

1. WORLD SEPSIS DAY:
SEPTEMBER 13, 2012
EVENT: LIGHTS OF SURVIVAL



stop
sepsis
save
lives

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%

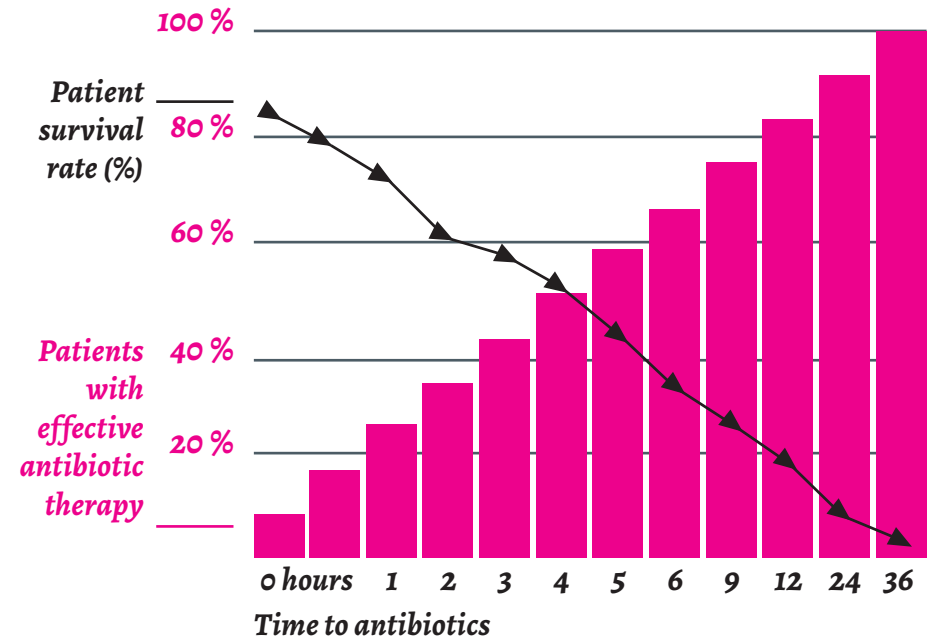


A tealight
burns for
3,5-4 hours.

