15 YEARS

SEPSIS SEPTEMBER

SAY SEPSIS SAVE LIVES

SepsisAwarenessMonth.org

# Ambassador Toolkit

SepsisAwarenessMonth.org

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# Thank you!

## *A message from our CEO*

Dear Sepsis Alliance Ambassador,

Thank you for lending your voice, your passion, and your time to this movement. As we mark 15 years of Sepsis Awareness Month, we're reminded of how far we've come and how essential sepsis awareness ambassadors like you are to everything we hope to achieve next.

This toolkit reflects our belief that meaningful change happens year-round. Each theme, action, and resource is designed to empower you to educate your community, spark conversations, inspire donations, and help others recognize sepsis as the medical emergency it is. Whether you share your personal story, organize a workplace activity, post on social media, or simply talk to someone you care about, your efforts make a real and measurable difference.

Your leadership helps bring sepsis out of the shadows. You're expanding awareness, supporting survivors and families, and helping us reach people who may not otherwise encounter this life-saving information. We are deeply grateful for your partnership and truly inspired by the impact you make.

On behalf of our entire team, thank you for being an ambassador for change. We look forward to working alongside you as we continue raising awareness, driving action, and saving lives.

With gratitude,

Thomas Heymann
President and CEO, Sepsis Alliance


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# Will you join us?

In 2026, Sepsis Alliance marks 15 years of Sepsis Awareness Month, an initiative to save lives through education, advocacy, and connection.

This year, we honor the evolution of this powerful movement, from its early days of raising a voice for the voiceless to becoming a national force for change.

Each month, we'll explore the impact of Sepsis Alliance, celebrate milestones, and spotlight the people and stories that have shaped the journey.

Join us all year long as we look back, move forward, and continue the mission to raise sepsis awareness and save lives. #15YearsOfSAM

# How to use this toolkit:

Thank you for your dedication to raising awareness year-round! We would like to encourage you to consult this toolkit for ideas to get involved each month.

Under each month, you'll find a theme, description, and some ways to get involved. Nothing is required, and everything is encouraged! Do as little or as much as you would like.

Have ideas not reflected in these pages? Reach out and let us know at info@sepsis.org!

Please take pictures along the way and share them with us at info@sepsis.org. Also, make sure you tag @SepsisAlliance on social media during your awareness-raising activities, we might just reshare your work!

Thank you again for helping us raise awareness. Together, we can create a more sepsis-safe world.


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# For Patients, Caregivers, Loved Ones, and Advocates

This toolkit, as well as SepsisAwarenessMonth.org have ideas and resources to help you spread awareness using social media and your own network. We also offer suggestions for contacting local media, asking your government to get involved, and encouraging your community to help you raise awareness.

Interested in planning an event or fundraiser? Start early so you are ready in September! Contact Hanna at hostrosky@sepsis.org for more information!

# For Healthcare Professionals

Visit SepsisAwarenessMonth.org and use this toolkit for suggestions to raise awareness in your hospital/health system/clinic.

September is a great month to host some awareness-raising activities, and we will share ideas in our newsletter and on the website. Start planning as early as possible to make the biggest splash!

# For Companies

Your company newsletter can be a great resource for spreading awareness - how about a "Sepsis Fact of the Month" or "Did you know..." section? You can also plan awareness-raising events and fundraisers to get your company invested in saving lives by raising sepsis awareness.

Use the resources and ideas in this toolkit, and what you can find at SepsisAwarenessMonth.org to get started. Need more help? Reach out to Hanna at hostrosky@sepsis.org.


