

## Introduction, Screening

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\* 1. The results of this survey will help the Centers for Disease Control and Prevention (CDC) develop meaningful messages/materials for a national sepsis awareness and prevention education effort. The survey is divided into four sections that test campaign concepts/messages/materials. These sections are:

**1. Section 1. Visual Identities** – We will ask you questions about visual identities—similar to logos—that may be used to raise awareness about sepsis. These visual identities could be used on print materials, like fact sheets, in television ads, or on webpages.

**2. Section 2. Print Ads:** We will ask you questions about different concepts, or ideas, that could be used in print media, such as magazine ads or posters. These concepts are still in development.

**3. Section 3. Television Ad Concepts:** We will ask you questions about different creative concepts, or ideas, that could be used in television ads. The concepts are still in development, so you will not see anything that looks like a final ad. Rather, you will see some pictures and hear some audio to help you imagine what each TV ad might look like.

**4. Section 4. Sepsis Definition:** We will ask you questions about a definition of sepsis for patients, their families, and the general public.

The survey should take no longer than 35 minutes to complete. It is your choice to answer the questions, and you can stop at any time. Your contact information will be kept separate from your survey responses and your name will never be linked to any responses. As a token of appreciation for completing and submitting the survey, you will receive an email with “points” that you can use to redeem online or at a retailer (\$10 value).

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

Yes

No

## Roles

\* 2. Are you an adult 18 years or older?

Yes

No

## Consumer Screener Questions

3. What is your gender?

- male
- female

4. What is your age?

5. Would you describe yourself as Hispanic or Latino?

- Yes
- No

6. How would you describe your racial background? You may identify more than one racial background.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

7. Are you the primary guardian/caregiver for an infant (age 1 year old or less)?

- Yes
- No

8. Are you the primary caregiver for an older adult age 65 or older (e.g., parent, older relative)?

- Yes
- No

9. Are you the primary caregiver for another person (e.g., parent, older relative)?

- Yes
- No

10. Do you have one or more chronic conditions? (e.g., diabetes, high blood pressure, coronary artery disease)

Yes

No

11. In what state do you live?

12. Do you have any family members who have been recruited for this study?

Yes

No

13. Are you willing to complete a 30 minute online survey to share your opinions and views regarding initial campaign concepts?

Yes

No

14. You are eligible to complete the survey. Are you still interested in participating?

Yes

No

## Ineligibility Screen

We appreciate your willingness to answer each of the questions. Unfortunately, you are not eligible to participate in the survey. Thank you for your time.

## Visual Identity Testing

First, we will show you some options for visual identities - similar to logos - that may be used to raise awareness about sepsis. These visual identities could be used on print materials, like fact sheets, in television ads, or on webpages.

There are a total of 5 visual identities that include a name, slogan, and design and might be used to raise awareness about sepsis. We will show you one at a time and ask that you indicate your level of agreement with the following statements by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree', or 'strongly agree'.

### Visual Identity A



### 15. Visual Identity A

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this visual identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this visual identity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The colors in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this visual identity are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

This visual identity is offensive.

This visual identity is understandable.

This visual identity is interesting.

The visual identity is believable.

The visual identity is worth remembering.

The visual identity grabbed my attention.

The visual identity is powerful/strong.

The visual identity is informative.

The visual identity is meaningful.

The visual identity is convincing.

The visual identity provides needed information about sepsis.

This visual identity is useful for raising awareness of sepsis.

The visual identity is weak.

If you strongly or somewhat disagreed that this message was understandable: What would you change to make this visual identity more understandable?

16. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this visual identity is in the following:

0                      1                      2                      3                      4                      5

Increasing knowledge of sepsis

Increasing awareness of sepsis

17. What do you think is the main message of this visual identity?

18. If you could change anything about this visual identity (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

19. Where would you expect to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

20. Where would you like to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine



## Visual Identity B



PREVENT.  
RECOGNIZE.  
ACT.

### 21. Visual Identity B

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this visual identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this visual identity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The colors in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this visual identity are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is offensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

The visual identity grabbed my attention.

The visual identity is powerful/strong.

The visual identity is informative.

The visual identity is meaningful.

The visual identity is convincing.

The visual identity provides needed information about sepsis.

This visual identity is useful for raising awareness of sepsis.

