

The Sepsis Educational Effort Message and Materials Testing Survey

Public reporting burden of this collection of information varies from 15 to 25 minutes with an estimated average of 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB Control Number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia, 30333; ATTN: PRA (0920-0572).

[Screener]

The results of this survey will help us learn about the public's response to the Centers for Disease Control and Prevention's (CDC's) recent campaign to raise awareness about sepsis. You will be asked to complete all or some of the survey depending on whether you have seen or heard certain messages from the CDC about sepsis within the past 5 months. The survey should take no longer than 25 minutes to complete. It is your choice to answer the questions, and you can stop at any time. As a token of appreciation for completing and submitting the entire survey, you will receive an email with "points" that you can use to redeem for prizes.

1. May we ask you some questions to see if you are a good match to take this survey?

Yes

No

2. How old are you?

Don't know

Prefer not to answer

Age:

3. Do you work in a health-related profession?

Yes

No

Prefer not to answer

4. Are you a healthcare provider?

Yes

No

Prefer not to answer

5. Do you work as any of the following? (Please select only one)

- Emergency department triage nurse
- Nurse practitioner at an urgent care clinic
- Physician assistant at an urgent care clinic
- Primary care physician (e.g., internist, pediatrician, or family practitioner – not a specialist)
- Other (please specify)
- General medical ward staff (e.g., RN, LPN, LVN, CAN, and/or Aide)
- Home healthcare/nursing home staff
- Prefer not to answer

[Disqualification Page]

Thank you for answering these questions and being willing to help us today. Those are all of the questions we have for you. If you would like to know more about the CDC's *Get Ahead of Sepsis* campaign, please visit their [website](#) for more information.

[Eligibility Page]

Thank you for answering these questions. We have determined that you are a good match for this survey. If you have any concerns about your participation and/or any questions about this survey, please contact the research director, Dr. Kristen Cincotta at (404) 320-4433 or Kristen.Cincotta@icf.com.

[Media Use and Habits]

First, we want to ask you about your media use and habits.

[Exposure to Campaign Name]

Now we would like to ask you about a CDC campaign to raise awareness about sepsis that you may or may not have seen or heard about in the past 5 months.

7. CDC recently launched a campaign to raise awareness about sepsis. In the past 5 months, which of the following slogans or messages have you seen or heard? Please select only one.

- Be sepsis aware.
- Health is precious. Don't get sepsis.
- Get ahead of sepsis
- Be smart. Beat sepsis.
- Know the threat. Prevent sepsis.

[Perceived Effectiveness - Ad Receptivity]

14. You said that you saw messages about sepsis in [1. Print Media, 2. Online Media, 3. Television/Radio, and/or 4. Other Media] in the past 3 months. Thinking about what you saw or heard, please indicate your level of agreement with the following statements from 1-5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The [INDICATE MEDIA] are memorable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were <i>worth</i> remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were powerful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Exposed Respondent Questions - HCPs Only]

You said that you saw or heard messages about sepsis in one or more types of media within the past 5 months. We would like to know more about your thinking related to sepsis.

Below we present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

15. Thinking about the time AFTER you saw or heard CDC's *Get Ahead of Sepsis* messages and/or materials about sepsis, please indicate whether you believe each statement is true or false.

	True	False	Don't know
Sepsis is the body's extreme response to an infection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only people with chronic diseases are at risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Even if sepsis is suspected, antibiotic therapy should not be started for at least 24 hours in the event the patient improves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be advised about proper hygiene and wound care to prevent infections and reduce their risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only certain infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be reassessed within 24-48 hours of starting antibiotics to stop or change treatment as needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis can cause tissue damage, organ failure, and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is a medical emergency and requires immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Thinking about the time AFTER you saw or heard about the *Get Ahead of Sepsis* messaging and campaign materials, please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I believe that individuals older than 65 years, infants younger than 1 year, and individuals with chronic conditions or weakened immune systems are at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe certain infections (e.g., lung, kidney, skin, gut) put my patients at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think tissue damage and organ failure are severe problems that can result from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that sepsis is a severe problem that can lead to death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I can educate my patients on how to prevent infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize sepsis in my patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that recognizing signs of sepsis in patients reduces risk of death from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that acting fast, if I suspect sepsis in a patient, can save lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use the online CDC campaign materials/tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families about infection prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families to recognize the signs/symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Strongly agree

I plan to counsel my patients and their families about seeking emergency medical care if they suspect sepsis.

