

## 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

[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](mailto: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.**

6. 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.

- |  |   |
|--|---|
| <input type="radio"/> Be sepsis aware.                 | <input type="radio"/> Health is precious. Don't get sepsis. |
| <input type="radio"/> Get ahead of sepsis              | <input type="radio"/> Be smart. Beat sepsis.                |
| <input type="radio"/> Know the threat. Prevent sepsis. |   |







[Perceived Effectiveness - Ad Receptivity]

13. 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 - Consumers 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.**

14. 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"/>
Sepsis is a medical emergency requiring immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any infection can lead to 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"/>
You should wait at least 24 hours before seeking medical care for suspected sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should seek medical care if you have an infection that is not getting better or is getting worse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of infections can reduce risk of sepsis.	<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"/>

15. 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 even simple infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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 that I can prevent infections that could lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize the signs and symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that if I have an infection that is not getting better, or is getting worse, or if I suspect sepsis, I should seek immediate medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use Get Ahead of Sepsis materials and tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to talk to my doctor or nurse about infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to seek more information from the <a href="#">CDC website</a> about infections and sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[Exposed Respondent Questions - Consumers 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.

16. 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"/>
Sepsis is a medical emergency requiring immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any infection can lead to 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"/>
You should wait at least 24 hours before seeking medical care for suspected sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should seek medical care if you have an infection that is not getting better or is getting worse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of infections has no impact on the risk of sepsis.	<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"/>

17. 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 even simple infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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 that I can prevent infections that could lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize the signs and symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that if I have an infection that is not getting better, or is getting worse, or if I suspect sepsis, I should seek immediate medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use <i>Get Ahead of Sepsis</i> materials and tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to talk to my doctor or nurse about infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).	<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 seek more information from the [CDC website](#) about infections and sepsis.



[Unexposed Respondent Questions - Consumers 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.**

18. 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"/>
Sepsis is a medical emergency requiring immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any infection can lead to 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"/>
You should wait at least 24 hours before seeking medical care for suspected sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should seek medical care if you have an infection that is not getting better or is getting worse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of infections has no impact on the risk of sepsis.	<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"/>

19. 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 even simple infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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 that I can prevent infections that could lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize the signs and symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that if I have an infection that is not getting better, or is getting worse, or if I suspect sepsis, I should seek immediate medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use Get Ahead of Sepsis materials and tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to talk to my doctor or nurse about infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to seek more information from the <a href="#">CDC website</a> about infections and sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[Unexposed Respondent Questions - Consumers 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.

20. 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"/>
Sepsis is a medical emergency requiring immediate treatment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any infection can lead to 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"/>
You should wait at least 24 hours before seeking medical care for suspected sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should seek medical care if you have an infection that is not getting better or is getting worse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of infections can reduce risk of sepsis.	<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"/>

21. 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 even simple infections can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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 that I can prevent infections that could lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I can recognize the signs and symptoms of sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that if I have an infection that is not getting better, or is getting worse, or if I suspect sepsis, I should seek immediate medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to use <i>Get Ahead of Sepsis</i> materials and tools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to talk to my doctor or nurse about infections that can lead to sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to seek more information from the <a href="#">CDC website</a> about infections and sepsis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>









## Demographic Questions

24. In what zip code do you currently live?

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

25. What sex were you assigned at birth, on your original birth certificate?

- Male
- Female
- Don't know
- Prefer not to answer

26. Do you currently describe yourself as male, female, or transgender?

- Male
- Female
- Transgender
- None of these
- Prefer not to answer

27. Are you Hispanic or Latino? Please select only one.

- Yes
- No
- Don't know
- Prefer not to answer

28. Please indicate your race. Choose all answers that apply.

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Other
- Prefer not to answer

29. Do you consider yourself to be fluent in English?

- Yes
- No
- Prefer not to answer

30. Are you a caregiver for another person (e.g., child, aging parent)?

- Yes
- No
- Prefer not to answer

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

- Yes
- No
- Prefer not to answer

32. Are you the primary caregiver for an older adult age 65 or older?

- Yes
- No
- Prefer not to answer

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

- Yes
- No
- Prefer not to answer

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

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

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

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to say

[Closing - Consumer 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.
- Seek care immediately if you suspect sepsis or have an infection that is not getting better or is getting worse.
- Everyone is at risk of developing sepsis and any infection can lead to sepsis.
- Preventing infections can help protect you from developing sepsis.

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