



The Partnership for
Sepsis and Aging (TPSA)
www.agingandsepsis.org

***TPSA Member Quick-Start
Promotional Toolkit***

December 2024

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BACKGROUND, KEY MESSAGES & FAQs

This document is a quick-start guide for new members of TPSA, offering templates to announce your participation and encourage others to do the same. This is just a guide to get you started. Please be on the lookout for additional tools and action items in the weeks ahead – straight to your inbox.

Have questions? Contact: Roger Noyes, Director of Public Information, New York State Office for the Aging (roger.noyes@aging.ny.gov; 518-549-8983).

What is sepsis?

Sepsis is the body's overwhelming and life-threatening response to infection which can lead to tissue damage, organ failure, and death. Sepsis takes a life every 90 seconds (350,000 adults each year in the U.S.), and over 80% of these deaths may be preventable. Sepsis is a medical emergency that requires rapid diagnosis and treatment.

Who does sepsis impact?

While sepsis can and does affect people of all ages, the very young (infants) and those who already have a chronic health problem or a compromised immune system are at higher risk of developing sepsis. Sepsis claims the lives of more children than cancer – 18 children each day. **People who are over 60 years old**, particularly those who have health issues, are even more susceptible to sepsis than any other group.

Sepsis and older adults – facts

The impact of sepsis on older adults:

- More than 70% of sepsis cases occur in individuals aged 60 or older.
- 87% of sepsis cases originate in home and community.
- 63% of adults 60 years and older who are admitted to the ICU present with sepsis.
- More than 40% of older patients have another hospitalization within three months of the initial sepsis, most commonly due to a repeat episode of sepsis or another infection.

- Older sepsis survivors (65+) experience on average 1 to 2 new limitations on activities of daily living (e.g., bathing, dressing, managing money) after hospitalization.
- There is a 3-fold increase in prevalence of moderate-to-severe cognitive impairment after hospitalization for sepsis and a high prevalence of mental health problems, such as depression and anxiety, after sepsis.
- Nursing home residents are over 6 times more likely to present with sepsis in the emergency room than non-nursing home residents.

Learn more: [download the TPSA fact sheet for additional data](#).

What is The Partnership for Sepsis and Aging (TPSA)?

Given the breadth of the problem, a national coalition of partners – led by [Sepsis Alliance](#), the [New York State Office for the Aging](#), the [Association on Aging in New York](#), and the [Home Care Association of New York State](#) – have formed TPSA, which is dedicated to healthy aging and protecting our nation’s older adults from sepsis.

TPSA is comprised of state and national aging leaders who coordinate their state and local aging services networks toward sepsis education, prevention, and system interventions for older individuals, including collaboration with health care professionals, and other partner organizations in their communities.

How to join TPSA?

Joining TPSA is easy and it’s free. Simply fill out the [online form on the TPSA website](#) to sign up as a participant on behalf of your organization. **Send information about TPSA to your employees.** Please also encourage others in your network to join as well: system partners, contractor organizations, allied human services agencies, other levels of government or peer government units – **basically any organization that does public outreach to older adults.**

What happens when I join TPSA?

TPSA members are asked to join quarterly meetings for the latest research, news, information sharing, resources, tools and action items to grow awareness of sepsis and help protect older adults and people of all ages. Please join today at www.agingandsepsis.org.

Why join TPSA?

Sepsis education and outreach saves lives, and it's easy to do. Early intervention saves lives. Your organization can be a part of the solution simply by raising awareness about sepsis signs, risks, and interventions.

Where can I join and find more information?

The TPSA registration link and resources are available at www.agingandsepsis.org. Once you sign up, you'll begin receiving communications to join TPSA for upcoming meetings.

What are some examples of public outreach?

- **Sharing digital and print information** on social media, in your organization's newsletter, on your website, at events (i.e., health or social services fairs), in direct communications to your organization's staff, and more.
- **Including sepsis educational information in all client interactions**, including home care visits, home-delivered meal distributions, during friendly visits/calls, during counseling or information and assistance efforts, and any other point of direct contact with older adults in your community.
- **Press and media relations**: contacting reporters and local media about sepsis, its risks for older adults, and what your organization is doing to address the problem – i.e., by joining TPSA and being a spokesperson for sepsis prevention and intervention.
- **Distributing information at key community gathering places or constituent outreach offices**, such as departments of social services, offices for the aging, libraries, legislators' offices, community bulletin boards, places of worship, etc.