I plan to take rapid action to treat sepsis when suspected in patients.

I plan to seek more information from the CDC website about infections and sepsis.

[Exposed Respondent Questions - HCPs Only]

Now we'd like for you to take a moment and think back to the weeks and months before you saw or heard CDC's *Get Ahead of Sepsis* messages and/or materials about sepsis. We would like for you to answer the same questions about your knowledge and awareness from BEFORE you saw the messages and materials.

Below we again present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

17. Thinking about the time BEFORE you saw or heard CDC's *Get Ahead of Sepsis* messages and/or materials about sepsis, please indicate whether you believe each statement is true or false.

	True	False	Don't know
Sepsis is the body's extreme response to an infection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only people with chronic diseases are at risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Even if sepsis is suspected, antibiotic therapy should not be started for at least 24 hours in the event the patient improves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be advised about proper hygiene and wound care to prevent infections and reduce their risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only certain infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be reassessed within 24-48 hours of starting antibiotics to stop or change treatment as needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis can cause tissue damage, organ failure, and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is a medical emergency and requires immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Thinking about the time BEFORE you saw or heard about the Get Ahead of Sepsis messaging and campaign materials, please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I believe that individuals older than 65 years, infants younger than 1 year, and individuals with chronic conditions or weakened immune systems are at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe certain infections (e.g., lung, kidney, skin, gut) put my patients at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think tissue damage and organ failure are severe problems that can result from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that sepsis is a severe problem that can lead to death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I can educate my patients on how to prevent infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize sepsis in my patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that recognizing signs of sepsis in patients reduces risk of death from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that acting fast, if I suspect sepsis in a patient, can save lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use the online CDC campaign materials/tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families about infection prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families to recognize the signs/symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Strongly agree

I plan to counsel my patients and their families about seeking emergency medical care if they suspect sepsis.

I plan to take rapid action to treat sepsis when suspected in patients.

I plan to seek more information from the CDC website about infections and sepsis.

19. What would you change (if anything) about the CDC's *Get Ahead of Sepsis* materials that you have seen in the past 5 months?

20. Did seeing the CDC's *Get Ahead of Sepsis* messaging prompt you to search for more information about sepsis (e.g., on the CDC website)?

- Yes
- No
- I don't know

21. [CONSUMERS] Did seeing the CDC's *Get Ahead of Sepsis* messaging prompt you to ask a healthcare professional for more information about sepsis?

- Yes
- No
- I don't know

[Unexposed Respondent Questions - HCPs Only]

You said that you had not seen or heard messages about sepsis in the media within the past 5 months. With that in mind, please answer the following questions.

Below we present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

22. Thinking about your CURRENT knowledge and awareness of sepsis, please indicate whether you believe each statement is true or false.

	True	False	Don't know
Sepsis is the body's extreme response to an infection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only people with chronic diseases are at risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Even if sepsis is suspected, antibiotic therapy should not be started for at least 24 hours in the event the patient improves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be advised about proper hygiene and wound care to prevent infections and reduce their risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only certain infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be reassessed within 24-48 hours of starting antibiotics to stop or change treatment as needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis can cause tissue damage, organ failure, and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is a medical emergency and requires immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Thinking about your CURRENT knowledge and awareness of sepsis, please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I believe that individuals older than 65 years, infants younger than 1 year, and individuals with chronic conditions or weakened immune systems are at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe certain infections (e.g., lung, kidney, skin, gut) put my patients at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think tissue damage and organ failure are severe problems that can result from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that sepsis is a severe problem that can lead to death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I can educate my patients on how to prevent infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize sepsis in my patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that recognizing signs of sepsis in patients reduces risk of death from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that acting fast, if I suspect sepsis in a patient, can save lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use the online CDC campaign materials/tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families about infection prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families to recognize the signs/symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Strongly agree

I plan to counsel my patients and their families about seeking emergency medical care if they suspect sepsis.