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# Monthly Themes

| January | February | March |
| --- | --- | --- |
| The Evolution of Sepsis Awareness Month | Raising Awareness for Sepsis Survivors | Sepsis is a Patient Safety Issue |
| **April** | **May** | **June** |
| Shining a Light on Pediatric Sepsis | Advocating for Mothers and Birthing People | Advancing Sepsis Research and Innovation |
| **July** | **August** | **September** |
| The Hidden Costs of Sepsis | Infection Prevention is Sepsis Prevention™ | 15 Years of Sepsis Awareness Month |
| **October** | **November** | **December** |
| Health Literacy is Sepsis Literacy | Honoring Sepsis Caregivers | The Future of Sepsis |

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# January

# The Evolution of Sepsis Awareness Month

As we begin the 15th anniversary year of Sepsis Awareness Month, January is a time to reflect on how far we've come. Established by Sepsis Alliance in 2011, Sepsis Awareness Month began as a bold effort to bring attention to a condition that was often misunderstood, misdiagnosed, and overlooked. Over the years, this observance has grown into a powerful movement, uniting survivors, loved ones, healthcare professionals, policymakers, and advocates in the fight to improve sepsis recognition, treatment, and outcomes.

This month, we honor the origins of Sepsis Awareness Month and the milestones that have marked its journey: the early campaigns, the rise of survivor voices, the role of digital advocacy, and the increasing impact on public policy and healthcare practices. We celebrate the progress made and recommit to the mission that started it all: to save lives through awareness and education.

## Share your experience:

Your voice matters! Share your experience in Faces of Sepsis™ to help others understand the breadth of sepsis experiences at FacesofSepsis.org.

## On social media:

Post a photo, video, or message on social media sharing how Sepsis Alliance has made a difference in your life. Tag us @SepsisAlliance.

## Make a commitment for the year:

Will you commit $15/month for the next year to honor 15 years of Sepsis Awareness Month? Go to give.sepsis.org and select "give monthly" to set it up. Thank you!

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# February

# Raising Awareness for Sepsis Survivors

This February, we shine a light on the growing community of sepsis survivors, individuals who've not only lived through sepsis but continue to navigate the lasting physical, emotional, and mental impacts it can bring. As we mark Sepsis Survivor Week (February 8-14, 2026), we honor their strength, raise awareness of post-sepsis challenges, and advocate for better resources, recognition, and recovery pathways. Their stories are powerful reminders of both survival and the ongoing journey that follows.

In our 15th year of Sepsis Awareness Month, we recommit to amplifying survivor voices and ensuring they are seen, heard, and supported.

## We want to hear from you:

Sepsis Survivors: we want to hear from you! Send us a short video telling the world what you want them to know about sepsis and survivorship. Send to acolvin@sepsis.org.

## Sepsis Survivor Week

**February 8 - 14, 2026**

Visit SepsisSurvivorWeek.org for more information and resources.

## Raise awareness:

Sharing your story on social media helps raise sepsis awareness. Tag @SepsisAlliance when you share your story, so people can find more information on sepsis.

## Honor a Sepsis Survivor:

Make a gift in honor of someone who has battled sepsis and survived at Give.Sepsis.org. Celebrate their strength and support others still on the path to healing.

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# March

## Sepsis is a Patient Safety Issue

In March, we focus on the critical intersection between sepsis and patient safety. Sepsis remains a leading cause of preventable death and hospital readmissions. Improving early recognition, communication, and care protocols can save lives.

In honor of Patient Safety Awareness Week (March 8 - 14), we shine a spotlight on the systems, strategies, and stories that highlight why sepsis must be central to every patient safety conversation. This month, we raise awareness not only to protect patients, but to empower them.

## On social media:

Make sure you're following Sepsis Alliance on social media and sharing our posts this month to help your friends and family learn more about sepsis.

@SepsisAlliance

## Plan:

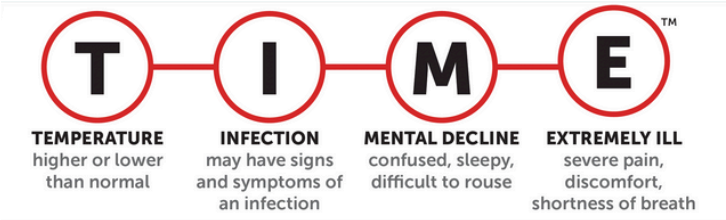
Visit SepsisLegacy.org to learn more about smart ways to give and access planning tools for the future, to support Sepsis Alliance's work.

