SEPSIS AWARENESS CAMPAIGN

Could it be sepsis?

NSW Health

Communication toolkit

April 2024



Purpose of this toolkit



Sepsis is a time critical medical emergency. It accounts for up to 30% of urgent calls for medical help in NSW hospitals and is a common cause of in-hospital death. Sepsis is the immune system's response to an infection which causes the body to attack its own tissues and organs. It can occur in response to any bacterial, viral, or fungal infection. If sepsis is not treated quickly, it can lead to organ failure, amputation and death.

Sepsis can affect everyone, but the elderly, young children and the immuno-compromised as most at risk.

This toolkit has been developed to help you communicate with your local community, and aims to increase the public's awareness of sepsis, its symptoms, and the need to seek medical help fast. The call to action is for the public to feel comfortable in asking, "Could it be sepsis?"

Assets can be downloaded from the links provided and localised or adapted if desired. If there are any other assets that would be helpful for you to engage with your community, please contact us.

The latest information on sepsis can be found www.health.nsw.gov.au/sepsis

Thank you for your ongoing support to help protect the NSW community.

Contacts

Stakeholder Engagement Team
Strategic Communications & Engagement, NSW Ministry of Health
MOH-StakeholderEngagement@health.nsw.gov.au

Key messages



People with sepsis get very sick, very quickly and need medical help fast.

- Sepsis is when your body has an extreme, life-threatening response to an infection.
- People of all ages can get sepsis.
- Sepsis is a medical emergency that needs urgent treatment.
- People with sepsis say they feel very sick (the worst they have ever felt) and get sick very quickly.
- Sepsis makes kids very sick, very quickly.
- You know your child best. If you think they are really sick, get help fast.
- Know the symptoms. Get help fast.
- Don't be afraid to ask, 'could it be sepsis?'



Resources for community

Posters



Digital versions of our posters are available <u>here</u>.



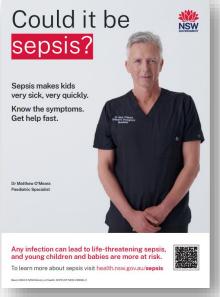
Aboriginal adult

Download here



Parents and carers

Download here



Parents and carers

Download <u>here</u>



Adults

Download <u>here</u>



Adults 65+

Download <u>here</u>

Flyers



Digital versions of our flyers are available <u>here</u>.



Adults

Download here



Parents and Carers

Download here

Social media



Social media tiles are available here.



Aboriginal adult

Download <u>here</u>

Suggested copy:

Sepsis is when your body has an extreme, lifethreatening response to an infection. People with sepsis get very sick, very quickly and need medical help fast.

Don't be afraid to ask, 'could it be sepsis?' To learn more about sepsis visit health.nsw.gov.au/sepsis



Adult 65+

Download <u>here</u>

Suggested copy:

Sepsis is when your body has an extreme, lifethreatening response to an infection.

Don't be afraid to ask, 'could it be sepsis?'
To learn more about sepsis visit
health.nsw.gov.au/sepsis



Adult 65+

Download here

Suggested copy:

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Don't be afraid to ask, 'could it be sepsis?' To learn more about sepsis visit health.nsw.gov.au/sepsis

Social media



Social media tiles are available here.



Adults

Download <u>here</u>

Suggested copy:

Sepsis is when your body has an extreme, lifethreatening response to an infection.

To learn more about sepsis visit health.nsw.gov.au/sepsis



Parents and Carers

Download <u>here</u>

Suggested copy:

Any infection can lead to life-threatening sepsis, and young children and babies are more at risk. You know your child better than anyone. Even if you've already seen a doctor if you feel your child is very sick go to a hospital emergency department or call Triple Zero (000). Don't be afraid to ask, 'could it be sepsis?'

