

# 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. I'm helping 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 I'm asking my followers to support the UK Sepsis Trust by getting #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. I'm helping the UK Sepsis Trust to encourage people to get #SepsisSavvy this September for #SepsisAwarenessMonth: [sepsistrust.org/sepsis-savvy](https://sepsistrust.org/sepsis-savvy)



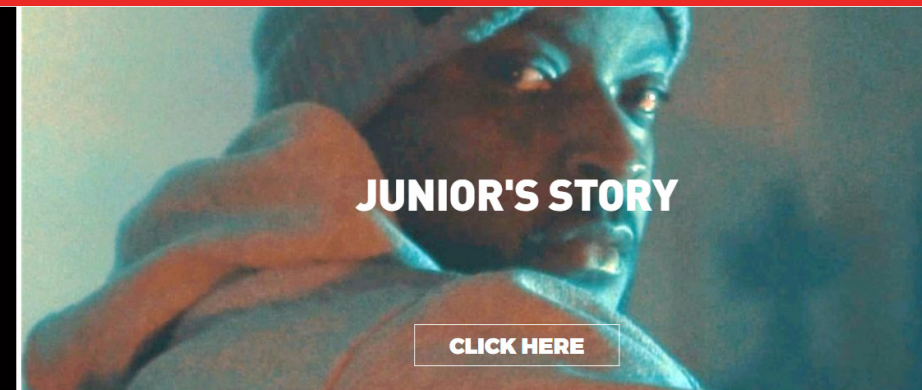
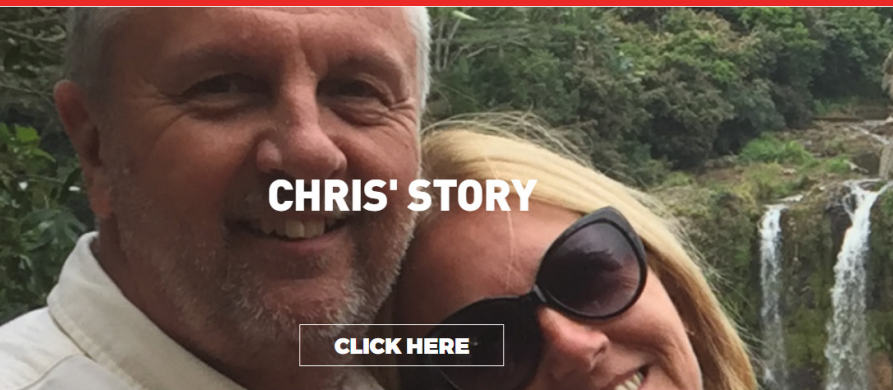
# SHARE YOUR SEPSIS VOICE

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)



# COMMUNITY AWARENESS

Whether you're interested in giving talks to local community groups or hosting a fundraiser, there are lots of ways you can get involved with our life-saving work.

Find out more about becoming a volunteer [here](#).

Get fundraising inspiration [here](#).

[Access our presentation slides](#)

## CONTACT LOCAL SPORTS TEAMS

Local sports teams can easily reach lots of fans with our life-saving messages through event programmes or half time announcements. Why not ask your local club or sports team whether they could support our work this September?

[Access email/letter templates](#)

## REACH OUT TO YOUR COUNCIL OR MP

Just like sports teams, your local council or MP can help reach thousands of people in your community through their social media channels. Reach out and ask for their support in the fight against sepsis.

## GET YOUR KID'S SCHOOL INVOLVED

UKST has a series of lesson plans for schools, so use our letter template to encourage your child's school to sign up as a #SepsisSavvy organisation.





# EDUCATE YOUR COLLEAGUES

If you'd like us to deliver a sepsis awareness session to your work colleagues, send us a message at [partnerships@sepsistrust.org](mailto:partnerships@sepsistrust.org)

## CPD-ACCREDITED E-LEARNING

As well as one-off staff awareness sessions which give a brief introduction to sepsis, we have detailed CPD-accredited e-learning modules for individuals who want to learn more about the condition.

Whether you're a clinician, careworker, or simply a concerned parent, son/daughter or friend, these modules will help you understand more about sepsis and how you can help save lives.

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





# DOWNLOADABLE RESOURCES



## 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 at work or in your community.

[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.