The visual identity is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this visual identity more understandable?

22. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this visual identity is in the following:

0                      1                      2                      3                      4                      5

Increasing knowledge of sepsis

Increasing awareness of sepsis

23. What do you think is the main message of this visual identity?

24. If you could change anything about this visual identity (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

25. Where would you expect to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

26. Where would you like to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

Visual Identity C



## 27. Visual Identity C

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this visual identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this visual identity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The colors in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this visual identity are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is offensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is powerful/strong.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity provides needed information about sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is useful for raising awareness of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

The visual identity is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this visual identity more understandable?

28. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this visual identity is in the following:

0

1

2

3

4

5

Increasing knowledge of sepsis

Increasing awareness of sepsis

29. What do you think is the main message of this visual identity?

30. If you could change anything about this visual identity (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

31. Where would you expect to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

32. Where would you like to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

Visual Identity D



33. Visual Identity D

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this visual identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this visual identity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The colors in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this visual identity are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

This visual identity is offensive.

This visual identity is understandable.

This visual identity is interesting.

The visual identity is believable.

The visual identity is worth remembering.

The visual identity grabbed my attention.

The visual identity is powerful/strong.

The visual identity is informative.

The visual identity is meaningful.

The visual identity is convincing.

The visual identity provides needed information about sepsis.

This visual identity is useful for raising awareness of sepsis.

The visual identity is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this visual identity more understandable?

34. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this visual identity is in the following:

0                      1                      2                      3                      4                      5

Increasing knowledge of sepsis

Increasing awareness of sepsis

35. What do you think is the main message of this visual identity?

36. If you could change anything about this visual identity (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

37. Where would you expect to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

38. Where would you like to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine



# ACT FAST. STOP SEPSIS.

PREVENT | RECOGNIZE | TREAT

## 39. Visual Identity E

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this visual identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this visual identity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The colors in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this visual identity are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this visual identity are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is offensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This visual identity is interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual identity is worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

The visual identity grabbed my attention.                   

The visual identity is powerful/strong.                   

The visual identity is informative.                   

The visual identity is meaningful.                   

The visual identity is convincing.                   

The visual identity provides needed information about sepsis.                   

This visual identity is useful for raising awareness of sepsis.                   

The visual identity is weak.                   

If you strongly or somewhat disagree that this message was understandable: What would you change to make this visual identity more understandable?

40. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this visual identity is in the following:

0                      1                      2                      3                      4                      5

Increasing knowledge of sepsis                       

Increasing awareness of sepsis                       

41. What do you think is the main message of this visual identity?

42. If you could change anything about this visual identity (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

43. Where would you expect to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

44. Where would you like to see this visual identity? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

45. Now, looking at all visual identities together, rank them in order of preference from most to least preferred.

 <input type="text"/>  A
 <input type="text"/>  B
 <input type="text"/>  C
 <input type="text"/>  D
 <input type="text"/>  E

