1. World Sepsis Day: 
September 13, 2012 
Event: Lights of survival
Current Situation
Facts to be kept in mind.

What does World Sepsis Day have?

- high credibility
- international group of supporters
- dedicated people around the world
- a good cause
- contacts
- low money / sponsor money

What you might need to make your support of World Sepsis Day a success?

- publicity
  means: good stories supported by strong images
- event with social impact
- low cost event
- a visible sign reflecting the global nature of the burden of this disease
- local impact & local interest

Need for a globally replicable event with a local edge and a >wow< factor.
Idea: Lights of survival; 4h for 50%

A tealight burns for 3.5-4 hours.

Survival Rate for patients treated in the first 3.5-4h is above 50%.

Tipping point = tealight stops burning = death

Sepsis is a medical emergency

- 100%
- 80%
- 60%
- 40%
- 20%

Time to antibiotics

0 hours 1 2 3 4 5 6 9 12 24 36
Lights of survival;
*Licht des Überlebens*

**Local tangibility**
- 10 or 100 sepsis cases = 1 candle
- e.g. Germany around 276,000 cases per year
  = 27,600 candles /1104 candles
  = 1 candle for 250 cases
  = at least:
    21 square meters of light.
- e.g. UK around 209,000 cases per year
  = 20,900 candles /2090 candles
  = at least:
    15 square meters of light.
Public Space for public impact

Example where it could be within your city

In front of governmental buildings

Architectural Landmarks within your area

in front of central railway stations

in well visited central city areas

... touristic highlights
At the event: What is needed?

Public space

Candles

Helper to safely place the candles

Pressfolder (amended for local needs) for example with:
- Declaration
- Sepsis Fact Sheet
- About us, Sepsis is an emergency, Infographic-posters
- Our local Fundraising event
  e.g. in Germany we will collect money for a kid, which survived Sepsis and lost her limbs. This will give the event the edge, that the WSD does act.
- Sign the Declaration

People which answer questions to bypassers – indicated with a t-Shirt

Flyers as hand outs

Stickers as gifts

Ribbons to show your support as gifts
Around the event: What is planned / what could be done?

At the „Lights of Survival“ event

- Lights of survival events around the world = a subsequent timeline of events around Sepsis.
- Take photos & films of the event, before, during & after the event are possible. If possible get professional photos for your & WSD use.
- Upload photos and media clips on Facebook/World Sepsis Day Page & your local Website or social media site.
- Communicate that there is going to be a Voting for the best event promoting the knowledge about Sepsis.
- Create visibility of Sepsis.

Before the „Lights of Survival“ event

- Mail pictures to the WSD office about your preparation of events. We will put it on the World-Sepsis-Day.org Website under the navigation: Local Action (planned since March) to promote your events.
- Promote your local event at the Google-Map Event page available soon on the World-Sepsis-Day.org Website (planned since March).
- Engage the press to ensure press coverage.
- The more people get asked to help to put up the candles, the more people will act as multipliers.
- Promote your event in social media & our twitter and facebook account.
Around the event: What is planned / what could be done?

**After „Lights of Survival“ event**

- Voting on Facebook about the best events!
- The best events will be collected and featured in an online/offline publication (e.g., together with some survivor stories, one from each featured country).
- Video for YouTube about the global impact of the event: Compiled from submitted materials from the different events.
What could be the impact?

For the World Sepsis Day

Publicity
- creating an international experience around Sepsis
- get people involved who have -so far- no knowledge about Sepsis through word-of-mouth & info material
- creating great pictures for the press
- creating a story due to timeline
- show global impact
- show local relevance

Fundraising
- creation of a tangible fundraising project e.g. collect money for ONE gripping case of someone who survived sepsis.
- prepare the ground for a survivor fund, which could help impaired sepsis survivors with funds to create a more suitable live. (amending the flat for wheelchairs)
- create an opportunity to contact local industry to fund the World Sepsis Day or your local Sepsis targets.
Liked the idea?
Let’s join forces to increase awareness about sepsis around the world.

In case you have further questions, please do not hesitate to contact us:

r. hanke@lindgruen-gmbh.com
or
info@world-sepsis-day.org