

# WORLD SEPSIS DAY 2023

Thanks for downloading this pack, we hope it contains everything you need to help raise awareness of sepsis.

If you have any questions or ideas of what else we might include, please email us [savvy@sepsistrust.org](mailto:savvy@sepsistrust.org)

Together, we really can save thousands of lives.  
So thanks again!



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# CAMPAIGN OVERVIEW



**THE BIGGEST KILLER IS NOT THE USUAL SUSPECT**

World Sepsis Day, Wednesday 13th September, is a global day of awareness and fundraising.

Worldwide, sepsis kills more people than cancer but is often treatable if caught quickly. That's why knowing the signs saves lives.

A 2021 poll, commissioned by UKST, found that **1 in 3 people in the UK wouldn't treat sepsis as a medical emergency** – and that's what we're determined to change. We're asking people to take 5 minutes to get #SepsisSavvy and equip themselves with potentially life-saving information. Your help will be critical in achieving this.



# TAKE 5 TO GET SEPSIS SAVVY



**Take 5 to get Sepsis Savvy** by watching a short video, and playing a game.

Give us feedback on the game, and you'll be entered into a prize draw to win up to £250 in Love2shop vouchers.

**Tag 5 friends on social media** to encourage them to get #SepsisSavvy too.

Together we can help make more people aware that sepsis is a medical emergency.

**Give £5 or more** to help us to continue to raise awareness, and support the 40% of sepsis survivors who experience significant after effects, as well as the 48,000 families tragically bereaved each year in the UK.





# SOCIAL MEDIA

## SHOUT ABOUT SEPSIS

[Click here](#) to access shareable GIFs and a frame you can add to your profile picture to show others you're proud to be #SepsisSavvy.

You can also [click here](#) to share the signs and symptoms of sepsis on Twitter.

## FOLLOW UKST

We'll be making lots of noise on our socials in September, so be sure to follow us so that you can reshare our life-saving messaging.



## SUGGESTED COPY

[Download graphics for socials](#)

Sepsis claims 11 million lives globally each year – with 5 people dying in the UK every hour. But sepsis is often treatable if caught quickly, which is why knowing the signs saves lives. We're working with the UK Sepsis Trust to encourage as many people as possible to get #SepsisSavvy this September: [sepsistrust.org/sepsis-savvy](https://sepsistrust.org/sepsis-savvy)

Did you know that sepsis claims more lives globally each year than cancer? 48,000 people die in the UK each year from sepsis-related illnesses: that's more than bowel, prostate and breast cancer combined. But knowing the signs of sepsis significantly improves outcomes, so we're working with the UK Sepsis Trust to encourage our followers to get #SepsisSavvy this #WorldSepsisDay: [sepsistrust.org/sepsis-savvy](https://sepsistrust.org/sepsis-savvy)

It takes 5 minutes to learn the signs of sepsis. It's really important as it could save a life. 1 in 5 people don't know the signs. Don't be that person. We're working with the UK Sepsis Trust to encourage people to get #SepsisSavvy this September for #SepsisAwarenessMonth: [sepsistrust.org/sepsis-savvy](https://sepsistrust.org/sepsis-savvy)



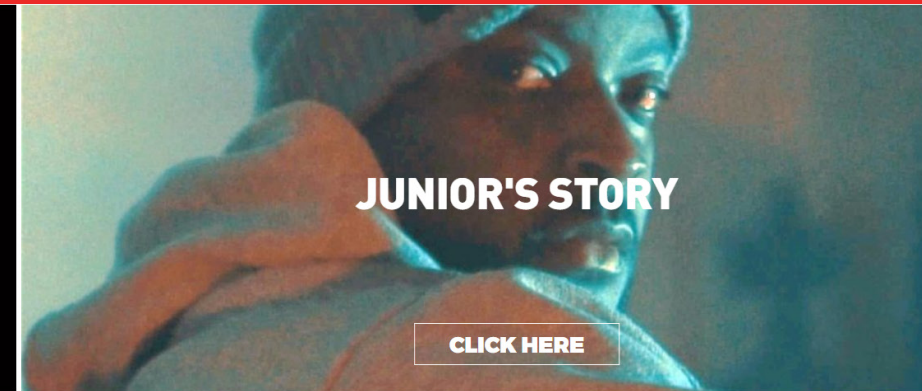
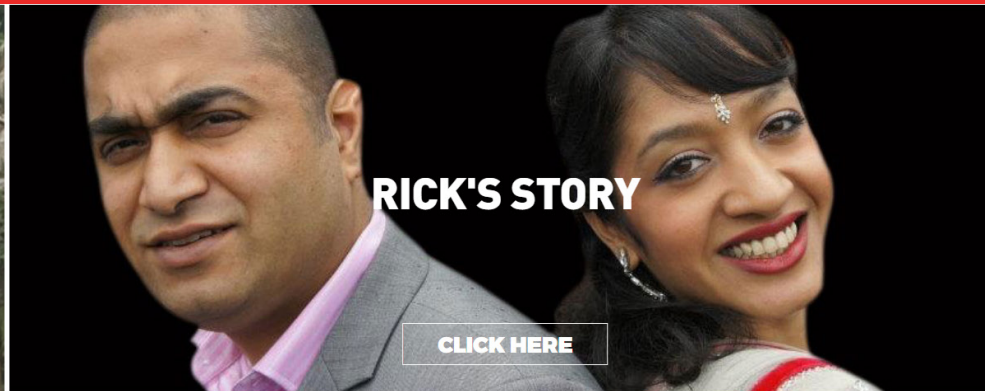
# SHARE YOUR SEPSIS VOICE

Sepsis Voices is a collection of experiences that reflect the variety and diversity of people affected.

