

The World Sepsis Day

The World Sepsis Day is a tool to help sepsis advocates bring the growing sepsis burden to the attention of health policymakers at national, regional and global levels. The World Sepsis Day should become a major element in the fight of the Global Sepsis Alliance and its member organisations against sepsis for the next decade. It will help to foster and unify the collaboration of those sepsis advocates and organisations which are already dedicated to this fight. There have been successful initiatives of some of our member organisations in the US like the “sepsis month” in September 2011 by the Sepsis Alliance, and a “sepsis week” by the American Thoracic Society. The Indian Society of Critical Care Medicine declared the year 2011 as the year of the “war against sepsis” and organized respective events.

The organisation, promotion and running of this day will further broaden this coalition and in the long run help to put sepsis on eye level to other important diseases such as cancer and AIDS. To date, even diseases with lower incidence and disease burden run “World xxx Days”, i.e. the Hepatitis World Day, which only after a few years received official recognition and endorsement by the General Assembly of the WHO. It is the aim to also get such endorsement within the next years for the World Sepsis Day.

To align the World Sepsis Day with the mission and long term aims of the GSA and to make more out of it than only a one day event but a sustaining long term project the World Sepsis Day activities will be based on a **World Sepsis Declaration** that updates and summarizes the **long term targets of the GSA**. Below please find the suggestion for a World Sepsis Declaration which is adapted from the according declaration of the World Cancer Declaration launched by the Union for International Cancer Control (UICC) in 2006. The UICC are also very successfully organizing the World Cancer Day and a biennial World Cancer Congress.

To reach these targets it will be necessary to:

- **Promote the development and implementation** of existing sepsis treatment guidelines that are relevant to local needs and resources. Ensure that sufficient treatment, and rehabilitation facilities and well-trained staff are available for the acute and long term care of sepsis patients
- **Increase the number** of health professionals with expertise in the diagnosis and control of sepsis and health care institutions that focus on sepsis prevention and management of sepsis as an emergency.
- **Increase investment** in independent basic and applied sepsis research and accelerate the translation of research findings into clinical and public health practice,
- **Encourage sepsis research** organisations in different countries to

Chairman

Konrad Reinhart

Executive Director

Ron Daniels

Managing Director

Elaine Rinicker

Council

A. Argent, SA
E. Jimenez, USA
N. Kissoon, CA
M. Levy, USA
J. Marshall, CA
J. O'Brien, USA
M. O'Leary, AU
S. Opal, USA
K. Shukri, SAR
E. Silva, BR
S. Singhi, IN
K. Tracey, USA

Founding Organizations

World Federation of Societies of Intensive and Critical Care Medicine

World Federation of Pediatric Intensive and Critical Care Societies

World Federation of Critical Care Nurses

International Sepsis Forum

Sepsis Alliance

Contact

K. Reinhart
 Anesthesiology and Intensive Care
 Erlanger Allee 101
 07747 Jena
 Germany

Tel.: +49 (0)3641-9 32 31 01
 Fax: +49 (0)3641-9 32 31 02
 Konrad.Reinhart@med.uni-jena.de

E. Rinicker
 erinicker@gmail.com

R. Daniels
 sepsisteam@gmail.com

collaborate, share data and define complementary research objectives to optimize the use of the limited funds available for sepsis research and reduce duplication of effort.

The way to make the World Sepsis Day successful

The creation of a broad coalition with the GSA and its Founding Organisations as the backbone is crucial. Furthermore the GSA encourages partnership within the framework of the World Sepsis Declaration: By working together, we can more easily implement the priority actions and achieve the 2020 targets.

1. To date, there are already more than 30 GSA member organisations and the member organisations of its co-founding World Federations (WFSICCM, WFPIC, WFCCN) represent professional societies from 69 countries with a total of more than 600 000 individual members. We should aim to get at least one representative from each of these societies as liaison officers to the GSA and the World Sepsis Declaration/ Day organisation committee. **Given the huge variability** in sepsis burden and service provision throughout the world, the GSA will encourage members and supporters to use the World Sepsis Declaration and the provided promotional materials as templates to **develop regional or national sepsis declarations and events** during this day that can better reflect local needs and priorities and allow for more accurate quantification of targets.
2. **High profile ambassadors** can be very helpful to promote the campaign on the international and the national level. There are recent Nobel Prize Laureates whose work is directly or indirectly linked to the field of sepsis i.e. Bruce Beutler from the US or Christiane Nüsslein-Volhard from Germany and other distinguished researchers dedicated to sepsis research. Famous sports persons such as Franz Beckenbauer and well known artists have already volunteered for sepsis fundraising events. Also actors or politicians with a personal history related to sepsis can be addressed. Furthermore, among the GSA member organisations there are a number high profile sepsis and infectious disease specialist and outspoken sepsis survivors who can lend their voices to the campaign.
3. **Fundraising** for this concrete project should be targeted on philanthropy, industry, professional societies and also the public. To date there is some seed money from the Jena Center for Sepsis Control and Care (CSCC) and further departmental funds which allow the payment for a public relations person and secretarial support over the next two years.

Next Steps

1. **In February 2012** first promotional materials will be generated to help fundraising and to gain supporters and ambassadors
2. The World Sepsis Declaration will be launched and the World Sepsis Day will be announced officially on a press conference in the context of the ISICEM meeting in Brussels accompanied with respective media involvement in **March 2012**. In parallel the GSA and World Federation member organisation should also announce the World Sepsis Day and the World Sepsis Declaration in their respective countries
3. The first World Sepsis Day should take place in **September 2012**, so far we suggest September 13th and trigger as many events as possible all over the world.

4. The GSA and the supporting partners of the World Sepsis Declaration and the World Sepsis Day seek to organize a biennial World Sepsis Congress. The Sepsis 20XX meetings of the ISF would be the ideal partner for this World Sepsis Congress and this idea will be discussed with the ISF leadership.
5. GSA will take responsibility for preparing a report every two years on the progress made towards achieving the 2020 targets. These reports will be presented at the biennial World Sepsis Congress. The first **World Sepsis Congress** should take place in **2013 or 2014**

The following tools will be developed to help GSA member organisations, partners and other stakeholders to promote the declaration and activities on the World Sepsis Day.

Logos: an international team of Declaration mascots will be created, to help to promote and to show the support for the campaign.

Posters: that can be utilised not only as a poster, but also as an advertisement, postcard or flyer.

PowerPoint Presentation: Short presentation, which outlines the basic principles of the World Sepsis Declaration campaign and the aims of the World Sepsis Day.

Press Release sample: that can be used as a guide to get the local media to get behind the campaign.

Signature form: wet and web based signature collection should be made possible; which can be used at events and meetings to gather pledges for the declaration.

Social media tools: YouTube video, Facebook page can be developed to inform on the campaign and the World Sepsis Day