

# WORLD SEPSIS DAY 2023

Thanks for downloading this pack, we hope it contains everything your organisation needs to 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.

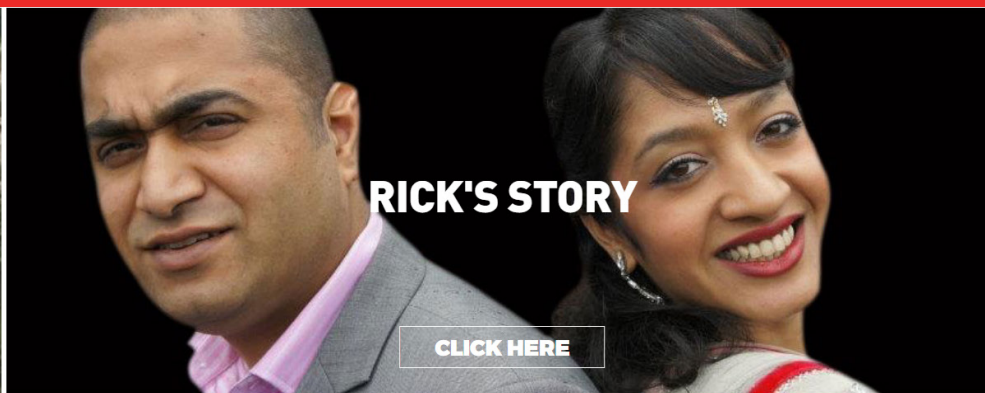
Sepsis Voices is also a forum for support, with those affected able to seek comfort from knowing others can relate to their experiences.

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



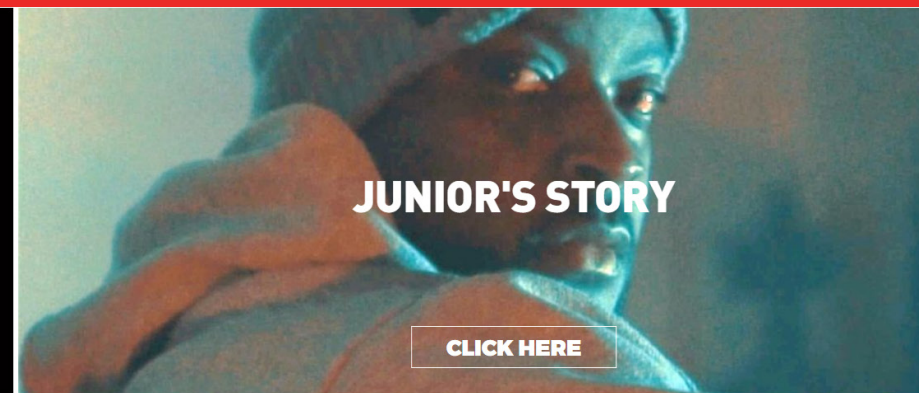
**CHRIS' STORY**

[CLICK HERE](#)



**RICK'S STORY**

[CLICK HERE](#)



**JUNIOR'S STORY**

[CLICK HERE](#)



# EDUCATE YOUR PEOPLE

Face-to-face, online or hybrid Sepsis Savvy sessions are a great way to educate your colleagues. Our slide deck contains everything you need to deliver one.

If you'd like our help planning or delivering your session, email [simon@sepsistrust.org](mailto:simon@sepsistrust.org)

[Access our presentation slides](#)

## JOIN OUR NETWORK OF SEPSIS CHAMPIONS

Sepsis Champions are passionate about raising awareness of sepsis at their workplace or in their community. We'll support them every step of the way.

Following an initial one hour training session, Sepsis Champions are equipped with the knowledge and resources to educate others about sepsis and the signs to look out for.

There's no prescribed way to be a Sepsis Champion, so to explore how it might work in your organisation, please email [simon@sepsistrust.org](mailto:simon@sepsistrust.org)



Why not host a Red, Yellow and Orange day to help raise awareness of sepsis in September?





# DOWNLOADABLE RESOURCES



## BESPOKE

Need something not on this page such as a Teams/Google Meet/Zoom background?

Email us at [partnerships@sepsistrust.org](mailto:partnerships@sepsistrust.org)

## INTRANET ARTICLE

We've written draft copy that you can use to shout about the great work you're doing to amplify our sepsis messaging.

[Access the copy](#)

## 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 this September.

[Click here](#) to access them.

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





# 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.

