### 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?
Oon'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 questions we have for you. If you would like to know more about the CDC's <i>Get Ahead</i> campaign, please visit their <u>website</u> 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.	
Thou, we want to use you about your modia assume names	

	(Almost daily to daily)	Occasionally (2- 4 times a month)		Never	Prefer not answer
PRINT MEDIA See billboards					
Read magazines					
Read newspapers					
Use buses, subways or trains					
Shop in malls					
Shop in grocery stores					
Shop in pharmacies					
SOCIAL MEDIA Facebook			$\bigcirc$		
Instagram					
LinkedIn					
Twitter					
YouTube					
Other social media					
ONLINE/INTERNET MEDIA Blogs					
Health websites/resources					
Internet radio					
News websites					
Streaming services (e.g. Netflix, Hulu, SlingTV)	,				
Other websites					
<b>TRADITIONAL MEDIA</b> Broadcast radio	$\bigcirc$				
Television (cable, satellite, or antenna)					
Satellite radio					

we would like to ask you about a CDC campaign to y not have seen or heard about in the past 5 month CDC recently launched a campaign to raise awareness owing slogans or messages have you seen or heard?  Be sepsis aware.  Get ahead of sepsis  Know the threat. Prevent sepsis.	s. about sepsis. In the past 5 months, which of th
owing slogans or messages have you seen or heard?  Be sepsis aware.  Get ahead of sepsis	Please select only one.  Health is precious. Don't get sepsis.
Get ahead of sepsis	
	Be smart. Beat sepsis.
Know the threat. Prevent sepsis.	

[Fr	Frequency/Channel of Exposure]						
	You indicated that you had seen or heard the campaign name, Get Ahead of Sepsis, in the past 5 months.						
7. In the past 5 months, how often did you see CDC's Get Ahead of Sepsis campaign message or slog PRINTED MEDIA (posters, fact sheets, brochures, infographics, newspaper/magazine ads, or fliers)?							
	Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 time a week)	s Very frequently (almost daily to daily)	I don't know	
	8. In the past 5 moi SOCIAL MEDIA (Fa		•	•		je or slogan in	
	Never	month or less)	times a month)	a week)	(Almost daily to daily)	I don't know	
	ONLINE/INTERNE phone advertiseme  Never	•			•	ogs, mobile I don't know	
	in TRADITIONAL T	ELEVISION (CAE	BLE, SATELLITE,	or ANTENNA) M	psis campaign messa EDIA (commercials, p s office or healthcare s Very frequently (Almost daily to daily)	oublic service	
11. In the past 5 months, how often did you hear CDC's Get Ahead of Sepsis campaign message or slogan in BROADCAST RADIO MEDIA (radio announcements, commercials, or news stories)?  Rarely (Once a Occasionally (2-4 Frequently (2-4 times Very frequently							
	Never	month or less)	times a month)	a week)	(Almost daily to daily)	I don't know	

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't kno

[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.					
The [INDICATE MEDIA] were interesting.					
The [INDICATE MEDIA] were believable.		$\bigcirc$		$\bigcirc$	
The [INDICATE MEDIA] were worth remembering.					$\bigcirc$
The [INDICATE MEDIA] grabbed my attention.					
The [INDICATE MEDIA] were powerful.					
The [INDICATE MEDIA] were informative.					
The [INDICATE MEDIA] were meaningful.					
The [INDICATE MEDIA] were convincing.					

### [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.			
Only people with chronic diseases are at risk for sepsis.			
Sepsis is a medical emergency requiring immediate treatment.			
Any infection can lead to sepsis.			$\bigcirc$
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.			
You should wait at least 24 hours before seeking medical care for suspected sepsis.			
You should seek medical care if you have an infection that is not getting better or is getting worse.			
Prevention of infections can reduce risk of sepsis.			
Sepsis can cause tissue damage, organ failure, and death.			

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.					
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.					
I think tissue damage and organ failure are severe problems that can result from sepsis.					
I think that sepsis is a severe problem that can lead to death.					
I believe that I can prevent infections that could lead to sepsis.					
I believe that I can recognize the signs and symptoms of sepsis.					
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.					
I plan to use Get Ahead of Sepsis materials and tools.			$\bigcirc$		
I plan to talk to my doctor or nurse about infections that can lead to sepsis.					$\bigcirc$
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).					
I plan to seek more information from the <u>CDC website</u> about infections and sepsis.			$\circ$		0

	- 1

### [Exposed Respondent Questions - Consumers Only]

Now we'd like for you to take a moment and think back to the weeks and monthsbefore 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.			
Only people with chronic diseases are at risk for sepsis.			
Sepsis is a medical emergency requiring immediate treatment.			
Any infection can lead to sepsis.			$\bigcirc$
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.			
You should wait at least 24 hours before seeking medical care for suspected sepsis.			
You should seek medical care if you have an infection that is not getting better or is getting worse.			
Prevention of infections has no impact on the risk of sepsis.			
Sepsis can cause tissue damage, organ failure, and death.			0

