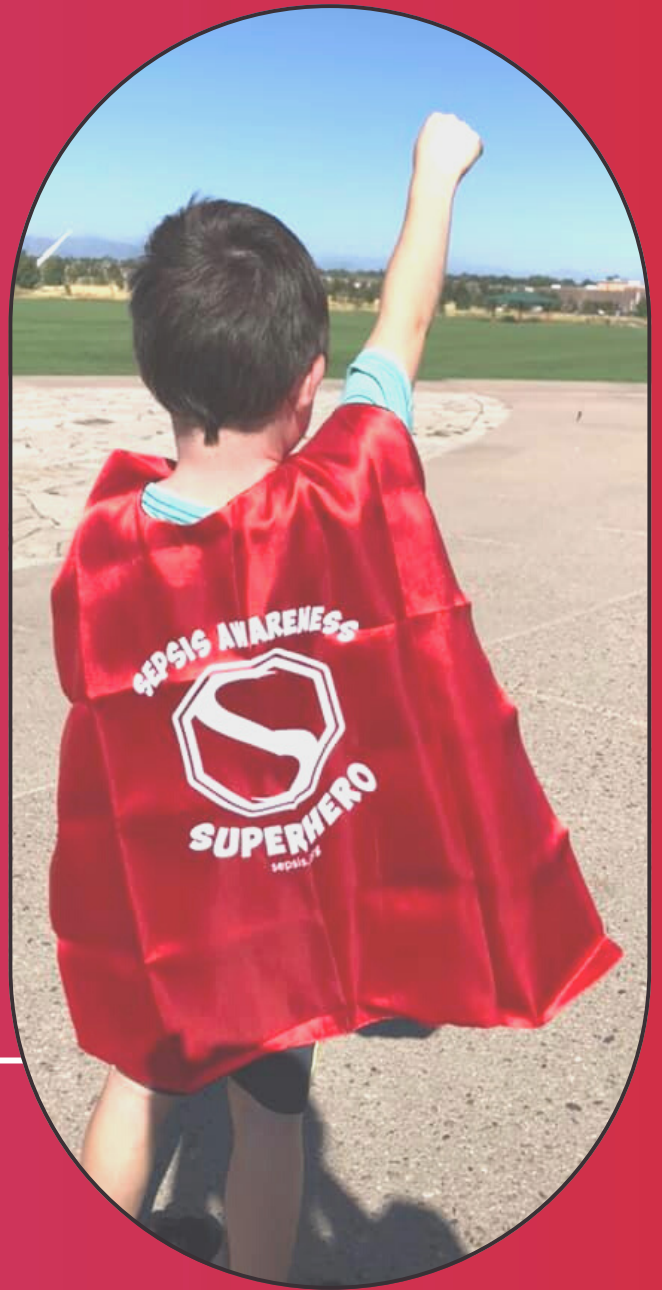


Sepsis Awareness Month Toolkit

Presented by  **SEPSIS**
ALLIANCE



SEPSIS >> SAY SEPSIS
SAVE LIVES
SEPTEMBER

SepsisAwarenessMonth.org

Introduction

In 2011, Sepsis Alliance designated September as **Sepsis Awareness Month**. Every year since, we've invited the public, healthcare professionals, and organizations big and small to come together during September to raise sepsis awareness to help save lives and limbs.

Did you know?

Sepsis is the leading cause of death in U.S. hospitals.

Sepsis affects an estimate 49 million people worldwide each year.

An estimated 35% of U.S. adults have never heard of sepsis.

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



Sepsis Alliance would like to thank sponsor Recce Pharmaceuticals for their support this Sepsis Awareness Month.