## kNOw sepsis:

Visit sepsis.org and spend some time exploring resources to better understand sepsis, and feel free to share what you learn with friends, family, and colleagues.

## Know the signs:

When it comes to sepsis, remember It's About TIME™




If you experience a combination of these symptoms, seek urgent medical care and ask "Could it be sepsis?"

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# April

# Shining a Light on Pediatric Sepsis

In April, we focus on one of the most heartbreaking and urgent aspects of the sepsis crisis: its impact on children. Pediatric sepsis can strike suddenly, progress rapidly, and change lives forever.

In honor of Pediatric Sepsis Week (April 19-25, 2026), we're sharing stories throughout the month of families of young survivors and those tragically lost to sepsis. By amplifying these voices and providing critical information about pediatric sepsis, we aim to raise awareness, spark action, and help protect every child from this threat.

## Meet Bug!

Bug is our friendly ladybug created to teach children and families about sepsis. She has helped bring lifesaving awareness to the youngest among us.

Learn more and access Bug coloring pages and videos at

sepsis.org/meet-bug

## Share their stories:

Sepsis Alliance will be sharing pediatric sepsis experiences on social media all week. Share these posts with your network to help more people understand pediatric sepsis and know the signs and symptoms to watch for.

## Pediatric Sepsis Week

**April 19 - 25, 2026**

Visit PediatricSepsisWeek.org for more information and resources.

## Make a difference:

Your gift to Sepsis Alliance this month will support pediatric sepsis resources and education, helping save children. Make a gift at give.sepsis.org.

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# May

# Advocating for Mothers and Birthing People

In May, we turn our focus to maternal sepsis, a leading cause of maternal death around the world. Too many lives are lost, and too many survivors face long recoveries, simply because the signs of sepsis go unrecognized or unaddressed.

Maternal Sepsis Week (May 10-16, 2025) is a time to raise awareness, demand change, and take action to protect mothers and birthing people before, during, and after childbirth.

This month, we advocate for better education, stronger protocols, and a healthcare system that listens and responds. Together, we can save lives.

## Maternal Sepsis Week

**May 10 - 16, 2025**

Visit MaternalSepsisWeek.org for more information and resources.

## On social media:

Sepsis Alliance will be sharing information about maternal sepsis on social media. Share these posts with your network to help more people know the signs and symptoms of maternal sepsis, to save lives.

## Educate:

Healthcare professionals need to be equipped to recognize and respond quickly to maternal sepsis. Your gift this May supports Sepsis Alliance Institute, providing vital training, resources, and continuing education to healthcare professionals across the continuum of care. By investing in healthcare education, you're helping save the lives of mothers and birthing people.

Visit give.sepsis.org.

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# June

# Advancing Sepsis Research and Innovation

In June, we look to the future of sepsis care, grounded in innovation, research, and the power of collaboration.

As we host the second annual Unite for Sepsis Symposium, we bring together thought leaders, clinicians, scientists, survivors, and advocates to explore the latest breakthroughs in sepsis diagnosis, treatment, prevention, and survivorship.

This month is about asking bold questions, sharing new findings, and accelerating progress through science and shared purpose. The future of sepsis care depends on what we do today.

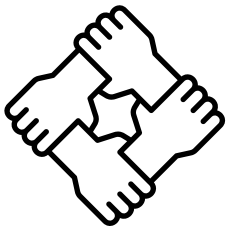
## Support:

Research drives innovation, but it must reach the front lines. Your gift supports Sepsis Alliance's work to advance research and innovation, to save lives. Visit give.sepsis.org.

## Educate:

Share sepsis facts and research on social media, to alert others of this dangerous threat and help inspire work toward a more sepsis-safe world. Visit sepsis.org to find information.

## Unite!



**June 11 - 12, 2026**
**Washington, D.C.**

Join us for the 2nd Annual Unite for Sepsis Symposium, an immersive gathering designed to accelerate progress in sepsis research, care, and innovation.

Presented by Sepsis Alliance, the event brings together a diverse community of clinicians, researchers, technologists, healthcare executives, policymakers, funders, innovators, and patient advocates committed to transforming the future of sepsis.

