# **SEPSIS AWARENESS CAMPAIGN** Could it be sepsis?

NSW Health

Communication toolkit

November 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 people who are immunocompromised are most at risk.

This toolkit has been developed to help you increase awareness and understanding 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. 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?'
- If you feel unwell or are concerned, visit your doctor or call healthdirect on 1800 022 222, even if you have already seen a doctor.
- If you feel very sick, go to a hospital emergency department or call Triple Zero (000).









# Resources for community

Posters



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



Flyers



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



#### Adults

Download <u>here</u>



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, life-threatening 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



Download <u>here</u>

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Adults Download <u>here</u>

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Sepsis is when your body has an extreme, life-threatening 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



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



Videos for use in different channels



Sepsis in children

Download here



Sepsis in adults

Download here



# Factsheet

## Factsheet is available <u>here</u>.

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Sepsis	with the second se							
epsis can cause death. If you or someone you look after has any of the motoms of sepsis, immediately call Triple Zero (000) or go to a hosp partment.	he following serious aital emergency							
erious symptoms of sepsis can include:								
<ul> <li>feeling very sick (the worst you have ever felt) or getting very sick, vid difficulty breathing or breathing very quickly (in children or babies yo noises or the lower chest getting sucked in as they breath)</li> <li>not needing to urinate (vere) all day or less wet nappies (less wee) it children or babies</li> </ul>	u may notice grunting	Aduits and older children <u>Berius summission</u> Immediately calified Zeno (800) or <i>8</i> you har at yo these amous alymptoms of sepair. • Peeling ney uids (the word) you have ever hel) or getting v • Difficulty breathing or breathing very guickly • Centusion		Aduits and older children <u>Berioss summicror</u> : Immediately call Triple Zero (H00) or go i Fyrol Inter and of Bhene exicus symptoms of exploit. • Feeling very sick (the worst you have ever feit) or getting very • Officulty breathing or breathing very quickly • Centrulen		General symptoms: If you are uncrease of typos laby or young old has any of these gen of induction that may what the special cally und doct or the mathematice on 1988 922 222 (a service)     The special system of the the special system of the statematic or the 1988 922 222 (a service)     The special system of the special system of the statematic or the 1988 922 222 (a service)     The special system of the sp	N-hour Prow is Separa preventing in the service of	
a new concerning rash or rash that does not fade when you roll a gla	iss over it	Not needing to urinate (wee) all day     A new concerning rash or rash that does not fade when yo	u roll a glass over 8	Not needing to uninate (wee) all day     A new concerning rash or rash that does not fade when you ro	roll a gless over it	Pregnant women or women who have recently given birth (also kno	<ul> <li>Speak to your doctor regularly if you have a chronic health condition such as diabete</li> </ul>	tes, lung
confusion		<ul> <li>Blue, grey, pale or blotchy skin.</li> <li>General symptoms: If you are unsure or if you have any of t</li> </ul>	hase menaral summittime of infaction that may	<ul> <li>Blue, grey, pale or blotchy skin.</li> <li>General symptoms; if you are unsure or if you have any of these</li> </ul>	se general surrotoms of infection that may	maternal sepsis)	<ul> <li>Stay at home if you are sick to protect others.</li> </ul>	
<ul> <li>blue, grey, pale or blotchy skin</li> </ul>		lead to sepsis call your doctor or healthdirect on 1900 022 . Enver or shipeing	222 (a 24-hour service):	lead to sepsis call your doctor or healthdirect on 1800 022 22 • Paver or shivering	22 (a 24-hour service)	Immediately call Triple Zero (500) or go to a hospital emergency department if you hi some symptoms as adults above, as well as:	How is sepsis diagnosed?	
<ul> <li>feeling like your child is very sick. You know your child best. Trust yo something is wrong.</li> </ul>	our instincts if you think	Feeling very tred		Feeing very tred		Lower abdominal pain     Discoloured or odorous vacinal discharge (fluid)	There is no single test for sepsis. To see if you have sepsis, a doctor will:	
sometning is wrong.		Voniting or diarrhoea     Headacte		Vorniling or diamhoea     Headache		Unexpected bleeding.	Ask you about your symptoms     Examine you and	
		Headache     Swelling or pain around a cut or wound		Headache     Swelling or pain around a cut or wound			Examine you and     Perform some tests.	
		<ul> <li>Sore muscles, joints, or limbs</li> </ul>		<ul> <li>Sore muscles, joints, or limbs</li> </ul>		How does it spread?		
