World Sepsis Day: 13 September 2012: Executive Summary

The Global Sepsis Alliance and its founding members joined forces with other health care organizations, to initiate World Sepsis Day movement. The campaign has been made possible thanks to the expertise of our founding organizations and the professionals behind them, and the support of outstanding experts from around the world. With our campaign we are educating medical professionals, informing policymakers, and create awareness among the general public. Its aim is to reduce the incidence and mortality of sepsis by 20% by 2020.

Global Sepsis Alliance founding members
- The World Federation of Societies of Intensive and Critical Care Medicine (WFSICCM)
- The World Federation of Pediatric Intensive and Critical Care Societies (WFPICCS)
- The World Federation of Critical Care Nurses (WFCCN)
- The International Sepsis Forum (ISF)
- The Sepsis Alliance (SA)

Target 2012
To align 1000 Health Care providing organizations, like hospitals behind the World Sepsis Declaration (Attached file: WorldSepsisDeclaration) and its targets.

World Sepsis Day Steering Committee
Leanne Aitken, AU  Mitch Levy, USA
Pravin Amin, IN  John Marshall, CA
Andrew Argent, ZA  Terry Mulligan, USA
Satish Bhagwanjee, ZA  James O’Brien, USA
Frank Brunskhorst, GER  Michael O’Leary, AU
Ron Daniels, UK  Steven M. Opal, USA
Phil Dellinger, USA  Konrad Reinhart, GER
Bin Du, CN  Khalid Shukri, SA
Evangelos Giamarellos, GR  Eliezer Silva, BR
Edgar Jimenez, USA  Jean-Louis Vincent, BE
Niranjan Kissoon, CA

Head Office
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Core Team
Prof. Dr. Konrad Reinhart, Germany | Global Sepsis Alliance, Chairman
Dr. Ron Daniels, United Kingdom | Global Sepsis Alliance, CEO

Key Messages
1. Sepsis is a common disease with a high mortality which globally afflicts 20-30 mio patients per year
2. Sepsis is an emergency
3. Sepsis incidence and mortality can be reduced
4. World Sepsis Day aims to reduce incidence and mortality by 20% by 2020

Communication Tasks 2012
1. Transport of key message = Sepsis
2. Creating positive involvement
3. Tangible Brand
World Sepsis Day: 13 September 2012: Executive Summary

**Communication Content Data Base**
- Agreed on international database of phrases & facts & figures
- World Sepsis Declaration

**Creation of a movement**
- Brand Creation
- Internet based portal (www.world-sepsis-day.org) as information hub
- Seeding process through provided, recognisable material (attached, see p. 4) to create pro-active involvement
- Coordinated Press activity
- Events
- Give Aways

**Results**

Supporter from over 90 countries signed the World Sepsis Declaration via www.world-sepsis-day.org

**Supporting Health Care Organizations like Hospitals**
December 2012: 1,237

**Supporting Organizations, national & International**
December 2012: 143 (see list p. 10)

**Supporting Health Care Worker**
December 2012: 1,529

**Media Reach**

**Classic**
We know of over 550 articles published in newspapers and online features around the world in English, Spanish, Mandarin Chinese, Arabic, German, French, Portuguese, and other major languages of Europe and Asia. A multitude of on- and offline content has been published about sepsis. For one example, one of our stories was the most read article on the BBC Online website during the weekend of 15-16 September 2012. A second high profile example was the world's biggest English-language newspaper, The Times of India, which has a print & online circulation of over 7.5 million. It published several articles in print and online about sepsis and the World Sepsis Day.

