DATE

Dear [Station Manager or Contact Name],

Nearly half of Americans have never heard of sepsis, the third leading cause of death in the United States, and I am looking to change that in our community.

OPTIONAL - ADD PERSONAL CONNECTION TO SEPSIS

Sepsis is an extreme response to an infection. It is life threatening. Without the right treatment, sepsis can cause organ failure, amputation, or death. More than 1.6 million Americans are diagnosed with sepsis every year – that’s one person every 20 seconds. Thousands of lives can be saved each year by simply raising awareness of its symptoms. Early recognition and treatment are key.

We have the opportunity to help save lives from sepsis. I am asking you to air the Sepsis Alliance public service announcements during the month of September, which is Sepsis Awareness Month, and also throughout the year. Please consider sharing this critical information about sepsis. The life you save by spreading sepsis awareness could be your own or that of a loved one.

Sepsis Statistics

* Sepsis is a medical emergency that kills over 250,000 people in the U.S. a year – one every two minutes. This is more than prostate cancer, breast cancer, and AIDS combined.
* More than 75,000 children develop severe sepsis each year and 6,800 of these children lose their life, more than from childhood cancers.
* Sepsis is a worldwide emergency. More than 26 million people from around the globe are affected by sepsis each year and is the largest killer of children – more than 5 million each year

There is no one symptom of sepsis but a combination of symptoms. They include shivering and fever, extreme pain, accelerated heartbeat, sleepiness or being difficult to rouse, pale or discolored skin, or shortness of breath. Recognizing these symptoms is particularly important in people who have recently been ill, had an infection, or have had an invasive procedure, such as an intravenous, a urinary catheter, or even a tattoo or piercing. If you suspect you or someone you know may have sepsis, see a medical professional immediately, call 911, or go to a hospital and say, “I am concerned about sepsis.”

For more information on sepsis or Sepsis Alliance, please visit [Sepsis.org](http://www.sepsis.org/).

For technical information or questions about the PSAs, please contact Scott Carr at scarr@sepsis.org.

Thank you for your support.

Sincerely,

NAME