To learn more about sepsis visit health.nsw.gov.au/sepsis



Parents and Carers

Download here

Suggested copy:

Any infection can lead to life-threatening sepsis, and young children and babies are more at risk. You know your child better than anyone. Even if you've already seen a doctor if you feel your child is very sick go to a hospital emergency department or call Triple Zero (000). Don't be afraid to ask, 'could it be sepsis?'

To learn more about sepsis visit health.nsw.gov.au/sepsis

Videos



Videos for use in different channels



Sepsis in children

<u>Download here</u>



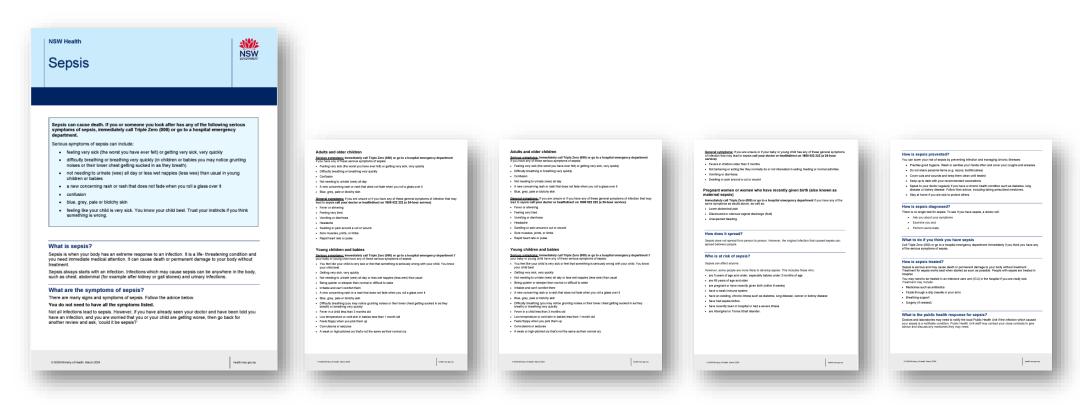
Sepsis in adults

<u>Download here</u>

Factsheet



Factsheet is available here.



Download here

- A factsheet with key information about what sepsis is, its symptoms and what to do if you think you may have sepsis is available in our resources.
- The fact sheet clearly details the symptoms to look out for in adults and children and what to do in the case on an emergency.



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Resources for multicultural communities

Arabic assets

NSW GOVERNMENT

Arabic assets can be found here.





Fact Sheet



Social Tiles



Flyers



Adults



Chinese (Simplified) Assets

Chinese (Simplified) assets can be found here.



Video



Factsheet



Social Tiles



Flyers



Adults



Chinese (Traditional) Assets

Chinese - Traditional assets can be found here.



Video



Factsheet



Social Tiles



Flyers





Vietnamese assets

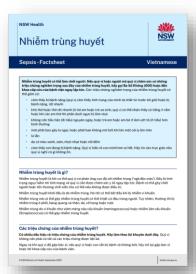
NSW GOVERNMENT

Vietnamese assets can be found <u>here</u>.

Video



Factsheet



Social Tiles



Flyers





Social media assets in other languages

NSW GOVERNMENT

Social tile can be found here.

Social Tile



Resources in community languages

(العربية) Arabic

Assyrian (كمنمه)

Chaldean

Chinese-Simplified (简体中文)

Chinese-Traditional (繁體中文)

Croatian (Hrvatski)

Filipino (Wikang Tagalog)

German (Deutsch)

Greek (Ελληνικά)

Hindi (हिन्दी)

Italian (Italiano)

Khmer (ភាសាខ្មែរ)

Korean (한국어)

Macedonian (Македонски)

Maltese (Malti)

Mongolian (Монгол Хэл)

Nepali (नेपाली)

Polish (Język polski)

Portuguese (Português)

Russian (Русский)

Serbian (Српски)

Spanish (Español)

Tamil (தமிழ்)

Thai (ภาษาไทย)

Vietnamese (Tiếng Việt Nam)

