



# World Sepsis Day: 13 September 2013

A truly global effort to fight sepsis. On every continent. In over 40 countries. With more than 200 events.

www.world-sepsis-day.org

The Global Sepsis Alliance and its founding members have joined forces with other healthcare organizations to initiate the World Sepsis Day movement. The campaign has been made possible thanks to the expertise of our founding organizations and the professionals behind them, as well as the support of outstanding experts from around the world. With our campaign we are educating medical professionals, informing policy makers, and creating awareness among the general public.

Our aim is to reduce the incidence of sepsis by 20% by 2020.

World Sepsis Day operates on a truly global level. That means different countries and regions act according to their local healthcare systems and economic means.

The first sepsis symposium in Nigeria, the first lectures for healthcare professionals in Tanzania, or a mail campaign with information material reaching nearly every doctor in Brazil: all of these are as important as the highly successful campaigns in the United Kingdom or governmental engagement as in Germany. The figures shown here highlight the local efforts of every single supporter, supporting organization, or hospital.

World Sepsis Day strategic targets 2013

- 1 Increase the number of hospitals that support and sign the World Sepsis Declaration to 2,500 hospitals.
- 2 Achieve government and/or regulatory support to improve the quality of sepsis management in at least 10 countries.
- 3 Create interdisciplinary coalitions among healthcare professionals and organizations to support the World Sepsis Declaration on local and national levels.

**IRELAND**  
Drogheda: Our Lady of Lourdes Hospital. Lectures & Public Campaign.

**UNITED KINGDOM**  
London: UK Sepsis Trust, Houses of Parliament. Government Engagement: Paul Bristol: Green card system for meeting MPs.  
London: The Cabinet Secretary for Health & Wellbeing. Public Campaign: Cycle for Sepsis.  
Edinburgh: Healthcare Improvement Scotland. Public Campaign: Participation in "Cycle for Sepsis".  
Cardiff: Cardiff University, School of Medicine. Public Campaign: Dr. Paul Morgan talks about Sepsis at "Sepsis in the Pub" in the Bar 33.  
Cardiff: Cardiff Hospital of Wales. Patient Information.

**GERMANY**  
Berlin: Sepsis Foundation, German Sepsis-Alliance e.V., Center for Sepsis Control and Care & German Sepsis-Aid e.V. Conference: Sepsis Summit Berlin.  
Berlin: Sepsis Foundation, German Sepsis-Alliance e.V., Center for Sepsis Control and Care & German Sepsis-Aid e.V. Public Campaign: Living Infographic at Brandenburg Gate.

**USA**  
Seattle: Seattle Science Foundation. Symposium.  
Galveston: University of Texas Medical Branch (UTMB Health). Public Campaign.  
Houston: American Indian Nursing Organization. Public Campaign.  
Houston: National American Legion 95th Convention. Public Campaign.  
Houston: MD Anderson Cancer Center. Public Campaign.  
Houston: Back to School Bash Fair. Public Campaign.  
Houston: Nurses' Initiative. Public Campaign.  
Houston: Starbuck's served coffee in mugs with the WSD-Logo. A WSD "Hip-Hop" song was composed.

**INDIA**  
New Delhi: Asia Pacific Critical Care. Conference & Public Campaign.

**CHINA**  
Beijing: Chinese Society of Critical Care Medicine. Lectures: 7th Annual Congress of the Chinese Society of Critical Care Medicine 2013.

**THAILAND**  
Bangkok: Prince of Songkla University, Faculty of Medicine. Public Campaign.

**PHILIPPINES**  
Manila: Private Initiative by Cecilia O. Caniza due to personal loss. Public Campaign.

**INDONESIA**  
Jakarta/Bandung: Indonesian Society of Intensive Care Medicine (ISICM). Congress: 5th National Congress of ISICM.

**INDONESIA**  
Sydney: The Clinical Excellence Commission (CEC). International Digital Activities: Webex - Sepsis Learning Session.

