

Welcome to The UKST Observer where you will find all the latest news on what's happening in all aspects of the Charity.

## BREAKING NEWS:

### UK SEPSIS TRUST AND NHS ENGLAND LAUNCH LIFE-SAVING SEPSIS AWARENESS CAMPAIGN FOR HEALTHCARE PROFESSIONALS



Sir Bruce Keogh and UK Sepsis Trust CEO Dr Ron Daniels BEM

Every year in the UK there are 150,000 cases of Sepsis, resulting in a staggering 44,000 deaths – more than bowel, breast and prostate cancer combined.

**The UK Sepsis Trust (UKST) was established as a charity in 2012 with the objective of saving 12,500 lives every year. We are committed to changing the way the NHS deals with Sepsis, to increasing public awareness and supporting those affected by Sepsis. Every penny you donate is valuable in helping us achieve our goals, together we can help to mend Sepsis.**

*This month's news is very much focused on the Tuesday launch of our national sepsis awareness campaign designed by the UK Sepsis Trust and delivered in partnership with NHS England to better educate healthcare professionals on sepsis. The initiative, which encourages all healthcare professionals to 'act quickly' when they recognise sepsis, will increase the speed with which the condition is diagnosed and treated across the NHS. Campaign materials will bear the NHS logo and will feature on the back of ambulances and Out of Hours doctor's cars and pharmacy prescription bags all over England.*

*The communications remind healthcare workers to Just Ask "could it be sepsis?", as well as highlighting symptoms using a 'SEPSIS' acronym.*

#### *Dr Ron Daniels BEM responds to the campaign launch.*

##### **Why is this initiative significant and what difference will it make?**

This is the first time that we have embarked on an initiative that bridges the gap between professional and public awareness. It's absolutely vital that healthcare professionals know what to do when presented with a patient with sepsis, but it's equally important that members of the public know when to access healthcare. This campaign allows us to join up these crucial aspects of survival.

##### **What's the benefit of collaborating with NHS England?**

We are absolutely delighted to be collaborating with NHS England on this initiative. Together with the Royal Colleges, a partnership with NHSE means that the campaign carries credibility both within the health professions and with the general public. In a landscape of multiple clinical priorities this credibility is essential to ensuring lasting awareness of sepsis.

##### **Why is it important that representatives from key healthcare bodies come together at events like Tuesday's launch?**

Sepsis is a problem for everyone, at every corner of the health service. If we're going to fix this, we have to bring together every health professional, from those who deal with the patients in their homes right through to the hospital. Leaving any gaps in the range of professionals included would lead to the initiative's break down.

##### **What needs to happen next?**

It's key that we build on the government's commitment to public awareness, and that we incentivise health professionals to deliver better care. We need to look ahead with a five-year plan on strategies to optimise outcomes from sepsis, and that five-year plan must include mandatory education programmes for health professionals and the development of a national registry to better understand the problem.