical emergency, as it contributes to tissue damage and organ failure; and

Whereas, each year, sepsis is responsible for at least 270,000 deaths in the United States, with young children and the elderly experiencing the greatest number of sepsis-related deaths; and

Whereas, sepsis kills more Americans than prostate cancer, breast cancer, and opioid overdoses combined, and is the most expensive cause of hospitalization in the United States; and

Whereas, despite the severe danger and widespread occurrence of this illness, a survey conducted by Sepsis Alliance found that only 12% of U.S. adults know the symptoms of sepsis; now, therefore, be it

Resolved, That the **YOUR STATE'S LEGISLATIVE BODY** hereby recognizes September as Sepsis Awareness Month.

Spanish Resources

If you work with a Spanish language population we offers sepsis awareness and education resources in Spanish.

Printable handouts and posters:

You can print the below handouts and poster and hand them out or display them at your clinic, office, community center, or at a community event. Click the below images to download and print them.

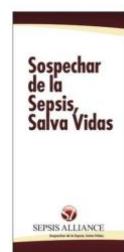


TIME badge buddy:



Sepsis Alliance has a T.I.M.E. badge buddy in Spanish that your staff can wear throughout September, or year-round, to help them and their patients/community remember the signs and symptoms of sepsis. To order Spanish T.I.M.E. badge buddies, click [here](#). If you need additional assistance please email info@sepsis.org.

Sepsis Brochure:



On our online store, you can purchase our Spanish language educational brochure. To purchase, [click here](#).

Public service announcements with Spanish subtitles:

Just click the images of the PSA below to share them on social media.



Plan an Event or Activity

Hosting an event or activity is a great opportunity to raise sepsis awareness and educate your colleagues and community about the signs and symptoms of sepsis. If there is an activity you enjoy or is popular in your community, you can turn it into a sepsis awareness event. A softball tournament or a yoga class are just two examples. No matter the event, you'll want to have sepsis awareness materials to distribute. Make sure to visit our store to get the materials you'll need – [click here](#).

A fun way to engage your team and community in Sepsis Awareness Month is through the Sepsis Awareness Superhero Challenge. Keep reading to learn more about the Superhero Challenge, tools to give a community presentation, and creative ideas from your peers.

Sepsis Awareness Superhero Challenge:



Gather your team and together take the [Sepsis Awareness Superhero Challenge](#). On the last Saturday in September (or a day in September that works well for your team), sepsis awareness advocates come together to walk, run, bike, or dance a mile for sepsis awareness. You and your team can complete the mile any way you like (rollerblading, hiking, swimming, etc.).

You can get everyone involved by creating a team at [SepsisSuperheroes.org](#). Sepsis Alliance typically announces information and registration in mid-summer so you have time to gather a team. If you have any questions, please contact Alex Sadorf at asadorf@sepsis.org.

Sepsis 911 Community Education Presentation

You can download the Sepsis 911 Community Education Presentation for all the tools you need to give an educational presentation about sepsis. The toolkit includes a complete PowerPoint presentation, presentation script, event checklist, and customizable promotional materials, among other tools. To download the toolkit, click [here](#).

Creative Ideas from the Field:

Below are a couple of examples of creative ways healthcare providers raised sepsis awareness in their facilities and communities during previous Sepsis Awareness Months. You'll notice that most of the below examples use Sepsis Alliance materials and graphics. As long as our graphics remain unaltered and our logo(s) are clearly shown, we encourage organization to use them in creative ways to raise awareness and educate.



Karen and the PENN Medicine Sepsis Alliance

Karen Flanigan wrote, "We have pocket cards to hand out, articles for journal clubs, "Sepsis Huddle" sheets, pins, and posters. (Of course, we'll be delivering snacks too!) Additionally, we have set up 2 displays for the public and will be offering informational pamphlets and treats on the 13th [World Sepsis Day]."

The displays were created by members of the Hospital of University of Pennsylvania: PENN Medicine Sepsis Alliance and the Hospital of University of Pennsylvania Nursing Coordinator Group/Rapid Response Team.



Crystal, Gabe, and St. Jude Medical Center

Crystal Shade from St. Jude Medical Center in Fullerton CA, shared that she "Round[ed] the hospital on all the floors with a trivia wheel on sepsis. Handing out new TIME stickers, magnets, and nerds/sour punch candy with the theme that we are becoming sepsis nerds and punching out sepsis. Our Sepsis Unit (yes we have a DEDICATED sepsis unit in our hospital) champion Gabe Ae Castillo did a lot of the work with me!"



Deborah and Rockledge Regional Medical Center

Deborah Verillo, from Rockledge Medical Center in FL, said, "Here at Rockledge Regional Medical Center in Florida we are working to increase awareness of sepsis. On World Sepsis Day we delivered information to all patients a la mode with lunch trays. We hope to inspire other organizations to also spread the word, and you are invited to adopt our idea!"



Frankie and Lenox Hill Hospital

Frankie Hamilton from Lenox Hill Hospital in NY shared, "I held a "Halfway to Sepsis Day" event on March 23rd, 2018, and a "Sepsis Awareness Day" event on September 12th, 2018, at Lenox Hill Hospital. These events consisted of a "Sepsis Wheel" with various questions revolving around sepsis. These questions were tailored to all audiences, both clinical and non-clinical employees, as well as members of the community who were visiting family/friends in the hospital. In exchange for answering questions, participants received prizes ranging from stress balls and pens, to free movie tickets. The table was decorated in red, and red velvet cupcakes with watermelon infused water were served, in accordance with the signature color of sepsis awareness. It was a successful event, both fun and educational!"