**Social Media:**
- **Facebook**
  December 2012: 1,387 Likes (organic)
  Reach in September 2012: 1,36 mio
- **Twitter**
  December 2012: 422 Follower

**Exemplary Media Reach**
- **UK:** approx. 20 mio / approx. 31% of population
- **Germany:** approx. 8 mio / approx. 9,87% of population
- **China:** approx. 154 mio / approx. 7% of population
- **India:** approx. 80,6 mio / approx. 6,5 % of population
- **USA:** approx. 15,8 mio / approx. 5% of population
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Provided Material see attached

- Basic Material for an international Roll out: Corporate Desingn & Identity
- Infographics explaining the „Global burden of Sepsis“ and „What is Sepsis“
- Basic Material about Sepsis: Sepsis Factsheet & World Sepsis Declaration
- Flyers in different languages
- Basic Educational Material: Power Points, Pocket Cards
- Event Material: Campaign Ideas, Posters, Basic Advertising Layouts

One logo, one style recognizable tangible

The logo is based on the bodies reaction to the infection which sends the immune system into overdrive. The immune system fires its biological and chemical triggers throughout the body. Blood vessels, organs and eventually the entire body become inflamed. One by one, vital organs fail: the lungs, liver, kidneys and, in the worst cases, heart.

The splatter effect is utilised to represent what happens when you stop a liquid, an onrush of something which gets a direct full stop against a wall; if you use antibiotics or any kind of adequate treatment against sepsis, you can stop it. The onrush of germs in to the body's blood stream then stops pretty fast and abruptly.

This means, you can save a live if you stop sepsis.

To summarise: Stop the onrush of pathogens (infecituous agent / germs) fast to ensure survival. And World Sepsis Day is aiming to stop the worldwide rush of Sepsis and the logo visualizes this stop.

Worldwide recognizability
World Sepsis Day: 13 September 2012: Executive Summary

Material provided via Information Hub
Flyer: Oversize & Adaption on A5: Provided as Templates

VISION 2020:

**ONE**
Sepsis incidence will have halved globally thanks to effective prevention strategies

**TWO**
Sepsis mortality is on the rise around the world - for adults, children, and neonates

**THREE**
People everywhere will have improved access to appropriate rehabilitation services

**FOUR**
Public and professional understanding and awareness of sepsis will have risen

**FIVE**
The measurement of the global burden of sepsis and the prospective impact of sepsis control and management interventions will have improved

2013
SPEAD THE WORD
Share the story of sepsis with your friends and family.

DONATE
Support the Global Sepsis Alliance and its member organizations

FIND OUT MORE
Find out more about sepsis and how you can help to prevent it.

2012
STOP SEPSIS: EVERY FEW SECONDS
20,000,000 - 30,000,000

A CADA SEGUNDO...
segundo a estimativa

20.000.000
30.000.000

HOPE 2013
Still the only prevention available is early recognition and prompt treatment of any infection. Effective treatment of sepsis requires a coordinated response from healthcare professionals, including the early administration of intravenous fluids. Empiric therapy, if appropriate, must be followed by definitive therapy, which may involve the surgical removal of infected tissues. The removal of infected tissues is not possible if there is a lack of surgical skill or facilities, or in the absence of early recognition and prompt treatment.

MORTE POTENCIALMENTE EVITÁVEL.

20.000.000
30.000.000

VISÃO 2020

A incideência de sepse será reduzida em 50% devido à implementação de estratégias eficazes de prevenção.

O número de mortes por sepse aumentará em todo o mundo, tanto em adultos, crianças, quanto em recém-nascidos.

O acesso adequado aos serviços de reabilitação será melhorado em todo o mundo.

A compreensão e a conscientização pública e profissional sobre sepse aumentarão.

O rastreamento da carga global de sepse e o impacto futuro da sepse e de medidas de controle e intervenções de gestão serão melhorados.

2013
DIFUSÃO DO MENSAGEIRO
Compartilhe a história de sepse com seus amigos e familiares.

DOAÇÃO
Suporte ao Global Sepsis Alliance e às suas organizações associadas.

ENCONTE MAIS
Encontre mais sobre sepse e como você pode ajudar a preveni-la.