Learn more and register at UniteforSepsis.org.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# July

# The Hidden Costs of Sepsis

Sepsis is not only one of the most deadly medical conditions, it is also one of the most costly. In July, we expose the hidden costs of sepsis: the billions spent in hospital care, the lives lost, the survivors left with long-term complications, and the strain on families and communities. Sepsis is the number one inpatient cost in U.S. hospitals, yet too often it remains overlooked in healthcare planning and funding decisions.

This month, we advocate for great recognition of sepsis as a public health priority, and for policies that will drive change, improve outcomes, and reduce the burden on our healthcare system and the people it serves.

## Demand change:

Sepsis costs too much, and we all pay the price. This July, help us share the hidden toll of sepsis with media and demand systemic change. Visit SepsisVoices.org to send a message to your local media and to your representatives, demanding change.

## Donate:

Donate today to drive awareness, education, and policy change – so more survive.

Visit give.sepsis.org.

## Share the knowledge:

Did you know...

- Over 350,000 adults and 6,8000 children die from sepsis in the U.S. each year
- Sepsis is the leading cause of death in U.S. hospitals
- Sepsis can be caused by any infection, whether it be viral, fungal, parasitic, or bacterial

Use these facts to spark conversation on social media and in person, to help other people learn about this serious threat. Learn more at sepsis.org.



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# August

## Infection Prevention is Sepsis Prevention™

August is National Immunization Awareness Month, and we are focusing on one of the most effective ways to prevent sepsis: preventing infections. Sepsis can result from any infection, whether viral, bacterial, or fungal, which is why vaccines, hygiene, and proactive care are critical in reducing sepsis risk.

This month, we educate the public on the power of prevention and equip families, caregivers, and communities with tools to stop sepsis before it starts.

## Spread information, not germs:

Vaccines, clean hands, wound care, and smart antibiotics all help prevent infections. Spread this message to help others stop sepsis before it starts.

Follow Sepsis Alliance on social media and share our messages about infection prevention throughout the month.

## Get Vaxxed:

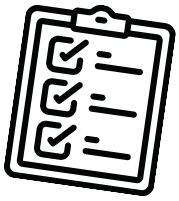
Are you up-to-date on your vaccinations for your age? Visit GetVaxxed.org for more information about vaccines and to find recommendations for your age.

## Support:

Join us in stopping sepsis at the source. Make a gift today to help us reach more people with life-saving infection prevention resources.

Visit

## Plan your Sepsis Awareness Month activities:



Sepsis Awareness Month is almost here!

Get started by joining the Sepsis Superhero Challenge, planning an information pop-up, or designing an awareness-raising event.

Visit SepsisAwarenessMonth.org for ideas and tools.

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# September

## 15 Years of Sepsis Awareness Month

This September marks 15 years of Sepsis Awareness Month. We take a moment to reflect, unite, and recommit to saving lives through raising awareness. Over the last 15 years, awareness has grown significantly, but so has the urgency. Sepsis remains a leading cause of death, disability, and healthcare costs worldwide.

This month, we bring together everything we have championed this year - from survivor voices to prevention, from research to policy - to remind the world: sepsis is a medical emergency, and we need action.

By sharing stories, educating others, supporting innovation, and demanding action, we can build a future where fewer lives are lost to sepsis. The power to save lives is in our hands, and it starts with awareness. Will you join us?

- Request a Sepsis Awareness Month Proclamation for your state.
- Register for the Sepsis Alliance Summit, a free, virtual conference.
- Make a gift to support Sepsis Alliance's work to save lives and reduce suffering at give.sepsis.org.
- Share Sepsis Alliance posts on social media to help more people learn about sepsis.
- Register for the Sepsis Superhero Challenge and recruit people for your team.
- Share your "why," why you care about sepsis and why this milestone is important to you.

Visit SepsisAwarenessMonth.org for even more ideas and resources!

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# October

# Health Literacy is Sepsis Literacy

In October, we observe Health Literacy Month by focusing on one critical truth: knowing about sepsis can save a life. Health literacy, the ability to understand and act on health information, is one of the most powerful tools in the fight against sepsis.