Use this toolkit to get started by letting the world know you are a part of TPSA – and encouraging others to join!

A Real-Life Example: how one simple act can save lives

The head of a state agency emailed agency staff on a Friday morning with information about the signs and symptoms of sepsis. On Monday morning, one of the agency's staff told the agency head that she had been rushed to the hospital on Saturday morning. The hospital staff missed the signs and symptoms of sepsis, but the staff person, having read the signs and symptoms the previous day, asked the physician to test for sepsis. She did have sepsis, and it was treatable due to early diagnosis.

SOCIAL MEDIA POSTS

Please use the suggested social posts below to announce your pledge to join TPSA and get started on your journey of raising awareness about sepsis in older adults. Use the graphic below to share information about signs and symptoms. (**Note:** this graphic is available for download in 12 languages at <https://aging.ny.gov/sepsis>). You can also print and distribute this graphic at community outreach events.

Sepsis: 4 Signs



Temperature: high or low temperature.



Infection: sepsis happens because of infection, even from a small cut or scrape.



Mental change: confusion, mental decline, tiredness, or slurred speech.



Extreme pain or discomfort: illness, shortness of breath.



Sepsis is a **life-threatening condition**. It can happen to **anyone**.

If you have any combination of these symptoms, get medical help and ask: "**Could it be sepsis?**"

www.agingandsepsis.org

**Graphic available in 12 languages at <https://aging.ny.gov/sepsis>.*

Facebook post (use 'Sepsis: 4 Signs' graphic)

[TPSA Member Name] is committed to preventing and stopping #sepsis in older adults and their families. We've joined @sepsisalliance, @nysaging, @aging-ny, and @HCANYS as a member of The Partnership for Sepsis and Aging. Will you join us too?

More than 70% of sepsis cases occur in individuals aged 60 or older. This condition is life-threatening. At least 1.7 million adults will develop sepsis and at least 350,000 adults who develop sepsis die during their hospitalization or are discharged to hospice.

Look for the signs: temperature (high or low), presence of infection, mental changes (confusion, mental decline, tiredness, or slurred speech), and/or extreme pain or discomfort.

Join us in this effort. It's free. TPSA will provide you with free sepsis resources to share as widely as possible, and help save lives. Register at <https://agingandsepsis.org/>.

LinkedIn post (use 'Sepsis: 4 Signs' graphic)

[TPSA Member Name] is committed to preventing and stopping #sepsis in older adults and their families. We've joined @Sepsis Alliance, @New York State Office for the Aging, @Aging NY, and @HCANYS - Home Care Association of New York State as a member of The Partnership for Sepsis and Aging. Will you join us too?

More than 70% of sepsis cases occur in individuals aged 60 or older. This condition is life-threatening. At least 1.7 million adults will develop sepsis and at least 350,000 adults who develop sepsis die during their hospitalization or are discharged to hospice.

Look for the signs: temperature (high or low), presence of infection, mental changes (confusion, mental decline, tiredness, or slurred speech), and/or extreme pain or discomfort.

Join us in this effort. Joining is free. All you need to do is simply share free resources that can save lives. Join today at <https://agingandsepsis.org/>.

Twitter/X (use 'Sepsis: 4 Signs' graphic)

We're proud to join @SepsisAlliance, @NYSAGING, @AgingNY and @HCANYS to help older adults avoid and stop sepsis, a life-threatening condition that takes a life every 90 seconds. Learn more and join The Partnership for Sepsis and Aging today at <https://agingandsepsis.org/>.

-OR-

Join us in the fight against sepsis, which claims a life every 90 seconds. Watch for the signs: temperature, infection, mental changes, and/or extreme pain/discomfort. Learn more and join The Partnership for Sepsis and Aging today at <https://agingandsepsis.org/>.

EMAIL SIGNATURE

Ask your staff to include a message about TPSA at the end of their e-mail signature.

Join us in the fight against sepsis, which claims a life every 90 seconds. Watch for the signs: temperature, infection, mental changes, and/or extreme pain/discomfort. Learn more and join The Partnership for Sepsis and Aging today at <https://agingandsepsis.org/>.