Visual Identity A

**GET AHEAD**  
OF **SEPSIS** KNOW THE RISKS  
SPOT THE SIGNS  
ACT FAST

Visual Identity B

**SEPSIS**  
**WON'T**  
**WAIT** PREVENT.  
RECOGNIZE  
ACT.

Visual Identity C

 **SEPSIS**  
WON'T WAIT  
PREVENT | RECOGNIZE | ACT

Visual Identity D

**SEPSIS**  
WON'T WAIT | PREVENT.  
RECOGNIZE.  
ACT.

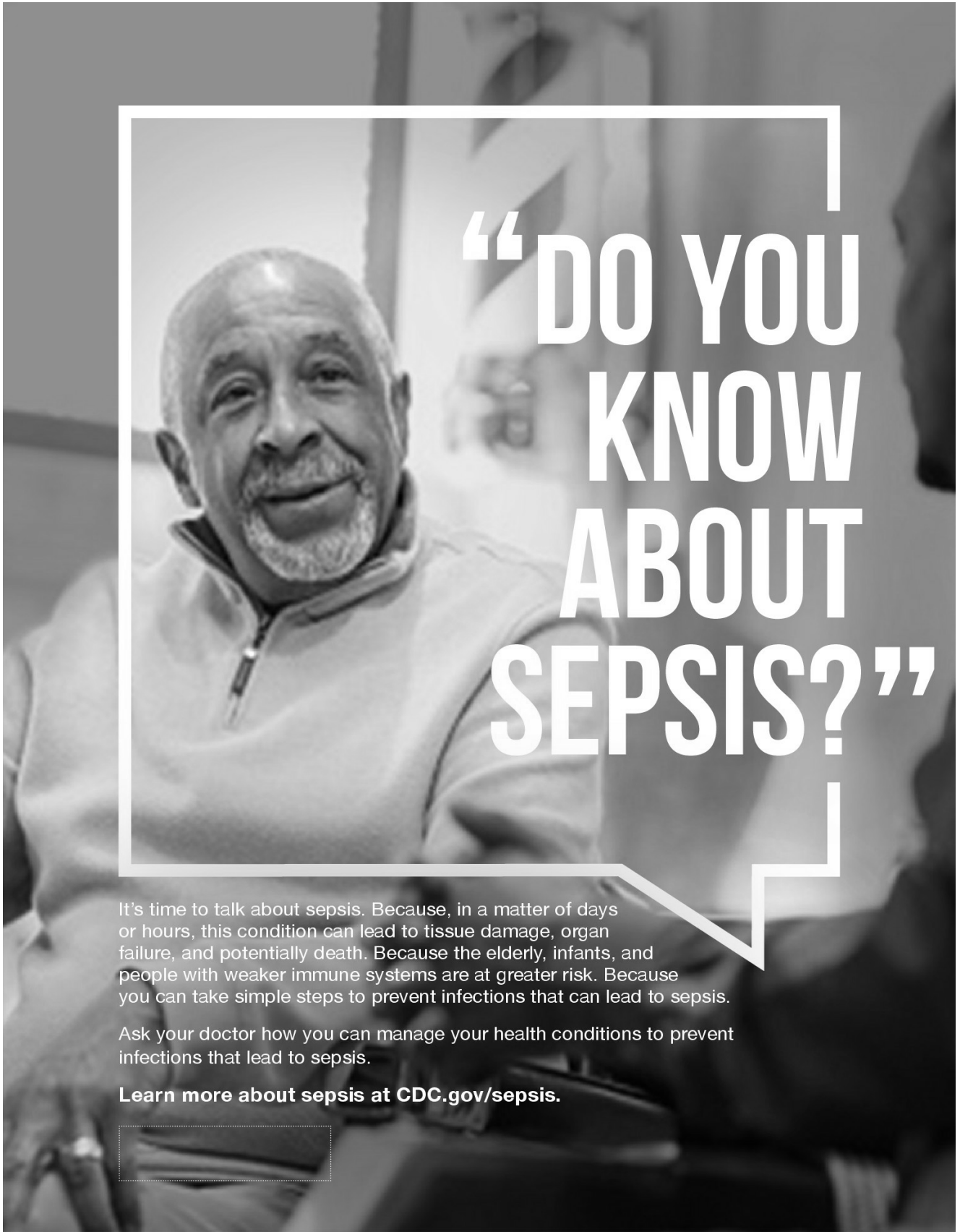
Visual Identity E

**ACT FAST.**  
**STOP SEPSIS.**  
PREVENT | RECOGNIZE | TREAT

## Print Ad Concept Testing

**Now, we will show you three different concepts, or ideas, that could be used in print media, such as magazine ads or posters. These concepts are still in development.**

**There are a total of 3 concepts or ideas that might be used to raise awareness about sepsis. We will show you one at a time and ask that you indicate your level of agreement with the following statements by marking, 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree', or 'strongly agree'. Please imagine yourself seeing these as an ad in a magazine as you review each.**



“DO YOU  
KNOW  
ABOUT  
SEPSIS?”

It's time to talk about sepsis. Because, in a matter of days or hours, this condition can lead to tissue damage, organ failure, and potentially death. Because the elderly, infants, and people with weaker immune systems are at greater risk. Because you can take simple steps to prevent infections that can lead to sepsis.

Ask your doctor how you can manage your health conditions to prevent infections that lead to sepsis.

**Learn more about sepsis at [CDC.gov/sepsis](https://www.cdc.gov/sepsis).**

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

In general, I like this print ad.

The tone (e.g., serious, funny) of this print ad is appealing.

The colors in this print ad are appealing.

The graphics in this print ad are appealing.