Index

4

Rights and Usage

5

Key Messaging

7

Sepsis Awareness Month Logo

8

Sepsis Awareness Month
Proclamations

9

Spreading the word

Social media graphics and printable resources

12

Sepsis Superhero Challenge

13

Key Sepsis Facts

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 professional. 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:

1. The materials must be used in their original unaltered state, that includes not adding alternate logos, websites, or additional graphics, etc.
2. The Sepsis Alliance logo and any other logo on the material must be clearly visible
3. The trademark(s) (™) must be clearly visible
4. The copyright must be clearly visible
5. Do not add any logo to the materials, unless you have been given prior approval from Sepsis Alliance
6. The Sepsis: It's About TIME™ logo cannot be reproduced and used without the approval of Sepsis Alliance

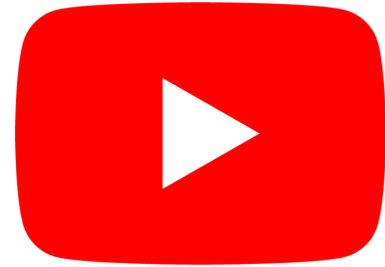
If you are interested in co-branding any of the materials presented or linked in this toolkit, please contact Alex Sadorf at asadorf@sepsis.org for pricing information.

Key Messaging

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.

Click the button to watch and share the new "What is Sepsis?" video from Sepsis Alliance:



Who can get sepsis?

While sepsis can impact anyone, including 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.



Key Messaging


What are the symptoms of sepsis?

Sepsis Alliance designed an easy-to-remember tool for the signs and symptoms of sepsis. A person with sepsis could have one, all, or a combination of the below symptoms.

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

T	I	M	E TM
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 ALLIANCE

Why does TIME matter?

For every hour treatment is delayed, the risk of death increases by 4% - 9%. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment.

Sepsis Awareness Month Logo

We are excited to share the 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 dynamic logo on your Sepsis Awareness Month material. However, like all Sepsis Alliance materials, it should not be altered under any circumstance. To learn more about usage, please check the "Rights and Usage" page.

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



Sepsis Awareness Month Proclamations

In 2011, Sepsis Alliance declared September to be Sepsis Awareness Month, an annual opportunity for individuals, healthcare professionals in every area of medicine, and organizations big and small to help save lives by raising awareness of the leading cause of deaths in U.S. hospitals – sepsis.

Each year since, we've encouraged members of our community to get involved by asking their governors to declare Sepsis Awareness Month at the state level. It is thanks to the hard work of sepsis advocates all across the country that more than half of states have now recognized the observance over the years.

In 2022, we want all 50 states to pitch in to raise sepsis awareness. Even if your state has recognized this observance before, proclamations need to be renewed annually. Will you help get Sepsis Awareness Month proclaimed in your state? Click below to contact your governor!



Spreading the Word!

How do I tell people about Sepsis Awareness Month?

Sepsis Alliance has created graphics and language that you can share on social media, in company newsletters, or in person with others.



SepsisAdvocate

SEPSIS » SAY SEPSIS
SAVE LIVES
SEPTEMBER
SepsisAwarenessMonth.org

SEPSIS TAKES A LIFE EVERY 2 MINUTES.

THIS SEPTEMBER, TAKE THE T.I.M.E. TO SAVE LIVES.

Learn how at [SepsisAwarenessMonth.org](https://www.SepsisAwarenessMonth.org)

SEPSIS ALLIANCE

©2021 Sepsis Alliance

September is [#SepsisAwarenessMonth](https://www.SepsisAwarenessMonth.org). 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](https://www.SepsisAlliance.org) is asking everyone to take the TIME to save lives. Learn how at www.SepsisAwarenessMonth.org. [#SAM2022](https://www.SepsisAlliance.org)

It's Sepsis Awareness Month. Will you join me raising awareness?

What can I do to help?

Sepsis awareness is important to me because...

Spreading the Word!

You can include a blurb in your company newsletter, like the below:

September is Sepsis Awareness Month! Sepsis, the body's overwhelming and toxic response to infection, kills over 350,000 adults in the U.S. every year. Through public education, we can raise awareness of the signs and symptoms of sepsis so people in our communities know when to seek emergency care. Together, we can help save lives and limbs from sepsis. Learn more at SepsisAwarenessMonth.org.