I plan to take rapid action to treat sepsis when suspected in patients.

I plan to seek more information from the CDC website about infections and sepsis.

[Unexposed Respondent Questions - HCPs Only]

Now we'd like for you to take a moment and think back 5 months ago. We would like for you to answer the same questions about your knowledge and awareness from 5 months ago.

Below we again present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

24. Thinking about your knowledge and awareness of sepsis 5 MONTHS AGO, please indicate whether you believe each statement is true or false.

	True	False	Don't know
Sepsis is the body's extreme response to an infection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only people with chronic diseases are at risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Even if sepsis is suspected, antibiotic therapy should not be started for at least 24 hours in the event the patient improves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be advised about proper hygiene and wound care to prevent infections and reduce their risk for sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only certain infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients should be reassessed within 24-48 hours of starting antibiotics to stop or change treatment as needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis can cause tissue damage, organ failure, and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is a medical emergency and requires immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Thinking about your knowledge and awareness of sepsis 5 MONTHS AGO, please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I believe that individuals older than 65 years, infants younger than 1 year, and individuals with chronic conditions or weakened immune systems are at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe certain infections (e.g., lung, kidney, skin, gut) put my patients at higher risk for developing sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think tissue damage and organ failure are severe problems that can result from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that sepsis is a severe problem that can lead to death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I can educate my patients on how to prevent infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize sepsis in my patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that recognizing signs of sepsis in patients reduces risk of death from sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that acting fast, if I suspect sepsis in a patient, can save lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use the online CDC campaign materials/tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families about infection prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to counsel my patients and their families to recognize the signs/symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Strongly agree

I plan to counsel my patients and their families about seeking emergency medical care if they suspect sepsis.

I plan to take rapid action to treat sepsis when suspected in patients.

I plan to seek more information from the CDC website about infections and sepsis.

26. Where could we place the CDC campaign materials about sepsis, so that you may be more likely to see or hear about them?

27. Where else, other than the CDC website, would you seek information about infections and/or sepsis?

Demographic Questions

30. In what zip code do you currently live?

- Don't know
- Prefer not to answer
- Zip code:

31. What is the highest grade of school you have completed, or the highest degree you have received?

- | | |
|---|--|
| <input type="radio"/> No schooling completed, or less than 1 year | <input type="radio"/> Associate degree |
| <input type="radio"/> Grade school completed (grades 1-8) | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school attended (grades 9-12, no degree) | <input type="radio"/> Master's degree |
| <input type="radio"/> High school graduate (or equivalent) | <input type="radio"/> Professional degree (MD, JD, etc.) |
| <input type="radio"/> Some college (1-4 years, no degree) | <input type="radio"/> Doctorate degree |

32. What was your total household income before taxes during the past 12 months? (Please select only one)

- | | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$75,000 to \$99,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$100,000 to \$149,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$150,000 or more |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> I prefer not to say |

[Closing - HCPs Only]

Thank you for completing this survey! Your answers to this survey will be kept private. As our thanks for your time taking this survey, you will receive “points” to redeem for prizes.

REMEMBER:

- Sepsis is a medical emergency.
- Everyone is at risk of developing sepsis and any infection can lead to sepsis.
- If sepsis is suspected, antibiotics should be started immediately and reassessed within 24-48 hours.
- Preventing infections can help protect patients from developing sepsis.

For more information about sepsis and the CDC's Get Ahead of Sepsis campaign, visit their [website](#).