2012
PARAR A SEPSIS: CADA SEGUNDO...
cada segundo a estimativa

20.000.000
30.000.000

A HOPE 2013
Ainda há a única prevenção disponível é o reconhecimento precoce e o tratamento imediato de qualquer infecção. O tratamento eficaz da sepse requer uma resposta coordenada de profissionais de saúde, incluindo o início precoce da infusão intravenosa. O tratamento empírico, se houver indicação, deve ser seguido pelo tratamento definitivo, que pode envolver a remoção cirúrgica de tecidos infetados. A remoção de tecidos infetados é possível se houver a falta de habilidade cirúrgica ou de recursos, ou em caso de ausência de reconhecimento precoce e tratamento imediato.

MORTALIDADE POTENCIALMENTE EVITÁVEL.
World Sepsis Day: 13 September: Executive Summary

Material provided via Information Hub
Infographics: A2 Poster & single Infographics for professional production & Power Point
World Sepsis Day: 13 September: Executive Summary

Material provided via Information Hub
Event Material: Idea, Key Visuals, Templates
Media: Website, Social Media Roll Out, Event on Brandenburg Gate, Berlin; London; Kolkata

Idea: White Paper distributed
Sepsis ist ein medizinischer Notfall: Jede Stunde zählt!

Don't miss Sepsis

Identifying Sepsis

Septic shock

Causes of septic shock

- What is sepsis?
- What do we look for in sepsis?
- Which patients get sepsis?

Septic shock

Definition of shock: 'Tissue perfusion is not adequate for the tissues’ metabolic requirements’

What it looks like

Low blood pressure

- Systolic arterial pressure (SBP) ≤ 90 mmHg

Laboratory findings

- Blood cultures

Identifying sepsis

Causes of septic shock

1) Blood vessels dilate

2) Capillaries ‘leak’

3) Cardiac function is impaired
What is sepsis?
Sepsis occurs when the body’s response to an infection damages its own organs and tissues. Sepsis has dramatically increased by an annual rate of 8-13% over the past decade and now claims more lives than bowel and breast cancer combined. It is not universally seen as a medical emergency, in part due to low awareness among health professionals and the public.

In the developing world sepsis kills 6,000,000 newborn and small children every year.

Save lives and show your support to World Sepsis Day by wearing this pendant — your contribution to the 2020 world sepsis awareness goals. For that, we thank you.

Prof. Dr. Konrad Reinhart
Chairman Global Sepsis Alliance

Every 3-4 seconds someone dies of sepsis.

Sepsis occurs when the body’s response to an infection damages its own organs and tissues, leading to multiple organ failure and life-threatening infection. In an estimated 25% of all cases of sepsis, quick and correct treatment can save lives. But if the condition is not diagnosed early, it can kill very quickly. In the developing world sepsis kills 6,000,000 newborn and small children every year.

Our goals by 2020

One: Sepsis incidence will have reduced globally thanks to effective prevention strategies
Two: Sepsis survival is on the rise around the world — for adults, children, and newborns
Three: People everywhere will have improved access to appropriate rehabilitation services
Four: Public and professional understanding and awareness of sepsis will have risen
Five: The measurement of the global burden of sepsis and the positive impact of sepsis control and management interventions will have improved

Sign the declaration and visit: www.world-sepsis-day.org

Who:
The World Sepsis Day is an initiative of the Global Sepsis Alliance (GSA), which was founded by a caring group of non-profit organizations. It is a non-partisan and non-profit organization that operates on a voluntary basis and expends more than 90% of its expenses on health education worldwide. It is supported by the support of its member sponsors — companies and professional organizations.

And learn more from the Global Sepsis Alliance.

Give Aways on sale for sponsors

Stop sepsis. Save lives.