Here are step-by-step guides for creating or updating email signatures in some of the most common email services.

- [Outlook](#)
- [Gmail](#)
- [iCloud](#)
- [ProtonMail](#)

WEBSITE, NEWSLETTER & E-BLAST ARTICLE

Headlines

Help prevent sepsis in older adults: become a member of The Partnership for Sepsis and Aging today – it's free

You can help prevent sepsis in older adults: join The Partnership for Sepsis and Aging – it's free

Body Text

[TPSA Member Name] is proud to join [Sepsis Alliance](#), the [New York State Office for the Aging](#), the [Association on Aging in New York](#), and the [Home Care Association of New York State](#) as a member of [The Partnership for Sepsis and Aging](#).

Sepsis is the body's overwhelming and life-threatening response to infection which can lead to tissue damage, organ failure, and death. It takes a life every 90 seconds (350,000 adults each year in the U.S.), and over 80% of these deaths may be preventable.

It is crucial you get medical care right away if you have an infection that is not getting better or is getting worse. According to [Sepsis Alliance](#), a person with sepsis might have one or more signs or symptoms:

- Temperature: higher or lower than normal
- Infection: may have signs and symptoms of infection
- Mental decline: confused, sleepy, difficult to rouse
- Extremely ill: severe pain, discomfort, shortness of breath

Sepsis is a medical emergency that requires rapid diagnosis and treatment. Older adults are among the groups most at risk, which is why we are joining forces with other national organizations as a member of TPSA to share resources, tips and tools that can save lives.

Want to join us? Find more information and enroll as a TPSA member at: <https://agingandsepsis.org/>.

PRESS RELEASE TEMPLATE

Customize the press release below and send it to your local media.

[Insert Organization Name] Joins Fight Against Life-Threatening Sepsis as Member of The Partnership for Sepsis and Aging

Older adults are among those at greatest risk of a preventable condition that claims a life every 90 seconds

[Insert organization name] today announced its commitment to prevention, awareness, and interventions to stop sepsis in older adults by joining a national movement called [The Partnership for Sepsis and Aging \(TPSA\)](#).

TPSA was started by [Sepsis Alliance](#), the [New York State Office for the Aging](#), the [Association on Aging in New York](#), and the [Home Care Association of New York State](#) as a hub of information, resources, and tools to promote awareness of sepsis risks, prevention, and intervention in older adults. These organizations are state and national leaders with expertise in sepsis community outreach who are working together to coordinate state and local aging services networks toward sepsis education, prevention, and system interventions.

TPSA is free to join, and members commit to sharing resources that will raise awareness of this life-threatening condition to save lives. Learn more and enroll today on the TPSA website at <https://agingandsepsis.org/>.

[ORGANIZATION QUOTE]

Sepsis is the body's overwhelming and life-threatening response to infection which can lead to tissue damage, organ failure, and death. It takes a life every 90 seconds (350,000 adults each year in the U.S.), and over 80% of these deaths may be preventable. Sepsis is a medical emergency that requires rapid diagnosis and treatment.

While sepsis can and does affect people of all ages, the very young (infants) and those who already have a chronic health problem or a compromised immune system are at higher risk of developing sepsis. But people who are over 60 years old, particularly those who have health issues, are even more susceptible to sepsis than any other group.

Sepsis Risk Factors

While anyone can develop sepsis, those at higher risk include:

- Adults 65 years of age or older.
- Children younger than one year of age.
- People with weakened immune systems.
- People with chronic medical conditions, such as diabetes, lung disease, cancer, or kidney disease.
- People with recent severe illness or hospitalization.
- People who have had sepsis before.

How Someone Can identify Sepsis

It is crucial you get medical care right away if you have an infection that is not getting better or is getting worse. According to [Sepsis Alliance](#), a person with sepsis might have one or more signs or symptoms:

- Temperature: higher or lower than normal
- Infection: may have signs and symptoms of infection
- Mental decline: confused, sleepy, difficult to rouse
- Extremely ill: severe pain, discomfort, shortness of breath

Learn more. Visit the TPSA website and [download the TPSA One-Pager](#).

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