



Healthcare Provider & Community Leader Toolkit

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.

We are asking everyone to take the TIME to save lives by learning the signs and symptoms of sepsis this year.



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, info-graphics, ideas to engage your community and staff, and more.

Index

• Rights and Usage _____	pg. 3
• Key Messages _____	pg. 4
• New Sepsis Awareness Month Logo _____	pg. 5
• 50 For Sepsis Awareness _____	pg. 6
• Digital Communications _____	pg. 8
• Patient/Community Engagement _____	pg. 11
• Spanish Resources _____	pg. 17

Medical Disclaimer

The information in this toolkit is for educational purposes only. Sepsis Alliance does not represent or guarantee that information in this toolkit is applicable to any specific patient's care or treatment. The educational content in this toolkit does not constitute medical advice from a physician and is not to be used as a substitute for treatment or advice from a practicing physician or other healthcare provider. Sepsis Alliance recommends users consult their physician or healthcare provider regarding any questions about whether the information in this toolkit might apply to their individual treatment or care.

Rights and Usage

This toolkit and the materials presented and linked within it are the sole property of Sepsis Alliance. This toolkit and the materials presented and linked within it are meant to be shared and used for educational and awareness raising purposes only. The toolkit and the materials presented and linked within cannot be reproduced and sold for monetary value. When used for educational and awareness raising purposes, the materials must be used as follows:

- The materials must be used in their original unaltered state, that includes not adding or altering logos, websites, or additional graphics, etc.
- The Sepsis Alliance logo and any other logo on the material must be clearly visible
- The trademark(s) (™) must be clearly visible
- The copyright must be clearly visible
- Do not add any logo to the materials, unless you have been given prior approval from Sepsis Alliance
- The Sepsis: It's About TIME™ logo can only be reproduced and used with the express, written approval of Sepsis Alliance

If you are interested in co-branding any of the materials presented or linked in this toolkit, please contact Alex Sadorf at asadorf@sepsis.org for pricing information.

Key Messages

Sepsis Awareness Month Call to Action:

- Sepsis takes a life every 2 minutes. This September, take the T.I.M.E. to save lives.
Learn more at SepsisAwarenessMonth.org #SepsisAwareness #SAM2021

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.

What are the symptoms of sepsis?

T – TEMPERATURE that's abnormal

I – Signs of an INFECTION

M – MENTAL DECLINE

E – Feeling EXTREMELY ILL, Shortness of Breath

Why does TIME matter?

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 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 those children die, more than from pediatric cancers.
- Sepsis is the number one cause of hospital readmissions, costing more than \$3.5 billion each year.
- Sepsis is the #1 cost of hospitalization in the U.S. Costs for acute sepsis hospitalization and skilled nursing are estimated to be \$62 billion annually.
- Sepsis is the most common complication observed in severe cases of COVID-19. Recent research reports that hospitalized COVID-19 patients are 22% more likely to develop sepsis than hospitalized influenza patients, and four times as likely to develop severe septic shock.

Sepsis Awareness Month Logo

We are excited to share our Sepsis Awareness Month logo. The arrow icons represent a forward motion and Sepsis Alliance's determination to save lives.

We invite you to use this new dynamic logo on your Sepsis Awareness Month material. However, like all Sepsis Alliance logos, it should not be altered under any circumstance. To learn more about usage, please check the "Rights and Usage" tab on page 3.

To download different versions of the logo, [click here](#).



50 For Sepsis Awareness

In every state across the nation, there are sepsis survivors facing long-term health challenges, and families and friends who have lost a loved one to sepsis. This September, will you help get Sepsis Awareness Month proclaimed in your state?

Your organization can contact your governor's office directly and ask them to proclaim September as Sepsis Awareness Month using the below proclamation template. If your organization doesn't already have an existing relationship with the Governor's office a good place to start would be by contacting the Governor's public relations team or constituent's relations office, if they have one.

Learn more and see the states that have already committed to raising awareness through a proclamation at SepsisVoices.org.

If you choose to take this route and need some guidance please contact Amanda Feinman at afeinman@sepsis.org.