Anyone at any age can develop sepsis, so we need people from all walks of life to be familiar with the signs. By sharing their stories, our Sepsis Voices contributors are raising vital awareness, helping us to end preventable deaths from this often treatable, life-threatening condition.

Sepsis Voices is also a forum for support, with those affected able to seek comfort from knowing others can relate to their experiences.

If you have a Sepsis Voices story you'd like to share, please contact Beth on [voices@sepsistrust.org](mailto:voices@sepsistrust.org)



# CLINICAL TOOLS

Since 2015, the UK Sepsis Trust has collaborated with a number of organisations to produce operational clinical tools for all ages – except specifically for neonates – across a wide range of healthcare settings. These tools were formally endorsed by the National Institute for Health and Care Excellence (NICE), following the most fundamental revisions to the Sepsis 6 since its inception.

[Access the tools](#)

## CPD-ACCREDITED E-LEARNING

We've got detailed CPD-accredited e-learning modules for healthcare professionals who want to learn more about the condition.

Whether you're a clinician or careworker, these modules will help you understand more about sepsis and how you can help save lives.

Access our e-learning [here](#).





# DOWNLOADABLE RESOURCES



## FUNDRAISING IDEAS

As well as training staff to be aware of how to recognise and treat sepsis, many of our partnered healthcare organisations choose to fundraise to allow our life-saving work to continue.

Click [here](#) to see a list of fundraising ideas that are appropriate to healthcare settings.

## EMAIL SIGNATURE

Use our email signature (above) to encourage your contacts to get #SepsisSavvy. If you'd prefer to make your own, [click here](#) to download our logos.

## LEAFLETS & POSTERS

We have a selection of leaflets and posters you can download, print and display around your organisation.

[Click here](#) to access them.

Or we can print them for you. Order them [here](#).





# SUPPORT SERVICES

Our charity is the only one in the UK that provides Nurse-led support to sepsis survivors and their loved ones, as well as those tragically bereaved by the condition. We'd be grateful for anything you can do to signpost those affected to our services, whether it's a social post, putting up posters or ordering literature.

UKST's team of Support Nurses are available to provide telephone (0808 800 0029) and email support ([support@sepsistrust.org](mailto:support@sepsistrust.org)) **Mon-Fri 9.30-4.30pm, excluding Bank Holidays.**

We also have a range of online and face-to-face support groups, as well as moderated Facebook peer support groups for sepsis survivors, and the bereaved.

Find out more about our services [here](#).

[Facebook group \(survivors\)](#)

[Facebook group \(bereaved\)](#)

## SOCIAL MEDIA COPY

If you've lost a loved one to sepsis then you might have questions about what happened to them, or want to speak about your grief at a support group.

The UK Sepsis Trust has a team of friendly Support Nurses who understand what you're going through and can help. Get in touch today:  
<https://sepsistrust.org/get-support/>

The UK Sepsis Trust provides free Nurse-led support to those affected by #sepsis.

If you're a sepsis survivor looking for information to aid you in your recovery, visit their website:  
<https://sepsistrust.org/get-support/>



# WHAT ARE THE SIGNS?

## SEPSIS IN ADULTS IS A SERIOUS CONDITION

that can initially look like flu, gastroenteritis or a chest infection. Sepsis affects more than 245,000 people every year in the UK.

The UK Sepsis Trust registered charity number (England & Wales) 1158843

Seek medical help urgently if you develop any or one of the following:

**S**lurred speech or confusion  
**E**xtrême shivering or muscle pain  
**P**assing no urine (in a day)  
**S**evere breathlessness  
**I**t feels like you're going to die  
**S**kin mottled or discoloured

**JUST ASK**  
"COULD IT BE SEPSIS?"  
IT'S A SIMPLE QUESTION, BUT IT COULD SAVE A LIFE.

## ANY CHILD WHO:

- 1 Is breathing very fast
- 2 Has a 'fit' or convulsion
- 3 Looks mottled, bluish, or pale
- 4 Has a rash that does not fade when you press it
- 5 Is very lethargic or difficult to wake
- 6 Feels abnormally cold to touch

## MIGHT HAVE SEPSIS

Call 999 and ask: **could it be sepsis?**

The UK Sepsis Trust registered charity number (England & Wales) 1158843

## ANY CHILD UNDER 5 WHO:

- 1 Is not feeding
- 2 Is vomiting repeatedly
- 3 Hasn't had a wee or wet nappy for 12 hours

## MIGHT HAVE SEPSIS

If you're worried they're deteriorating call 111 or see your GP

**JUST ASK**  
"COULD IT BE SEPSIS?"  
IT'S A SIMPLE QUESTION, BUT IT COULD SAVE A LIFE.

