37,000 people die of sepsis in the UK every year. What can you do to change this?

WORLD SEPSIS DAY 2013
Friday 13 September

ACTION PLAN
Materials and resources to help you make an impact in your organisation on World Sepsis Day 2013

www.1000livesplus.wales.nhs.uk/WSD13
The need for World Sepsis Day

World Sepsis Day gives you the opportunity to take the lead in preventing one of the most common, yet least recognised illnesses across the world.

Sepsis causes an estimated 1,800 deaths in Wales each year and occurs when the body’s response to an infection injures its own tissues and organs. Stopping sepsis is a priority for NHS Wales.

World Sepsis Day on Friday, September 13, 2013 is your opportunity to raise awareness of sepsis and help to prevent so many people dying of this treatable condition. You and your team can save lives - and it starts here!

This action plan introduces all the materials available to help you make the most of World Sepsis Day. Use the checklist on the back to make sure you are doing everything you can to get World Sepsis Day noticed and start the fightback against this dangerous illness.

Your first step

One of the best things to do first is to contact your organisation’s Communications Team and request their help in promoting World Sepsis Day. They will be able to advise on key ways of promoting your World Sepsis Day activity, including putting stories on the organisation’s website and intranet site, issuing a press release, tweeting and posting on Facebook, promoting an event, and arranging publicity photos with members of the Executive team.

It’s helpful to contact them as far in advance of World Sepsis day as possible. Remember to provide them with the template material produced for World Sepsis Day (available from www.1000livesplus.wales.nhs.uk/WSD13)

Resources for you

There are several resources available on the 1000 Lives Plus website at www.1000livesplus.wales.nhs.uk/WSD2013 including the Welsh versions of the World Sepsis Day logos and the World Sepsis Day declaration. We are grateful to the UK Sepsis Trust for agreeing to supply us with their explanatory leaflet about sepsis. Copies can be ordered via 1000 Lives Plus.

World Sepsis Day is also a good time to promote the National Early Warning Score (NEWS). You can request packs of NEWS cards and there is a photo available of staff in your organisation with a large NEWS card. Contact 1000 Lives Plus for details.
Many NHS Wales organisations arranged special events for World Sepsis Day 2012, including stands in concourses or at canteens, quizzes and competitions. This year you can register your event on the World Sepsis Day website (www.world-sepsis-day.org) as well, so that people around the world will know what you are doing to tackle sepsis.

The resource page will be updated in the run-up to World Sepsis Day. If you are creating your own resources like posters, then please share them with the 1000 Lives Plus team so they can be added to the page.

**More ideas for you**

Here are some extra ideas you can use to make an impact on World Sepsis Day.

- Do you know a sepsis survivor who would be willing to tell their story in an interview for your website or the press? Could they come to your event and tell their story?
- Could you arrange a quiz, competition or game about sepsis, designed to get people thinking about identifying and treating sepsis?
- Could you create a ‘living demographic’ to highlight the issue of sepsis? For example, in Germany, they will be placing empty chairs in front of the Brandenburg Gate to illustrate all the people who die from sepsis every year. What could you do to help people understand how many people die of sepsis in Wales?
- Are you a budding film-maker, or do you know someone who is? How about making a video of what you’ve done for World Sepsis Day.
- Does your Chief Executive or another member of your senior team have a blog - could you email him information about sepsis and ask him to mention it? (1000 Lives Plus has some ‘blog-lines’ available for people to use.)
- Are you on Twitter? Join in the conversation on World Sepsis Day using the hashtag #WSD13

**Helpful links**

Resources: [www.1000livesplus.wales.nhs.uk/WSD2013](http://www.1000livesplus.wales.nhs.uk/WSD2013)
World Sepsis Day: [www.world-sepsis-day.org](http://www.world-sepsis-day.org)
UK Sepsis Trust: [www.sepsistrust.org](http://www.sepsistrust.org)
Global Sepsis Alliance: [www.globalsepsisalliance.com](http://www.globalsepsisalliance.com)

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To request your resources contact
Jon Matthias - 029 2082 7651 - Jon.Matthias@wales.nhs.uk
Daniel Davies - 029 2082 7658 - Daniel.Davies3@wales.nhs.uk
World Sepsis Day - your action checklist

This checklist will help you plan your activity for World Sepsis Day - there are also some blank spaces for you to add in your own ideas as well.

<table>
<thead>
<tr>
<th></th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Contact your organisation’s Communications Team to discuss how you can promote World Sepsis Day across your organisation. Resource materials and resources are available from <a href="http://www.1000livesplus.wales.nhs.uk/WSD2013">www.1000livesplus.wales.nhs.uk/WSD2013</a>.</td>
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<tr>
<td>2</td>
<td>Ask if the WSD website button could feature on your organisation’s home-page. A Welsh version is also available.</td>
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<tr>
<td>3</td>
<td>Contact 1000 Lives Plus to order UK Sepsis Trust sepsis leaflets and the picture of staff from your organisation with a giant NEWS card.</td>
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<td>4</td>
<td>Line up template news story for intranet / internet to help spread the word - remember to get someone to agree to be quoted in the release.</td>
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<tr>
<td>5</td>
<td>Organise promotional event - send invites to people so they know it is happening. Remember to log this on the World Sepsis Day website as well (<a href="http://www.world-sepsis-day.org">www.world-sepsis-day.org</a>).</td>
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<tr>
<td>6</td>
<td>Create posters advertising World Sepsis Day and your event - there is a Welsh logo for World Sepsis Day on the 1000 Lives Plus web-page!</td>
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<tr>
<td>7</td>
<td>Arrange to show the World Sepsis Day video at your event. It can also be put on your website / intranet.</td>
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<tr>
<td>8</td>
<td>Arrange for CEO / Clinical Directors to sign the World Sepsis Day declaration - take a photo of them signing for use in a news report on your website. You can also print off copies of declaration for staff to sign at events as this will help them to engage with the issues. A Welsh version is available this year at <a href="http://www.1000livesplus.wales.nhs.uk/WSD2013">www.1000livesplus.wales.nhs.uk/WSD2013</a>.</td>
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<td>9</td>
<td>Ask your Communications Team if they will issue a press release to local newspapers.</td>
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<td>10</td>
<td>Use the pre-prepared tweets and Facebook content to promote your work on social media. You can use your own accounts as well - remember to use the hashtag #WSD13 and link to your news story!</td>
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<tr>
<td>11</td>
<td>Send photos and a brief report to 1000 Lives Plus team so that your story can be told as part of the national response to World Sepsis Day.</td>
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