Sepsis Awareness Month

Partner Call
August 19, 2021
Get Ahead of Sepsis Campaign Updates

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CDC’s *Get Ahead of Sepsis*

**Goal**
- Emphasize the importance of sepsis prevention, early recognition, and appropriate treatment among patients and healthcare professional target audiences

**Objectives**
- Increase awareness of need for early recognition and prompt treatment
- Increase awareness of preventing infections that can lead to sepsis

**Targeted messages for**
- Healthcare professionals (HCPs)
- Patients and families
Target audiences

 Consumers
(Patients and Families)

- Women who care for a child age 12 or younger
- Women who care for an aging parent 65+
- Men age 65+, with one or more chronic conditions
- Healthy adults 65+
- Women who primarily speak Spanish
- Cancer patients and their caregivers
- Patients who survived sepsis and their caregivers

 Healthcare Professionals

- Nurse practitioners/physician assistants who work at urgent care clinics
- Emergency department triage nurses
- Primary care physicians
- General medical ward staff
- Long-term care nurses, medical technicians, and sitters
- Emergency medical services (EMS) personnel
Impact of the *Get Ahead of Sepsis* campaign
(August 31, 2017 – June 30, 2021)

- **376+ million** people in the United States reached via 7 public service announcements (PSAs)
- **48+ million** consumers and HCPs reached via paid media with **718,000+** URL clicks on paid advertisements
- **5.4+ million** people reached via Blog Tour
- **3+ million** visits to the CDC sepsis website
- **892,000+** organic social media engagements - likes, comments, shares, clicks, and video views
- **429,000+** *Get Ahead of Sepsis* materials downloaded
- **144,000+** materials ordered from CDC warehouse
- **107,000+** URL Clicks on GovDelivery Emails
- **8,000+** Partner Toolkit visits
- **7,000+** CDC articles placed

**Digital Advertising**
(April 2021 - February 2022)

**Consumer advertising - English**

**HCP advertising**

**Consumer advertising - Spanish**

**HCP emails**
2021-2023 Focus

2021

• Launched a *Get Ahead of Sepsis* paid media campaign that will run April 2021 through February 2022 to help continue raising sepsis awareness and knowledge among consumer and healthcare professional audiences.

2022-2023

• Continue expanding sepsis messaging and materials, including information on how sepsis and COVID-19 are related. Messaging will also focus on further integration of sepsis, antibiotic use, and C. diff—important and closely related topics.

• Revise existing sepsis materials and create new materials based on findings from message and materials testing and partner input.

• Update existing educational materials for cancer patients and caregivers and for sepsis survivors and caregivers. Promote updated materials widely, including through CDC channels and relationships with key partners.

• Plan and conduct a pilot assessment to understand how well campaign tactics are reaching target audiences and influencing their awareness, knowledge, and behaviors related to early recognition and timely treatment of sepsis and prevention of infections that can lead to sepsis.
Sepsis Awareness Month 2021
CDC Sepsis Awareness Month overview

- Paid media
- Outreach to HCP networks including: SERMO, Epocrates/AthenaHealth, HealthDay, MDNewsline, PlatformQHealth, UpToDate, NACHC, and RNsights
- Web updates, including a CDC.gov homepage feature
- Digital and printed materials at CDC-INFO On-Demand Warehouse
- Social media
- Email updates
- Safe Healthcare Blog post
- CDC-INFO on-hold messaging in both English and Spanish
- Partner communications, including a partner toolkit
- Partner event attendance
Paid media

- Consumers (English & Spanish)
  - Facebook suite (includes Instagram, etc.)
  - Programmatic media
- HCPs (English)
  - Facebook suite (includes Instagram, etc.)
  - LinkedIn
  - Email (Healthlink Dimensions)
  - Programmatic media

Summary

Channels | Website | Tools/Resources
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Drive Traffic | Generate Engagement | Increase Downloads

Know the risks. Spot the signs. Act fast.
NEW Web update highlights

• CDC.gov homepage feature
• Updated Spanish webpage
• Updated messaging throughout entire website
• “Share” webpage with new assets
• New materials on materials pages
Materials

Healthcare professional and consumer materials include:

- UPDATED Consumer fact sheet (English)
- UPDATED Consumer fact sheet (Spanish)
- UPDATED HCP infographic
- NEW Video with CDC expert commentary
- Brochure
- Conversation starter
- Quiz
Material updates

Anyone can get an infection, and almost any infection, including COVID-19, can lead to sepsis. In a typical year:

- At least 1.7 million adults in America develop sepsis.
- Nearly 270,000 Americans die as a result of sepsis.
- 1 in 3 patients who dies in a hospital has sepsis.
- Sepsis, or the infection causing sepsis, starts outside of the hospital in nearly 87% of cases.

IS SEPSIS CONTAGIOUS?
You can’t spread sepsis to other people. However, an infection can lead to sepsis, and you can spread some infections to other people.

KNOW THE SIGNS AND SYMPTOMS
A patient with sepsis might have one or more of the following signs or symptoms. A medical assessment by a healthcare professional is needed to confirm sepsis.

WHAT CAUSES SEPSIS?
Infections can put you or your loved one at risk for sepsis. When germs get into a person’s body, they can cause an infection. If you don’t stop that infection, it can cause sepsis. Bacterial infections cause most cases of sepsis. Sepsis can also be a result of other infections, including viral infections, such as COVID-19 or influenza.

WHO IS AT RISK?
Some people are at higher risk for sepsis:

- 65+ Adults 65 or older
- People with weakened immune systems
- People with chronic medical conditions, such as diabetes, lung disease, cancer, and kidney disease
- People with recent severe illness or hospitalization
- Sepsis Survivors
- Children younger than one
FREE materials for order include:

Patients (English)
• UPDATED Fact sheet
• Conversation Starter
• Posters

Patients (Spanish)
• UPDATED Fact sheet
• Infographic

HCPs (English)
• UPDATED Infographic
• Pocket Guide
• Posters
Social media

• Social media cards, GIFs, and videos
• How to download and order materials (in English and Spanish)
• Tips to protect against sepsis
• Signs and symptoms of sepsis messaging
• Sepsis and COVID-19 blog post
Partner toolkit

• Download or order and distribute the educational materials, which include fact sheets, brochures, and infographics for consumers and healthcare professionals, as well as Spanish-speaking audiences. These materials are available for printing and for posting on your websites.

• Watch and share “The Domino Effect” TV public service announcement and “Four Ways to Get Ahead of Sepsis” video.

• Customize our social media messages to spark conversation on Facebook and Twitter.

• Remember to use the hashtag #GetAheadofSepsis in all social media messages.

• Share the Get Ahead of Sepsis social media graphics.

• Customize the news release and push it out to media to demonstrate your organization’s support of Get Ahead of Sepsis.

• Use the “drop-in” articles in your e-blasts, newsletters, and other publications.
Upcoming CDC SAM Event Participation

September 14-15: Sepsis Alliance Summit (virtual)
Each life matters and is the reason for our work
Questions?
Sepsis Awareness Month: Round Robin Updates

All Partners
Thank you!