

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

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

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

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



FREE PSHE RESOURCES

Approximately 25,000 children are affected by sepsis in the UK each year. To raise awareness, the UK Sepsis Trust (UKST) has developed a bank of PSHE resources for schools so that staff and some of the 11.7 million students better understand the dangers of the condition.

Our teaching resources have been designed in collaboration with volunteers across each of the five Key Stages. Each lesson contains:

- A lesson plan
- An accompanying PowerPoint presentation
- Teacher notes for every slide detailing additional information, topics to discuss and questions to ask
- Embedded videos to help engage the students
- Case studies of young adults who have recently suffered from sepsis (KS4/5 lessons only)

[Access lesson plans](#)

SPREAD THE WORD

We encourage schools to send parents a letter or email informing them what they have been teaching their students about sepsis to encourage further discussion at home.

Access newsletter and website copy [here](#).



FUNDRAISING

Many of our school partners support our life-saving work by organising a variety of fundraising activities, especially around World Sepsis Day on Wednesday 13th September 2023.

There are lots of ways your school can fundraise for us. Here are a few examples but please get in touch if you'd like to discuss something different. We love new ideas!

- Bake sales
- Non-uniform days or red, yellow and orange days
- Raffles or tombolas
- Guess the number of sweets in a jar
- Sponsored silences
- Sponsored walk

Access our schools' fundraising toolkit [here](#).



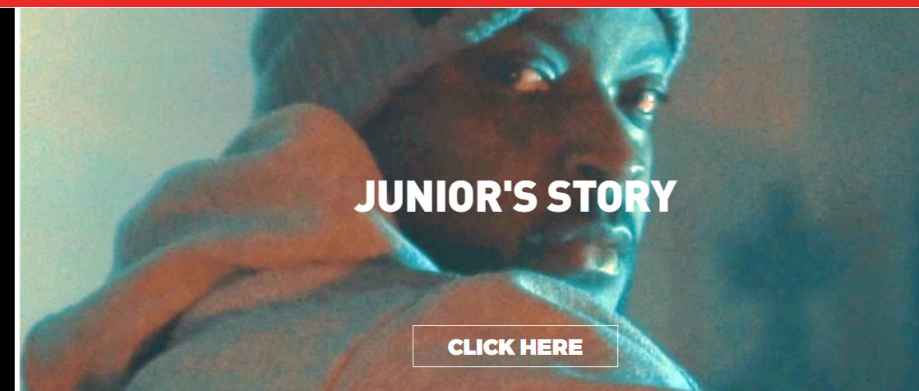
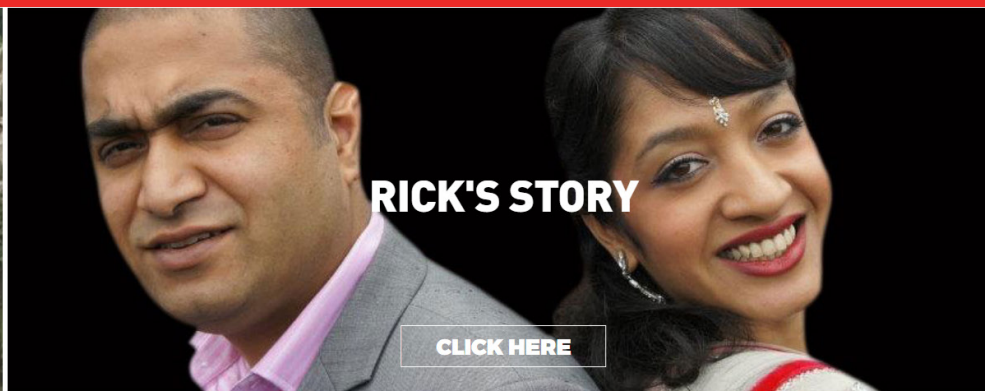
SHARE YOUR SEPSIS VOICE

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



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 around your school or staff room.

[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:

Slurred speech or confusion
Extrême shivering or muscle pain
Passing no urine (in a day)
Severe breathlessness
It feels like you're going to die
Skin 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:

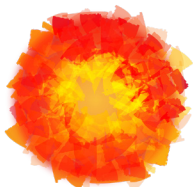
- 1 Is not feeding
- 2 Is vomiting repeatedly
- 3 Hasn't had a wee or wet nappy for 12 hours

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.



THE UK
SEPSIS
TRUST