## 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.	0	0			
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.					
I think tissue damage and organ failure are severe problems that can result from sepsis.	0	0			0
I think that sepsis is a severe problem that can lead to death.					
I believe that I can prevent infections that could lead to sepsis.					0
I believe that I can recognize the signs and symptoms of sepsis.					
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.					
I plan to use <i>Get Ahead</i> of <i>Sepsis</i> materials and tools.					
I plan to talk to my doctor or nurse about infections that can lead to sepsis.		0			0
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I plan to seek more information from the <u>CDC website</u> about infections and sepsis.		0	0		

### [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.			
Only people with chronic diseases are at risk for sepsis.			
Sepsis is a medical emergency requiring immediate treatment.			
Any infection can lead to sepsis.			$\bigcirc$
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.			
You should wait at least 24 hours before seeking medical care for suspected sepsis.			
You should seek medical care if you have an infection that is not getting better or is getting worse.			
Prevention of infections has no impact on the risk of sepsis.			
Sepsis can cause tissue damage, organ failure, and death.			

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.					
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.					
I think tissue damage and organ failure are severe problems that can result from sepsis.					
I think that sepsis is a severe problem that can lead to death.					
I believe that I can prevent infections that could lead to sepsis.					
I believe that I can recognize the signs and symptoms of sepsis.					
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.					
I plan to use Get Ahead of Sepsis materials and tools.			$\bigcirc$		
I plan to talk to my doctor or nurse about infections that can lead to sepsis.		0			$\bigcirc$
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).					
I plan to seek more information from the <u>CDC website</u> about infections and sepsis.		0	$\circ$		0

	Γ
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	ı
	L

ı	[Unexposed Res	nondent (	Duestions -	Consumers	Only	1
ı	louexhosed ives	pondent (	วนธิงแบบง -	Consumers	Office	1

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 <u>5 months ago</u>.

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.			
Only people with chronic diseases are at risk for sepsis.			
Sepsis is a medical emergency requiring immediate treatment.	0		
Any infection can lead to sepsis.		$\bigcirc$	$\bigcirc$
Symptoms of sepsis include confusion or disorientation, shortness of breath, high heart rate, fever, and extreme pain or discomfort.			
You should wait at least 24 hours before seeking medical care for suspected sepsis.			
You should seek medical care if you have an infection that is not getting better or is getting worse.			
Prevention of infections can reduce risk of sepsis.			
Sepsis can cause tissue damage, organ failure, and death.			

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.	0	0	0	$\bigcirc$	$\bigcirc$
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.					
I think tissue damage and organ failure are severe problems that can result from sepsis.					
I think that sepsis is a severe problem that can lead to death.					
I believe that I can prevent infections that could lead to sepsis.					
I believe that I can recognize the signs and symptoms of sepsis.					
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.					
I plan to use <i>Get Ahead</i> of <i>Sepsis</i> materials and tools.			$\bigcirc$	$\bigcirc$	
I plan to talk to my doctor or nurse about infections that can lead to sepsis.					$\bigcirc$
I plan to get medical care immediately if I suspect sepsis (e.g., if I have an infection that is getting worse).					
I plan to seek more information from the <u>CDC website</u> about infections and sepsis.		0	$\circ$		0



You said that you saw or heard CDC's *Get Ahead of Sepsis* messaging in the last 5 months. Thinking about the campaign's key messages, please indicate how effective you think the following messages are.

22. On a scale of 1-5, how effective is the following campaign message in relation to each of the items below?

Infections put you and your family at risk for a life-threatening condition called sepsis.

	Not effective	Slightly effective	Moderately effective	Very effective	Extremely effective	Prefer not to answer
Making you more aware of the seriousness and/or risks posed by infections.		$\bigcirc$		$\bigcirc$		$\bigcirc$
Helping people understand the risk posed by infections that can lead to sepsis, and sepsis.						
Helping people understand that preventing infections reduces a person's risk of sepsis.	0	0	0		0	

23. On a scale of 1-5, how effective is the following campaign message in relation to each of the items below?

If you or your loved one has an infection that's not getting better or is getting worse, ask your doctor or nurse, "Could this infection be leading to sepsis?"

	Not effective	Slightly effective	Moderately effective	Very effective	Extremely effective	Prefer not to answer
Making people more aware of the seriousness and/or risks posed by infections.		0		0		
Improving knowledge about the signs and symptoms of sepsis.						
Improving a person's belief in their ability to take action in preventing infections that can lead to sepsis.					$\circ$	

	<u> </u>	_
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		ı
		1
		1
		1
		1
		1
		1
		1
		1
		ı
		ı
		ı
		ı
		ı
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		1
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		ı
		L

# **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 None of these Female Prefer not to answer Transgender 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 o	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 disease)?	(e.g., diabetes, high blood pressure, coronary artery
Yes	
○ No	
Prefer not to answer	
34. What is the highest grade of school you have	e completed, or the highest degree you have received?
No schooling completed, or less than 1 year	Associate degree
Grade school completed (grades 1-8)	Bachelor's degree
High school attended (grades 9-12, no degree)	Master's degree
High school graduate (or equivalent)	Professional degree (MD, JD, etc.)
Some college (1-4 years, no degree)	Doctorate degree
one)  Less than \$25,000	\$75,000 to \$99,999
	\$75,000 to \$99,999
\$25,000 to \$34,999	\$100,000 to \$149,999
\$35,000 to \$49,999	\$150,000 or more
\$50,000 to \$74,999	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.