

THE BIGGEST KILLER YOU MIGHT NEVER HAVE HEARD OF...

SEPSIS is the new name for septicaemia, sometimes described as blood poisoning. It is the overreaction to an infection in which the body attacks its own tissue and organs.

Sepsis does not discriminate: it claims more lives in the UK every year than bowel, breast and prostate cancer combined, and can arise from something as innocuous as a small cut or insect bite. If not diagnosed and treated quickly, sepsis can rapidly lead to organ failure and death.

Every year in the UK:

- At least 250,000 people contract sepsis
- 52,000 of these will die (that's 140 people every single day), and
- 60,000 suffer permanent, life-changing after-effects.

Despite the statistics, awareness of sepsis amongst the public and healthcare professionals is astonishingly low, and we know that earlier diagnosis and treatment could prevent at least 14,000 unnecessary deaths every year in the UK and save millions of pounds.

UK SEPSIS TRUST

Founded in 2012, the UK Sepsis Trust aims to save lives and help survivors of sepsis by:

- Educating healthcare professionals to spot and treat sepsis more quickly
- Raising awareness amongst the public to “**Just ask: could it be sepsis?**”
- Instigating political change
- Providing support to those affected by sepsis.

Led by NHS Consultant in Intensive Care, Dr. Ron Daniels, we are recognised sepsis experts, and through our work with organisations including the World Health Organisation, Royal Colleges, NICE and national governments, we are making considerable progress. But, as the statistics show, there is still a long way to go.

AWARENESS SAVES LIVES

In contrast with some conditions, we don't need lots of expensive research to reduce deaths from sepsis. The answer is more straightforward: **awareness through communication.**

But time really is of the essence: across the UK, somebody dies of sepsis every twelve minutes.

We need to reach the millions of people across the country who have never heard of sepsis. By working with passionate individuals and organisations to deliver creative and effective communications, we can shine a light on sepsis and **save thousands of lives every year.**

**Please consider the benefits of working with the UK Sepsis Trust.
TOGETHER WE HAVE THE POWER TO SAVE LIVES.**

JUST ASK
“**COULD IT BE SEPSIS?**”



THE UK
SEPSIS
TRUST