Please find a Sepsis Awareness Month Proclamation template on the next page (pg. 7)

Template Proclamation

A PROCLAMATION RECOGNIZING SEPTEMBER 2021 AS SEPSIS AWARENESS MONTH

Whereas, September has been nationally recognized as Sepsis Awareness Month by Sepsis Alliance to bring awareness to sepsis the body's life-threatening response to infection, which can lead to tissue damage, organ failure, and death

Whereas, according to the CDC, sepsis affects 1.7 million people and takes 270,000 lives every year in the United States, with young children and the elderly experiencing the greatest number of sepsis-related deaths and underserved communities and communities of color experiencing a disproportionate burden of sepsis-related suffering; 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, in the aftermath of COVID-19, infection prevention and sepsis awareness are critical to public health; and

Whereas, despite the severe danger and widespread occurrence of this illness, a survey conducted by Sepsis Alliance found that less than 15% of U.S. adults know the symptoms of sepsis; and

Whereas, the signs of sepsis can be remembered with the mnemonic "TIME," which stands for "Temperature," "Infection," "Mental decline," and "Extremely ill"; and

Whereas, awareness of the signs and symptoms of sepsis along with rapid diagnosis and treatment of sepsis can save lives and improve outcomes for sepsis survivors; now, therefore, be it

Resolved, that we hereby recognize September as Sepsis Awareness Month.

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 national health crisis affecting 1.7 million people and taking approximately 270,000 lives every year in the United States. It affects lives in every state across the nation, including YOUR STATE. INCLUDE SEPSIS STAT ABOUT YOUR STATE HERE, IF AVAILABLE.

Join YOUR ORGANIZATION in raising awareness this September by CALL TO ACTION [joining our Sepsis Awareness Superhero Challenge team, sharing graphics, asking the Governor to proclaim September as Sepsis Awareness Month]. Visit SepsisAwarenessMonth.org to learn about other ways to get involved.

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 go with the image on social media.

Remember to tag @SepsisAlliance and use the hashtags

#SepsisAwarenessMonth and #SAM2021



September is #SepsisAwarenessMonth. Sadly, in the 20 seconds it takes you to read this post, another person in the United States will be diagnosed with sepsis. For those 1.7 million people each year, rapid recognition and treatment are crucial to their survival. @SepsisAlliance is asking everyone to take the TIME to save lives. Learn how at www.SepsisAwarenessMonth.org. #SAM2021



Older adults, especially those who are over 65 years old, are particularly susceptible to sepsis. This #SepsisAwarenessMonth, help @SepsisAlliance save lives and raise awareness of the leading cause of death in U.S. hospitals. Take the TIME to learn the signs. You could save a life. Learn more at www.SepsisAwarenessMonth.org. #SAM2021

Digital Communications

Share on Social Media continued



Sepsis doesn't only affect adults – it can have devastating consequences for children too. Each year, approximately 75,000 children develop sepsis in the United States alone. That's more than 200 children per day. This #SepsisAwarenessMonth, will you take the TIME to learn the signs of sepsis? You could save a child. Learn more at www.SepsisAwarenessMonth.org. #SAM2021



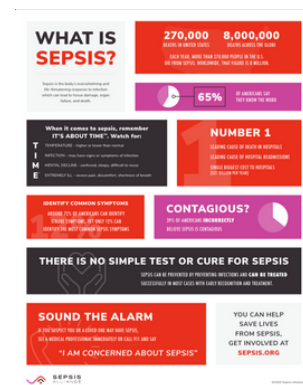
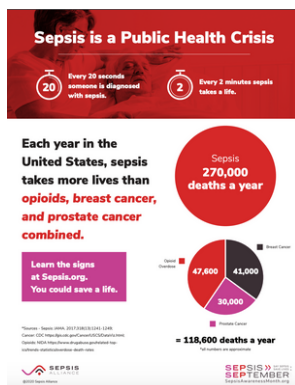
Sepsis is a medical emergency and its symptoms must be treated rapidly to reduce the risk of death. In honor of #SepsisAwarenessMonth, @SepsisAlliance is encouraging everyone to learn the signs of sepsis. Take the time to learn the signs. You could save a life. Learn more at www.SepsisAwarenessMonth.org. #SAM2021

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 and posters:

You can print the below handouts (8.5 x 11 inches) and pass them out at your clinic, office, or community center. 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](#).

Patient/Community Engagement


T.I.M.E.TM Badge Buddies:

Sepsis Alliance has T.I.M.E.TM 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.TM badge buddies, [click here](#).

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

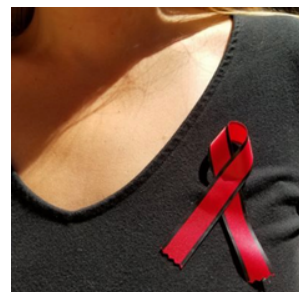
T	I	M	E
TEMPERATURE higher or lower than normal	INFECTION may have signs and symptoms of an infection	MENTAL DECLINE confused, sleepy, difficult to rouse	EXTREMELY ILL severe pain, discomfort, shortness of breath

If you experience a combination of these symptoms: seek urgent medical care, call 911, or go to the hospital with an advocate. Ask: "Could it be sepsis?"