nat is sepsis?		Rapid heart rate or pulse.		Rapid heart rate or pulse.		Sepsis does not spread from person to person. However, the original infection that caused spread between people.	Call Triple Zero (000) or go to a hospital emergency department immediately if you think y	cycu have any
psis is when your body has an extreme response to an infection. It is a life	threatening condition and	Young children and babies		Young children and babies			of the serious symptoms of sepsis.	· · · ·
i need immediate medical attention. It can cause death or permanent dam	age to your body without	Serious symptoms; Immediately call Triple Zero (000) or your baby or young child have any of these serious symptom		Serious symptoms; immediately call Triple Zero (100) or go your baby or young child have any of these serious symptoms of		Who is at risk of sepsis?	How is sensis treated?	
atment.		<ul> <li>You feel like your child is very sick or feel that something is your child best</li> </ul>	seriously wrong with your child. You know	<ul> <li>You feel like your child is very sick or feel that something is se your child best</li> </ul>	eriously wrong with your child. You know	Sepsis can affect anyone.	How is Sepsis treated? Sepsis is serious and may cause death or permanent damage to your body without treatment Treatment for sepsis works best when stanted is soon as possible. People with sepsis are	ment.
psis always starts with an infection. Infections which may cause sepsis can h as chest, abdominal (for example after kidney or gall stones) and urinar		Getting very sick, very quickly		Getting very sick, very quickly		However, some people are more likely to develop sepsis. This includes those who: • are 5 years of age and under, especially bables under 3 months of age	hospital.	
n as cress, abuorinnar (for example alter kurrey of gall stories) and dimar	y mectoris.	<ul> <li>Not needing to uninate (wee) all day or less wet napples (le</li> <li>Being quieter or sleepier than normal or difficult to wake</li> </ul>	iss wee) than usual	<ul> <li>Not needing to urinate (wee) all day or less wet nappies (less</li> <li>Being quieter or sleepler than normal or difficult to wake</li> </ul>	a wee) than usual	<ul> <li>are 65 years of age and older</li> </ul>	You may need to be treated in an intensive care unit (ICU) in the hospital if you are really Treatment may include:	/ sick.
hat are the symptoms of sepsis?		<ul> <li>Irritable and caril comfort them</li> </ul>		Initiable and can't comfort them     A new concerning rash or a rash that does not fade when you		<ul> <li>are pregnant or have recently given birth (within 6 weeks)</li> <li>have a weak immune system</li> </ul>	Medicines such as artibiotos     Fluids through a drip (needle in your arm)	
ere are many signs and symptoms of sepsis. Follow the advice below.		<ul> <li>A new concerning rash or a rash that does not tade when y</li> <li>Blue, grey, pale or blotchy skin</li> </ul>	rou ros a grass over e	<ul> <li>A new concerning rash or a rash that does not fade when you</li> <li>Blue, grey, pale or blotchy skin</li> </ul>	n uos a glasse over s	<ul> <li>have an existing, chronic liness such as diabetes, lung disease, cancer or kidney disease</li> </ul>	e • Breathing support	1
u do not need to have all the symptoms listed.		<ul> <li>Difficulty breathing (you may notice grunting noises or theil breath) or breathing very quickly</li> </ul>	r lower chest getting sucked in as they	<ul> <li>Difficulty breathing (you may notice grunting noises or their low breath) or breathing very quickly</li> </ul>	over chest getting sucked in as they	<ul> <li>have had sepsis before</li> <li>have recently been in hospital or had a severe lifess</li> </ul>	<ul> <li>Surgery (if needed).</li> </ul>	1
t all infections lead to sepsis. However, if you have already seen your doct e an infection, and you are worried that you or your child are getting wors other review and ask, 'could it be sepsis?'		Forein a stating try spore     Forein a stating try spore     Ever in a shift less than 3 months sid     Low temperature or cold skin in babies less than 1 month     Foreis flopp when you pick them up     Convolutions or estates     A weak or high-pictuded ory that's not the same as their not		Every in a child less than 3 months dd     Ever in a child less than 3 months dd     Eost Impenatures or cold asks in bablesis less than 1 month dd     Felst Stopy when you cirkit them up     Connulations or debures     A weak or trippichted ory that north a six their normal		are Aborgenator Tomes Strat Islander.	What is the public health response for sepsis? Decise and lacentizers may need to notly the local halo that that that the infectors why your argos is a notlet the outdarn. That that the that may context your dose contain solves and discuss any medicines they may need.	tich caused acts to give
NGMM Harry of Hwalts. March 2014	health-ress gav as		-	CASERDary shall like 204		existences your last the Title	Notice and State	health-margarian
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#### 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 factsheet clearly details the symptoms to look out for in adults and children and what to do in the case on an emergency.