The words in this print ad are easy to read.

This print ad is relevant to me (and people like me).

This print ad is offensive.

This print ad is understandable.

This print ad is interesting.

The print ad is believable.

The print ad is worth remembering.

The print ad grabbed my attention.

The print ad is powerful/strong.

The print ad is informative.

The print ad is meaningful.

The print ad is convincing.

The print ad provides needed information about sepsis.

This print ad is useful for raising awareness of sepsis.

The print ad is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this print ad more understandable?

47. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this print ad is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

48. What do you think is the main message of this print ad?

49. If you could change anything about this print ad (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

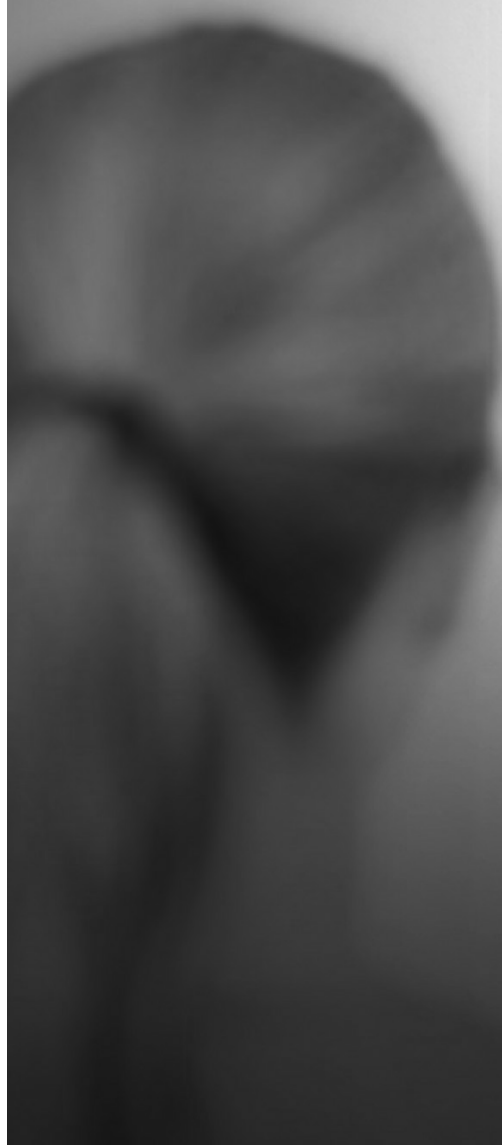
50. Where would you expect to see this print ad? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine



51. Where would you like to see this print ad? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine



**P**

**A I N**

**F E V E R**

**S E P S I S**

---

**C L A M M Y S K I N**

**C O N F U S I O N**


**S H O R T O F B R E A T H**

**SEE SEPSIS CLEARLY  
BEFORE IT'S TOO LATE.**

Infections can put you and your family at risk for a life-threatening condition called sepsis. Sepsis is your body's extreme response to an infection and it can kill within hours, especially if it is not treated in time.

Knowing the signs and symptoms can help you recognize sepsis. And preventing infections in the first place can help stop sepsis before it impacts you or your family members.

**Learn more about sepsis and simple prevention measures you can take to stay healthy.**  
Visit [CDC.gov/sepsis](https://www.cdc.gov/sepsis).



Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

In general, I like this print ad.

The tone (e.g., serious, funny) of this print ad is appealing.

The colors in this print ad are appealing.

The graphics in this print ad are appealing.

The words in this print ad are easy to read.

This print ad is relevant to me (and people like me).

This print ad is offensive.

This print ad is understandable.

This print ad is interesting.

The print ad is believable.

The print ad is worth remembering.

The print ad grabbed my attention.

The print ad is powerful/strong.

The print ad is informative.

The print ad is meaningful.

The print ad is convincing.

The print ad provides needed information about sepsis.

This print ad is useful for raising awareness of sepsis.

The print ad is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this print ad more understandable?

53. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this print ad is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

54. What do you think is the main message of this print ad?

55. If you could change anything about this print ad (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

56. Where would you expect to see this print ad? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

57. Where would you like to see this print ad? (Select all that apply)

On a poster in a doctor's office

On a billboard

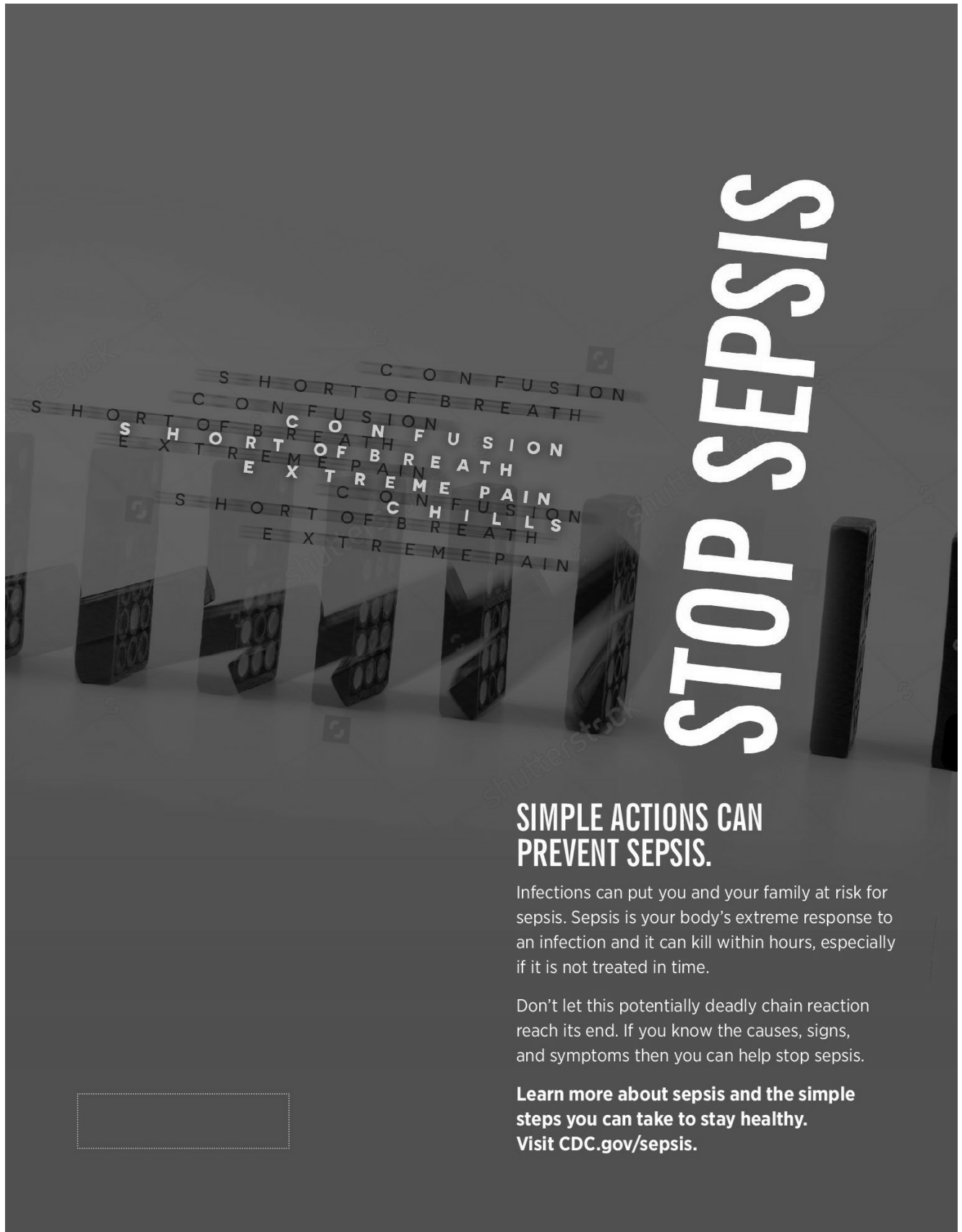
In a medical brochure

In an online video

On a website

In a newspaper

In a magazine



# STOP SEPSIS

**SIMPLE ACTIONS CAN PREVENT SEPSIS.**

Infections can put you and your family at risk for sepsis. Sepsis is your body's extreme response to an infection and it can kill within hours, especially if it is not treated in time.

Don't let this potentially deadly chain reaction reach its end. If you know the causes, signs, and symptoms then you can help stop sepsis.