From recognizing early symptoms, to understanding discharge instructions, to knowing when and how to advocate for yourself or a loved one, health literacy is key to timely sepsis care. This month, we're raising awareness of how education, accessible resources, and clear communication can reduce risk, improve outcomes, and empower individuals to take control of their health.

## Help others understand:

What is something that you wish had been explained better during your sepsis journey? Email us at info@sepsis.org and we'll use this information to help improve care and education.

## On social media:

If you can't name it, you can't fight it! Help others kNOw sepsis by sharing the graphic and information found on our site: sepsis.org.

## Develop education:

Give now to help us spread our life-saving education, to help more people know and understand sepsis at give.sepsis.org.

## Plan a sepsis quiz night:

Planning a game night soon? Add some sepsis trivia to the mix to casually help your friends and family learn more, in a fun setting. The information they learn could help them identify sepsis sooner, saving lives and limbs.



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# November

# Honoring Sepsis Caregivers

In November, during National Family Caregivers Month, we recognize the unseen heroes behind every sepsis journey: the caregivers. Whether it's a parent navigating a child's recovery, a partner advocating in the ICU, or a family member adjusting to life after sepsis, caregivers are the lifeline of support, advocacy, and love.

This month, we uplift the voices of sepsis caregivers, share their stories, and provide resources to support them. Caregiving is courageous, exhausting, and often lonely, but no one should have to walk that road alone. Together, we honor their role and call for greater understanding, recognition, and support.

## Thank them:

Caring for somebody with sepsis is a full-time job, and then some! Take some time this month to thank your caregiver and share how they helped you in recovery.

## Find tools:

Did you know Sepsis Alliance has a Caregivers Guide, to help our sepsis caregivers through their portion of the journey. Download the free guide, and access additional resources, at sepsis.org/education/patients-family/caregivers/

## Honor them:

When you support Sepsis Alliance, you support caregivers.

Your gift helps us provide resources, education, and community for the families who shoulder the burden of caregiving through the trauma and recovery of sepsis. From caregiver guides to survivor support tools, your donation helps us care for those who care most. Give in honor of a caregiver in your life.

Visit give.sepsis.org to give today. You can email us at info@sepsis.org, and we can let your Caregiver know the gift was made in their honor.

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# December

## The Future of Sepsis

As we close out 2026, the 15th year of Sepsis Awareness Month, we turn our eyes to the future. The fight against sepsis isn't over, but we now know more than ever before. We've seen how awareness saves lives, how survivors and caregivers drive change, and how education, advocacy, and innovation are shifting the course of this public health crisis.

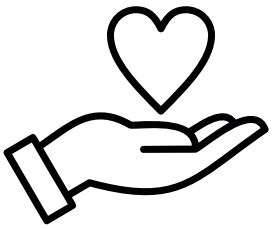
December is about committing to what's next: a future where sepsis is understood, prevented, detected early, and treated effectively. A future where no one dies or suffers needlessly because they didn't know the signs. Together, we will keep pushing forward until sepsis is no longer a silent killer.

## Let us know:

Email us at info@sepsis.org and let us know what. you did this year to honor 15 years of Sepsis Awareness Month, what you learned, how you were inspired, or what your hopes are for the future of Sepsis Awareness Month.

## Keep going:

This December, give a gift that looks forward, and helps us build a world where sepsis is no longer a deadly mystery. Commit to $15 each month through a recurring gift and help us build a more sepsis-safe world. Go to give.sepsis.org and select "give monthly."



## Encourage others:

Drop words of encouragement or kind sentiments to others affected by sepsis in Sepsis Alliance's social media comments. You can also join Sepsis Alliance Connect to have more opportunities to connect with others affected by sepsis at SepsisConnect.org.

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# Thank you!

Thank you for helping us raise awareness this year.

For more information and ideas, visit SepsisAwarenessMonth.org.

Want to share more of your ideas or thoughts?
Email us at info@sepsis.org.

Find Sepsis Alliance on social media:

@SepsisAlliance

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