**INDONESIA**  
Sydney: The Clinical Excellence Commission (CEC). International Digital Activities: Twitterchat.

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## Global activities

WFPICCS	IMPRESS	SOCIAL MEDIA FLASH MOB	TWITTER	FACEBOOK	WEBSITE
Video message for a successful World Sepsis Day featuring: Tex Kissoun, president; Paolo Ebban, secretary; Jos Lafour, treasurer; Andrew Argent, past president.	Int. Multicentre PREvalence Study on Sepsis by ESICM, SCCM & SSC. Launched on WSD13. IMPRESS aims to determine the worldwide incidence and clinical patterns of septic syndromes on a single day, 7 November 2013.	513 people used their social media voices to spread information on sepsis to over 230,000 people simultaneously, creating a peak of unique visits to the website.	From 1:42 in Dec 2012 to 1:48 in Oct 2013 Reach Sept 2013: approx. 1.2 million people	From 1:37 in Dec 2012 to 2:23 in Oct 2013 Reach Sept 2013: approx. 2.6 million people	Google Analytics Timeframe: 3-16 Sept 2013 Unique visitors: 10,762 Page views/PV: 40,633 Alexa Global Rank: 2,245,042

## Global results

APPROX. 200 EVENTS*	NETWORKS: PROF. SOCIETIES	PROFESSIONAL ORGANIZATIONS	FOUNDATIONS	HOSPITAL COOP.	HOSPITALS	SINGLE HEALTHCARE PROF.	INDIVIDUALS
Public campaigns	Germany, Japan, UK	Brazil, Serbia	USA (New York)	Australia, UK	Australia, Brazil, Philippines	USA (Ish)	Canada, Philippines, USA
Patient information	Germany	Brazil, Serbia	USA	Australia, UK, USA (Wash. State)	Brazil, California, Germany, Hanoi, Mexico, Puerto Rico, Spain, UAE, USA (New Jersey, Robinson, Texas)	USA (Ish)	
Conferences, symposiums, lectures	Germany, USA (Washington)	Belize, Columbia, Cuba, Georgia, India, Indonesia, Italy, South Korea, Lithuania, Mexico, Pakistan, Poland, Serbia, Turkey, USA	USA (Washington)	USA (Washington)	Hungary, India, Italy	USA (Ish)	
Professional healthcare worker education	Germany	Belize, Brazil, Columbia, Cuba, Georgia, India, Indonesia, Italy, South Korea, Lithuania, Mexico, Pakistan, Poland, Serbia, Turkey, USA			Hungary, India, Italy, Mexico	USA (Ish)	
Quality improvement	Italy, Germany, Thailand	Brazil, Dubai, Qatar, UK (England, Scotland, Wales)		Australia (Queensland)		USA (Ish)	
Government engagement	Italy, Germany, Thailand	Brazil, Canada (British Columbia), Indonesia, Lithuania, UK (England, Scotland, Wales)	Australia (West Perth), USA (New York)			USA (Ish)	
Networks: professional societies, chambers	Canada, Germany, Italy, Thailand, UK, USA						
International digital activities	World Sepsis Day HQ, Canada, UK	Twitter Chat, WFPICCS					

MEDIA REACH	SUPPORTER TOTAL	HOSPITALS	NGOs	HEALTHCAREWORKERS
Expected overall press media reach: approx. 150 million people	20 Sept 2013: 4,278 (incl. healthcare cooperators) 30 Dec 2012: 2,745	20 Sept 2013: 2,146** Healthcare Cooperators: with 50 to 300 single healthcare service providers: 5 Total: approx. 2,600** 30 Dec 2012: 1,237	30 Sept 2013: 220 Total nonprofits & hospitals: 2,368-2,800 30 Dec 2012: approx. 1,520	20 Sept 2013: 1,478 30 Dec 2012: 1,074

World Sepsis Day is made possible by your help and the support of: Center for Sepsis Control and Care | B Braun Melsungen GmbH | ThermoFisher Scientific | brown | CSL Behring | German Sepsis Society | AdrenMed | CytoSorbents Europe | bioMérieux | Roche Diagnostics | Pfizer Pharma | IntiRx | Alere Technologies | Becton, Dickinson and Company

\* Results estimated by WSD HQ based on 2012 experience. Example: WSD HQ knows of 41 hospitals in Germany conducting patient information, though only 5 actively informed WSD HQ. \*\* Hospital cooperations are counted as one hospital. \*\*\* Estimated total number, including hospitals in cooperations