**Learn more about sepsis and the simple steps you can take to stay healthy.**  
**Visit [CDC.gov/sepsis](https://www.cdc.gov/sepsis).**

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

In general, I like this print ad.

The tone (e.g., serious, funny) of this print ad is appealing.

The colors in this print ad are appealing.

The graphics in this print ad are appealing.

The words in this print ad are easy to read.

This print ad is relevant to me (and people like me).

This print ad is offensive.

This print ad is understandable.

This print ad is interesting.

The print ad is believable.

The print ad is worth remembering.

The print ad grabbed my attention.

The print ad is powerful/strong.

The print ad is informative.

The print ad is meaningful.

The print ad is convincing.

The print ad provides needed information about sepsis.

This print ad is useful for raising awareness of sepsis.

The print ad is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this print ad more understandable?

59. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this print ad is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

60. What do you think is the main message of this print ad?

61. If you could change anything about this print ad (e.g., words, colors, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

62. Where would you expect to see this print ad? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine



63. Where would you like to see this print ad? (Select all that apply)

- On a poster in a doctor's office
- On a billboard
- In a medical brochure
- In an online video
- On a website
- In a newspaper
- In a magazine

64. Now, looking at all the print ads together, rank them in order of preference from most to least preferred.

	<input type="text" value="A"/>
	<input type="text" value="B"/>
	<input type="text" value="C"/>

Print Ad Concept A

**“DO YOU KNOW ABOUT SEPSIS?”**

It's time to talk about sepsis. Because, in a matter of days or hours, this condition can lead to tissue damage, organ failure, and potentially death. Because the elderly, infants, and people with weaker immune systems are at greater risk. Because you can take simple steps to prevent infections that can lead to sepsis.

Ask your doctor how you can manage your health conditions to prevent infections that lead to sepsis.

Learn more about sepsis at [CDC.gov/sepsis](http://CDC.gov/sepsis).

Print Ad Concept B

**P  
AIN  
FEVER  
SEPSIS  
CLAMMYSKIN  
CONFUSION  
SHORTOFBREATH**

**SEE SEPSIS CLEARLY BEFORE IT'S TOO LATE.**

Infections can put you and your family at risk for a life-threatening condition called sepsis. Sepsis is your body's extreme response to an infection and it can kill within hours, especially if it is not treated in time.

Knowing the signs and symptoms can help you recognize sepsis. And preventing infections in the first place can help stop sepsis before it impacts you or your family members.

Learn more about sepsis and simple prevention measures you can take to stay healthy. Visit [CDC.gov/sepsis](http://CDC.gov/sepsis).

Print Ad Concept C

**STOP SEPSIS**

**SIMPLE ACTIONS CAN PREVENT SEPSIS.**

Infections can put you and your family at risk for sepsis. Sepsis is your body's extreme response to an infection and it can kill within hours, especially if it is not treated in time.

Don't let this potentially deadly chain reaction reach its end. If you know the causes, signs, and symptoms then you can help stop sepsis.

Learn more about sepsis and the simple steps you can take to stay healthy. Visit [CDC.gov/sepsis](http://CDC.gov/sepsis).

## Television Ad Concept Testing

Now, we will show you 3 different creative concepts, or ideas, that could be used in television or online ads. The concepts are still in development, so you will not see anything that looks like a final ad. Rather, you will see some pictures and hear some audio to help you imagine what each ad might look like. As each one is presented, please imagine that you are watching it on television or on the internet.

There are a total of 3 concepts that might be used to raise awareness about sepsis. You will see one concept at a time and it will be played twice. Please indicate your level of agreement with the following statements by marking, 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree', or 'strongly agree'.

### TV Ad Concept A



### 65. TV Ad Concept A

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

In general, I like this TV ad concept.

The tone (e.g., serious, funny) of this TV ad concept is appealing.

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

The graphics in this TV ad concept are appealing.

The words in this TV ad concept are easy to read.

This TV ad concept is relevant to me (and people like me).

This TV ad concept is offensive.

This TV ad concept is understandable.

This TV ad concept is interesting.

The TV ad concept is believable.

The TV ad concept is worth remembering.

The TV ad concept grabbed my attention.

The TV ad concept is powerful/strong.

The TV ad concept is informative.

The TV ad concept is meaningful.

The TV ad concept is convincing.

The TV ad concept provides needed information about sepsis.