Sepsis Alliance has a variety of posters and videos that you can share with your community, to help raise awareness.

[Click here](#) to access the Sepsis Alliance poster and infographic library. All the graphics are FREE to download. You are welcome to print the posters and hang them in your hospital, office, and community.

Visit the Sepsis Alliance YouTube channel to view and share educational and personal experience videos about sepsis. [Click here](#).



Spreading the Word!

Share information on social media!

Sepsis Alliance has created graphics and language for you to use. Visit SepsisAwarenessMonth.org to access and download the graphics. Remember to tag [@SepsisAlliance](https://twitter.com/SepsisAlliance) and use the hashtags [#SepsisAwarenessMonth](https://twitter.com/hashtag/SepsisAwarenessMonth) and [#SAM2022](https://twitter.com/hashtag/SAM2022) when you post!

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. #SAM2022

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. #SAM2022

Sepsis is a medical emergency. In honor of #SepsisAwarenessMonth, @SepsisAlliance is encouraging everyone to learn the signs of sepsis. As many as 80% of sepsis deaths could be prevented with early detection and treatment. Take the time to learn the signs. You could save a life. Learn more at www.SepsisAwarenessMonth.org. #SAM2022

SEPSIS SAY SEPSIS SAVE LIVES
SEPTEMBER
SepsisAwarenessMonth.org

SEPSIS TAKES A LIFE EVERY 2 MINUTES.

THIS SEPTEMBER, TAKE THE T.I.M.E. TO SAVE LIVES.

Learn how at SepsisAwarenessMonth.org

SEPSIS ALLIANCE

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

- TEMPERATURE**
higher or lower than normal
- INFECTION**
may have signs and symptoms of infection
- MENTAL DECLINE**
confused, sleepy, difficult to rouse
- EXTREMELY ILL**
Severe pain, discomfort, shortness of breath

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 ©2020 Sepsis All

Sepsis is a Public Health Crisis

Each year in the United States, sepsis takes more lives than **opioids, breast cancer, and prostate cancer combined.**

Learn the signs at Sepsis.org. You could save a life.

Sepsis 270,000 deaths a year

118,600 deaths a year
*All numbers are approximate

Category	Deaths
Sepsis	270,000
Opioid Overdose	47,600
Breast Cancer	41,000
Prostate Cancer	30,000

SEPSIS ALLIANCE Sepsis.org ©2020 Sepsis All

Find a variety of social media graphics to download and share at SepsisAwarenessMonth.org.

Sepsis Superhero Challenge

Join advocates around the globe for the Sepsis Superhero Challenge! Go the extra mile to raise sepsis awareness and honor those affected. Create a team with your friends, colleagues, family, and other members of your community, and come together for one mile any day in September. Your efforts will help to raise sepsis awareness and generate funds for Sepsis Alliance programs! Whether you complete your mile running, walking, biking, swimming, or with another activity, you will be one of the Sepsis Superheroes the world needs. Learn more at [SepsisSuperheroes.org](https://www.SepsisSuperheroes.org).



Key Sepsis Facts

Sepsis is a public health crisis. Help educate the people in your life on the devastating impact of sepsis using the facts below.

- More than 1.7 million people in the U.S. are diagnosed with sepsis each year.
- In the United States, sepsis takes a life every two minutes.
- 350,000 adults 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 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.
- Black individuals bear nearly twice the burden of sepsis deaths, relative to the size of the Black population, as compared to white individuals.
- Black women are 3.3 times more likely to die from pregnancy-related causes than white women in the U.S. Native American and Native Alaskan women are 2.5 times more likely to die than white women.

Want to learn more? Access the entire library of Sepsis Alliance fact sheets by [clicking here](#).

SEPSIS >> SAY SEPSIS
SAVE LIVES
SEPTEMBER
SepsisAwarenessMonth.org

Thank you for helping
raise awareness and save
lives this September!



If you have questions about this toolkit, or would like more information about sepsis or Sepsis Alliance, please email us at info@sepsis.org.