©2020 Sepsis Alliance sepsis.org 

Sepsis Awareness Swag:

You can shop tons of sepsis awareness swag such as ribbons, wrist bands, totes, stickers, pens, pins, and more on our online store. To start shopping, [click here](#).



Sepsis Brochures:

On our site, you can download educational brochures to print and share in your facility, [click here](#).

Patient/Community Engagement

Plan an Event or Activity

With our world shaken by COVID-19, in person events and activities may not make sense for you and your community, but you can still take part in Sepsis Awareness Month activities virtually.

Keep reading to learn more about the Sepsis Awareness Superhero Challenge, tools to give a virtual community presentation, and creative ideas from your peers.

Sepsis Awareness Superhero Challenge:

Join advocates around the globe for the 5th annual Sepsis Awareness Superhero Challenge. Go the extra mile, virtually, to raise sepsis awareness and honor those affected. Whether you complete your mile running, walking, biking, swimming, or with another activity, you will be one of the Sepsis Awareness Superheroes the world needs. [Learn more here.](#)

Registration opens and fundraising begins on August 15th!

The Sepsis Awareness Superhero Challenge will last through September, though teams are encouraged to do their mile during the last weekend of September.



Patient/Community Engagement

Sepsis 911 Community Education Presentation

Download the Sepsis 911 Community Education Presentation for all the tools you need to give an educational presentation about sepsis. Then invite your colleagues and/or community to an online presentation using Zoom or Google Hangouts. 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 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 organizations to use them in creative ways to raise awareness and educate.

The following activities took place prior to the COVID-19 pandemic. When planning your Sepsis Awareness Month events, please comply with your state or locality's COVID-19 protocols.

Sepsis Alliance would love to hear about the creative activities in your facility or community. Please email us at info@sepsis.org and let us know how your team raised sepsis awareness this year!

Patient/Community Engagement

Creative ideas from the field

Lisa Johnson and Keck Medical Center of USC, Los Angeles CA:



Lisa and her team at Keck Medical Center of USC (University of Southern California) deployed close to a dozen sepsis awareness initiatives during September. Below are some highlights:

- Sepsis Refresher & Empowerment chats at every unit's huddle
- Spotlight on Sepsis for Clinical Nurse Lead Learning Sessions (30-60 min) small group sessions; total of 75 CNLs participated
- Sepsis Challenge-BEAT THE CLOCK; Innovative game-teams of 1-3 MDs or RNs have 6 minutes (Each minute representing the 6 hour bundle) to successfully diagnose the type of sepsis, then identify the appropriate interventions within the time windows; Best time after all sessions will be awarded a trophy, bragging rights, and gift cards; giveaways of ink pens with interventions plus more for every participant
- Sepsis Alliance infographic and flyers in all hospital elevators

Rebecca Keefer and Lewis County General Hospital, Lowville, NY



Rebecca and her team at Lewis County General Hospital in Lowville, NY, set up a sepsis awareness display in the hospital's main lobby for an entire week in September. Rebecca wrote "We also handed out buttons(pins) to nurses during September that had sepsis criteria or symptoms on them. We also placed a 'Toilet Paper Tribune' on sepsis in nursing bathrooms in both the Nursing Home and Hospital to help raise awareness and increase sepsis recognition at our facility!"

Patient/Community Engagement

Creative ideas from the field continued

Li Lacey and Twin Cities Hospital, Niceville, FL



Li and the team at Twin Cities Hospital in Niceville, FL, raised sepsis awareness in September by participating in the World Sepsis Day Picture challenge.

Elaine Maduzla and Houston Methodist The Woodlands Hospital, TX



Elaine and her team at Houston Methodist The Woodlands Hospital observed Sepsis Awareness Month with a Sepsis Pizza Party. Elaine wrote, “the event included sharing our sepsis journey poster presentations, games including building toy pizzas, designing t-shirts for sepsis work team members and a pizza lunch...”

Tianne Larson and UCI Health, Orange, CA



Tianne and the UCI (University of California, Irvine) Health team in Orange, CA observed World Sepsis Day on September 13th. Tianne wrote “...we celebrated World Sepsis Day on Sept. 13th by having a few educational tables, posters and games inside our cafeteria to promote sepsis awareness with staff as well as our patients and their families.”

Spanish Resources

If you work with a Spanish language population, we offer 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, or community center. Click the below images to download and print them.



T.I.M.E.™ 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](#).



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 PSAs below to share them on social media.