# Resources for multicultural communities

# Arabic assets

### Arabic assets can be found <u>here</u>.



<u>Video - Sepsis in Arabic with</u> <u>Dr Iman Hegazy</u>

## Fact Sheet

O NEW Ministry of Health. September 202



#### ما هو الإنتان؟

مین ایران مینا براین کسر از قبل دید. پسی مین اولین از این ایران از این از این ایران ایران ایران و مرد این به امها ویشن کی بایه که به یکی ایران ایرا ویشن ای توان ایران او ویشن ایران ویشن مین مین ایران ایرا

#### ما هي أعراض الإنتان؟

health-nee gos au

**مانه معاد وقرارش میدة الاوتان** التع السالام لداند قبر أنه لبي من الشروري أن تعاني من جميع الأمراض الملكورة في قائمة الأراض والمعادات وحرف كوت شد وقرمت طبيرة فراية إذا تعوين حالتك أو حالة طلك المرضية جداً وقد يكن هناك تحتن، يجب أن تعود إلى طبيك أو إلى قسم الطوارية في المستشفي. **Social Tiles** 







#### Flyers







# Chinese (Simplified) Assets

Chinese (Simplified) assets can be found here.

#### Video



Video - Sepsis in Mandarin with Dr Wei Luo



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即使您已经看过医生,如果怎本人或孩子仍然生病没有好转,请两去看医生或去医院看急诊。

haddingstate

股血症有哪些症状? 敗血症有许多体征和症状。请遵循以下建议。忽不需要出现所列的全部症状。

#### Social Tiles





www.health.nsw.gov.au















#### Flyers

NSW

NSW



2	<b>B</b>		Ð	Sim
病情恶化 非常迅速	呼吸困难	头脑不 清醒	整天不需要排尿 (小便),或者 需要排尿的次数 比平时少	皮肤出现皮 疹,或者皮肤呈 蓝色、灰色、 苍白或有斑点
败血症有许多	5体征和症状。	您不需要出	现所列的全部症状。	

Adults







# Chinese (Traditional) Assets

Chinese - Traditional assets can be found here.

#### Video



Video - Sepsis in Cantonese with Associate Professor Stephen Li

#### Factsheet



Social Tiles





NSW

NSW







詳情請見:

health.nsw.gov.au/sepsis









**Flyers** 



需要排尿的次數 藍色、灰色、蒼 比平時少 白或有斑點 敗血症有許多體征和症狀。您不需要出現所列的全部症狀。

Adults



敗血症總是從感染開始,嬰幼兒的風險更大。



Parents and Carers



# Vietnamese assets

### Vietnamese assets can be found here.

#### Video



Video - Sepsis in Vietnamese with Dr Brian Cung



Các triệu chứng của nhiễm tring huyết? Cá nhiệ dia Ngụ sử nhịệ chủa của nhiêm tring huyết? Mưng các huyết và triệu chủa các triệu chuyết thể k. Ngụ các huyế và triệu bác k. Nhụ các triệt k. Ngụ các huyế và triệu bác k. Nhụ các và triệu bác k.

#### Social Tiles



một tình trang viế khẩn cấp cản được điều tringu: Biết các triệu chông. Hảy nhanh đi tìn trợ giúp. Tìm hiểu thêm health.nsw.gov.au/sepsis



Bát ký sự nhiễm trùng nào cũng có thể dân đến nhiêm trùng huyệt ngùy hiếm tới thin mạng. Người Đị nhiêm trừng nuyết sẽ bị bên hất năng. Biết các triệu chủng. Biết các triệu chủng. Tìm hiểu thêm health naw guy au/sepsis







#### Flyers



Bibénh	Khố thở	Lú lẫn	₩ L	Phát ban hoặc
Bị bệnh nặng, rất nhanh	Kno thơ	Lutan	Không cần đi tiểu nguyên ngày hoặc ít hơn bình thường	da có màu xanh xám, nhợt nhại hoặc nổi đốm

Adults



Nhiễm trùng huyết là gì?

Nhiễm trùng huyết là khi cơ thể quỷ vị có phân ứng cục độ khi bị nhiễm trùng, Đây là tình trạng nguy hiểm tối tình mạng và cần được chăm sóc y tế ngay lập tức. Nhiễm trùng huyết luôn bắt đầu bằng việc nhiễm trùng, và trẻ nhỏ cũng như trẻ sơ sinh có nhiều nguy cơ hơn.

B	H	(ha	<u> </u>
Bị bệnh	Không cần đi tiểu	Phát ban hoặc	Cảm thấy con mình
năng,	(đái) cả ngày hoặc ít	da có màu xanh.	bi bênh năng -hãy
rát nhanh	làm tã ướt (ít đái) hơn	xám, nhợt nhạt	tin vào bản năng
	bình thường	hoặc nổi đốm	của quý vị

Có nhiều dấu hiệu và triệu chứng của nhiễm trùng huyết. Quý vị không cần phải có tất cả các triệu chứng được liệt kẻ.



# Social media assets in other languages

### Social tiles can be found <u>here</u>.

#### Social Tile



www.health.nsw.gov.au

Resources in community languages

Assyrian (Juine) Chaldean Chinese-Simplified (简体中文) <u>Chinese-Traditional (繁體中文)</u> 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) <u>Tamil (தமிழ்)</u> Thai (ภาษาไทย) Vietnamese (Tiếng Việt Nam)

(العربية) Arabic