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 ⁸



Lights of survival; *Licht des Überlebens*

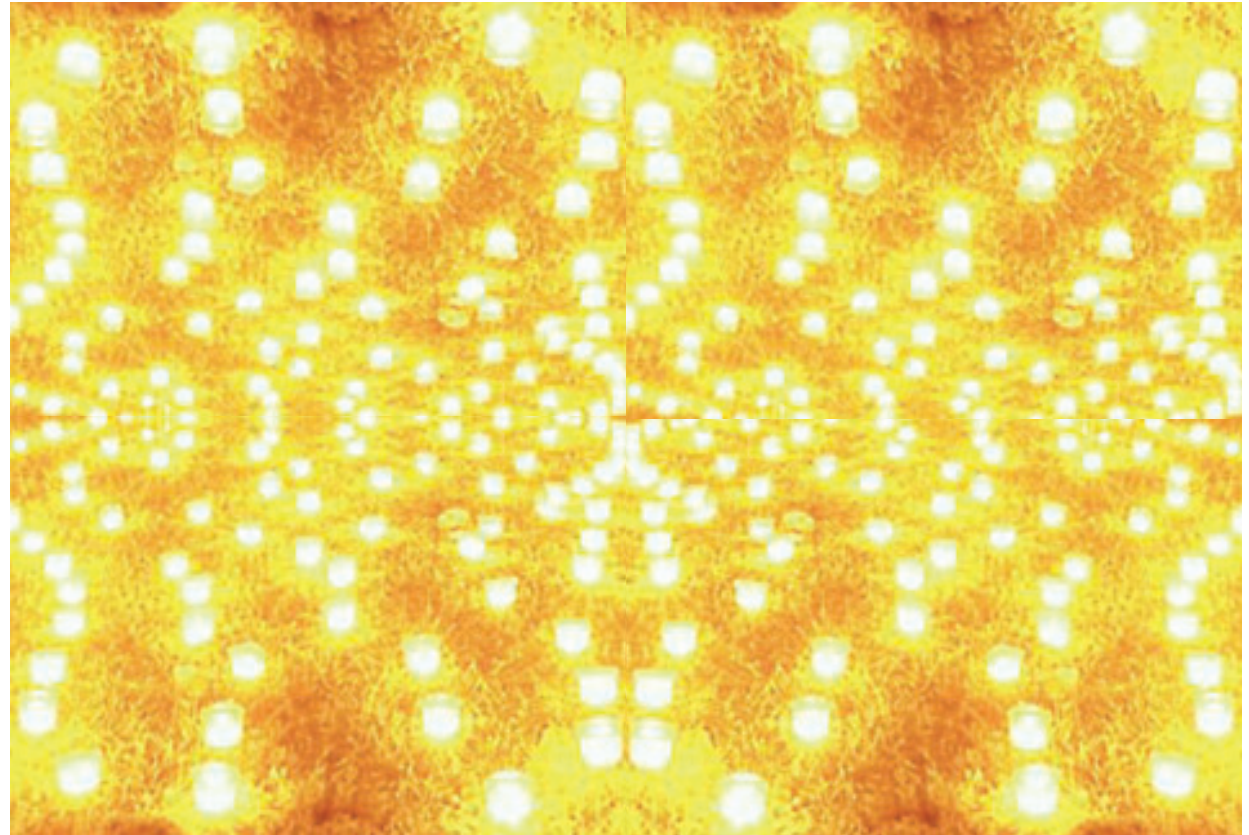
Local tangibility

- _ 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?



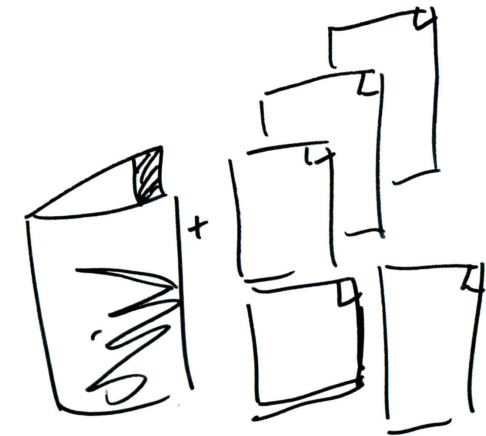
Public space



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



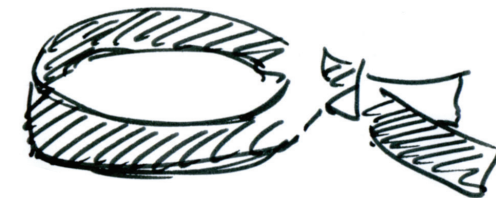
People which
answer questions
to bypassers –
indicated with a
t-Shirt



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



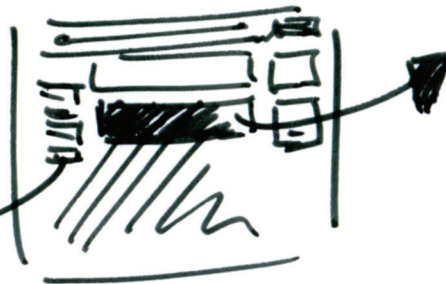
Communicate that there is going to be a Voting for the best event promoting the knowledge about Sepsis.



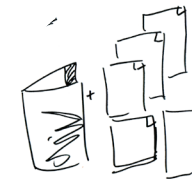
Create visibility of Sepsis

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



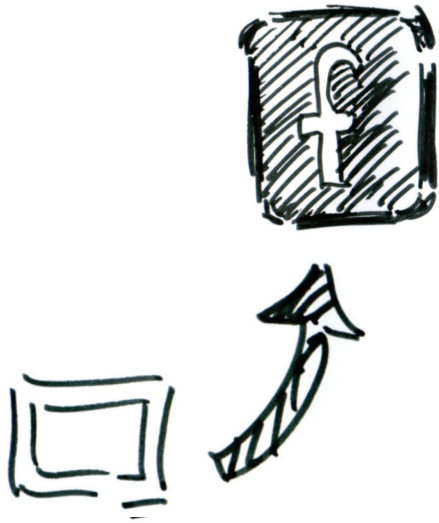
Promote your event in social media & our twitter and facebook account



The more people get asked to help to put up the candles the more people will act as multipliers.

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:

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or

info@world-sepsis-day.org