HIV
Myocardial Infarction
Sepsis
377 per 100,000
208 per 100,000
22,8 per 100,000

Sepsis is one of the most common diseases.
World Sepsis Day: 13 September: Executive Summary

We are proud of …

World Sepsis Day
September 8

The first helicopters from the ADAC with tubes for bloodcultures, antibiotics and trained ambulance teams.
World Sepsis Day: List of participating organizations

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<th>Organization</th>
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<td>1000 Lives Plus</td>
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<tr>
<td>Action against Medical Accidents (AvMA)</td>
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<td>ADAC Luftrettung</td>
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<td>American Academy of Pediatrics</td>
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<td>American Thoracic Society</td>
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<td>APIC - UAE chapter</td>
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<td>Arbeitsgemeinschaft der Wissenschaftlichen Medizinischen Fachgesellschaften e.V. (AWMF)</td>
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<td>Argentine Society of Intensive Care Medicine</td>
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<td>Asociación Colombiana de Infectología Region Caribe</td>
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<td>Asociación de Medicina Intensiva de Costa Rica</td>
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<td>Asociacion Salvadorena de Emergencias</td>
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<td>Asociacion Salvadorena de Medicina Critica y Cuidados Intensivos</td>
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<td>Associacao de Medicina Intensiva Brasileira (AMIB)</td>
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<td>Association of Anaesthesiologists of Malta (AAM)</td>
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<tr>
<td>Australian and New Zealand Intensive Care Society</td>
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<td>Australian College of Critical Care Nurses</td>
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<td>Belgian Society of Intensive Care Medicine</td>
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<td>Belize Medical and Dental Association</td>
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<td>British Association of Critical Care Nurses</td>
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<td>British Columbia Sepsis Network of the BC Patient Safety &amp; Quality Council</td>
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<td>Bundesvertretung der Medizinstudierenden in Deutschland e.V.</td>
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<td>Canadian Critical Care Society (CCCS)</td>
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<td>Canadian Critical Care Clinical Trials Group</td>
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<td>Center for Sepsis Control and Care</td>
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<td>Centre for Clinical Risk Management and Patient Safety of Tuscany Region</td>
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<td>Centre for International Child Health</td>
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<td>Chilean Society of Intensive Care</td>
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<td>Chinese Association of Critical Care Physicians (CACCP) &amp; Chinese College of Critical Care Physicians</td>
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<td>Chinese Colleague of Emergency Physicians (CCEP)</td>
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<td>Chinese Society of Anaesthesiology</td>
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<td>Chinese Society of Critical Care Medicine</td>
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<td>Chinese Society of Respiratory Diseases</td>
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<td>Chinese Society of Surgical Infection and Intensive Care</td>
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<td>Clinical Excellence Commission</td>
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<td>Compassion in World Farming</td>
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<td>Critical Care Centre. Corporación Sanitaria Parc Tauli</td>
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<tr>
<td>Deutsche Antisepsis Stiftung</td>
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<td>Deutsche Gesellschaft für Anästhesiologie und Intensivmedizin e.V. (DGAI)</td>
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<td>Deutsche Gesellschaft für Chirurgie</td>
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<td>Deutsche Gesellschaft für Ernährungsmedizin e. V.</td>
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<td>Deutsche Gesellschaft für Hygiene und Mikrobiologie e. V.</td>
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<td>Deutsche Gesellschaft für Innere Medizin (DGIM)</td>
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<td>Deutsche Gesellschaft für Internistische Intensivmedizin und Notfallmedizin</td>
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<td>Deutsche Gesellschaft für Kardiologie- Herz- und Kreislaufforschung e.V.</td>
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<td>Deutsche Gesellschaft für Klinische Chemie und Laboratoriumsmedizin</td>
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<td>Deutsche Gesellschaft für Nephrologie e.V.</td>
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<td>Deutsche Gesellschaft für Neurochirurgie</td>
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<td>Deutsche Gesellschaft für Pneumologie</td>
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<td>Deutsche Gesellschaft für Unfallchirurgie e.V.</td>
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</table>
**World Sepsis Day: List of participating organizations**