This TV ad concept is useful for raising awareness of sepsis.

The TV ad concept is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this TV Ad concept more understandable?

66. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this TV ad concept is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

67. What do you think is the main message of this TV ad concept?

68. If you could change anything about this TV ad concept (e.g., words, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

#### TV Ad Concept B



69. TV Ad Concept B

Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

In general, I like this TV ad concept.

The tone (e.g., serious, funny) of this TV ad concept is appealing.

The graphics in this TV ad concept are appealing.

The words in this TV ad concept are easy to read.

This TV ad concept is relevant to me (and people like me).

This TV ad concept is offensive.

This TV ad concept is understandable.

This TV ad concept is interesting.

The TV ad concept is believable.

The TV ad concept is worth remembering.

The TV ad concept grabbed my attention.

The TV ad concept is powerful/strong.

The TV ad concept is informative.

The TV ad concept is meaningful.

The TV ad concept is convincing.

The TV ad concept provides needed information about sepsis.

This TV ad concept is useful for raising awareness of sepsis.

The TV ad concept is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this TV Ad concept more understandable?

70. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this TV ad concept is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

71. What do you think is the main message of this TV ad concept?

72. If you could change anything about this TV ad concept (e.g., words, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

### TV Ad Concept C



### 73. TV Ad Concept C

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
In general, I like this TV ad concept.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tone (e.g., serious, funny) of this TV ad concept is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The graphics in this TV ad concept are appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this TV ad concept are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This TV ad concept is relevant to me (and people like me).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This TV ad concept is offensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This TV ad concept is understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This TV ad concept is interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is powerful/strong.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept is convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TV ad concept provides needed information about sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This TV ad concept is useful for raising awareness of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Strongly Disagree    Somewhat Disagree    Neutral    Somewhat Agree    Strongly Agree

The TV ad concept is weak.

If you strongly or somewhat disagree that this message was understandable: What would you change to make this TV Ad concept more understandable?

74. What do you think is the main message of this TV ad concept?

75. On a scale from 0 to 5, where 0 means 'not effective', and 5 means 'very effective', how effective do you think this TV ad concept is in the following:

	0	1	2	3	4	5
Increasing knowledge of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of sepsis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

76. What do you think is the main message of this TV ad concept?

77. If you could change anything about this TV ad concept (e.g., words, phrases, graphics) what would you change? Include changes about anything offensive or controversial.

78. Now, looking at all of the TV ad concepts together, rank them in order from most to least preferred.

<input type="checkbox"/>	<input type="text"/>	A
<input type="checkbox"/>	<input type="text"/>	B
<input type="checkbox"/>	<input type="text"/>	C

TV Ad Concept A



TV Ad Concept B



TV Ad Concept C



## Sepsis Definition Testing

Please review this definition of sepsis for patients, their families, and the general public:

**Sepsis is an extreme response to an infection that includes vital organ damage. Sepsis is life-threatening, especially if it is not treated and moves to its late stage—septic shock.**

**You can't catch sepsis from someone else. It happens inside your body, when an infection you already have—like in your skin, lungs, or urinary tract—triggers a chain reaction throughout your body resulting in organ damage.**

**It's important to seek medical help as soon as possible if you think you have it.**

79. Now that you have reviewed the definition of sepsis, please indicate your level of agreement with the following statements by marking, 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree', or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
In general, I like this definition of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The words in this definition of sepsis are easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This definition of sepsis is understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After reading this definition of sepsis, I understand what sepsis is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After reading this definition of sepsis, I understand what causes sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This definition of sepsis is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This definition of sepsis is informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This definition of sepsis is meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This definition of sepsis is convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is contagious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sepsis is an infection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree    Somewhat disagree    Neutral    Somewhat agree    Strongly agree

Sepsis is a minor condition.

Sepsis is the result of an infection that you already have.

Sepsis is a serious condition that can result in organ failure and death.

Sepsis is serious and you should seek medical care if you think you have it.

If you strongly or somewhat disagreed that this definition was understandable: What would change to make this definition more understandable?

## Closing

You are done! Thank you for completing this survey - your answers to this survey will be kept private. As a token of appreciation for completing and submitting the survey, you will receive an email with "points" that you can use to redeem online or at a retailer (\$10 value).