- Deutsche Gesellschaft interdisziplinäre Notfall- und Akutmedizin e.V.
- Deutsche Interdisziplinäre Vereinigung für Intensiv- und Notfallmedizin e.V.
- Deutsche Sepsis-Gesellschaft e.V.
- Deutsche Sepsis-Hilfe e.V.
- Deutsches Zentrum für Infektionsforschung (DZIF)
- DRF Luftrettung
- Dutch Meningitis Initiative
- Egyptian Society for Emergency and Critical Care Medicine
- Emergency Medicine Society of South Africa
- Emirates Intensive Care Society
- European Respiratory Society (ERS)
- European Society of Anaesthesiology (ESA)
- European Society of Pediatric and Neonatal Intensive Care (ESPNIC)
- Federation of Austrian Societies of Intensive Care Medicine (FASIM)
- Feinstein Institute for Medical Research
- Gemeinsam gegen Meningokokken e.V.
- George Institute for Global Health (Australia)
- Georgian Association of Obstetric and Gynecology Anesthesiologists
- Global Public Relations, Jaipur
- Greater Manchester Critical Care Network
- Healthcare Improvement Scotland
- Hellenic Sepsis Study Group
- Hong Kong Society of Critical Care Medicine
- Hungarian Society of Anaesthesiology and Intensive Therapy (MAITT)
- IFMSA-Jo (International Federation of Medical Students’ Associations- Jordan)
- Indian Critical Care Society
- Indonesian Society of Intensive Care Medicine
- International Federation of Emergency Medicine (IFEM)
- International Federation of Medical Students’ Association (IFMSA)
- International Forum of Acute Care Trialists (InFACT)
- International Pan Arab Critical Care Medicine Society
- International Sepsis Forum (ISF)
- Iran Intensive Care Medicine Society
- Israeli Society of Critical Care Medicine (ISCCM)
- Korean Society of Critical Care Medicine
- Kuwait Society Intensive Care Medicine
- La Sociedad Española de Medicina Intensiva, Crítica y Unidades Coronarias (SEMICYUC)
- Latin American Sepsis Institute
- League of Emergency of Pernambuco
- Lebanon Society Critical Care
- Leibniz Institute for Natural Product Research and Infection Biology / Hans-Knöll-Institute
- Malaysian Society of Intensive Care
- Maventy Health International
- Medizinischer Fakultätenntag Deutschland
- Mongolian Society of Anesthesiologists
- Mothers Against Medical Error
- National Association of Nurse Intensivists of Nigeria
- National Outreach Forum
- Nationales Referenzzentrum für Surveillance von nosokomialen Infektionen
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<tr>
<td>NLIAH</td>
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<tr>
<td>North of England Critical Care Network</td>
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<td>Oman Society for Anesthesia and Intensive care</td>
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<td>Österreichische Gesellschaft für Anästhesiologie, Reanimation und Intensivmedizin (÷GARI)</td>
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<td>Österreichische Sepsis-Gesellschaft</td>
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<td>Pakistan Critical Care Society</td>
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<td>Paraguayan Society of Pediatrics</td>
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<td>Paul-Ehrlich-Gesellschaft für Chemotherapie e.V.</td>
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<td>Phil.Society of Critical Care Medicine</td>
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<td>Polish Society of Anesthesiology and Intensive Therapy (PTAIIT)</td>
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<td>Romanian Association of Neonatology</td>
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<td>Royal College of Nursing</td>
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<td>Sociedad Puertorriqueña de Cuidado en Medicina Crítica, Intensiva y Coronaria</td>
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<td>Sociedad Venezolana de Medicina Crítica</td>
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<td>Surgical Infection Society</td>
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<td>Survive Sepsis UK</td>
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<td>The Alliance to Save Our Antibiotics</td>
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<tr>
<td>The Christopher Salmon Foundation</td>
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<td>The Critical Care Society of Kenya</td>
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<td>The Georgian Association of Critical Care and Catastrophe Medicine</td>
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<td>The Intensive Care Society (ICS)</td>
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<td>The North Shore LIJ Health System</td>
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<td>The United Kingdom Sepsis Trust</td>
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<td>Tunisian Society of Critical Care</td>
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<td>Turkish Society of Medical and Surgical Intensive Care Medicine</td>
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<td>Zambia Medical Students Association</td>
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<td>Zentrum für Innovationskompetenz Septomics (ZIK)</td>
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