“See C. diff” is a public education campaign of the Peggy Lillis Foundation for C. diff Education & Advocacy (PLF). Please help us to raise awareness of this preventable but too often deadly disease by sharing our messages and content.

Key Messages

Messages about “See C. diff”

- “See C. diff” is a public education campaign commemorating “C. diff Awareness Month” each November from Peggy Lillis Foundation for C. diff Education & Advocacy (PLF).
- Though C. diff is the most common healthcare associated infection with nearly half a million infections annually, only 30% of Americans have heard of it. Lack of awareness keeps patients and caregivers from engaging in prevention and can delay diagnosis and treatment.
- Through “See C. diff”, PLF and its partners seek to raise awareness of C. diff infection, its risk factors, symptoms and treatments. Through an array of online, print, paid and earned media, PLF is partnering with leading nonprofits, professional associations, industry leaders and our own growing network of C. diff survivors and caregivers to reach the 70% of Americans who don’t yet know that C. diff is a potential threat.
- “See C. diff” comes at a pivotal time for the fight against this preventable but too often deadly and disabling disease. The COVID-19 pandemic has made people more aware of the dangerous and disruptive impact of our infectious diseases.
- According to research released in April 2020, hospital acquired C. diff infections have declined somewhat, the disease is increasingly found in the community and among populations considered low risk. This makes broad public awareness, particularly among family healthcare decision-makers, all the more important.
- To help everyone see C. diff, we are asking our partners and individual supporters to join our call for C. diff to be designated as a Nationally Notifiable Disease.
- See C. diff is generously sponsored by Ferring Pharmaceuticals, Seres Therapeutics, Merck & Co., Inc., Becton, Dickson, Finch Therapeutics, Summit Therapeutics, Artugen Therapeutics, Crestone, Inc. and hundreds of individual donors.
Messages for Patients/Consumers

- **C. diff is a dangerous infection hiding in plain sight.** C. diff (or *Clostridioides difficile*) is a germ that causes diarrhea and inflammation of the colon. Though risk factors include being over 65 and recent healthcare visits, anyone can develop a C. diff infection.
- **C. diff is the most common healthcare-associated infection.** While hospital-acquired C. diff infections have been decreasing due to federal and state incentives like antibiotic stewardship programs, community-acquired cases continue to rise.
- **C. diff can affect everyone** —from someone who recently took antibiotics to people who are immunosuppressed. It is an urgent threat, but it is not treated as such. Without government involvement and coordination across health systems, C. diff goes under-reported and under-resourced.
- **Only 30% of Americans have ever heard of C. diff.** Though C. diff kills more Americans each year than HIV/AIDS, only a third of us have heard of it. Knowledge is key to prevention.
- **Antibiotic use is the most common risk factor for C. diff infections.** Limiting antibiotic use when it’s unnecessary can prevent C. diff infections and save lives.
- **C. diff is largely preventable.** With knowledge, a well-informed patient or caregiver can take action - like ensuring good hand hygiene - to stop its spread.
- **C. diff is costly.** Between 1986 and 2013, CDI was among the top 5 most expensive HAIs in the US.
- **C. diff is Treatable.** Novel and long standing antibiotics, fecal microbiota transplants, and other therapies are available, if patients can access them. Raising C. diff awareness is also about ensuring that those suffering can find the best therapy as quickly as possible.

Messages for Healthcare Workers

- **C. diff is the most common cause of healthcare-associated infectious diarrhea.** While hospital-acquired C. diff infections have been decreasing due to federal and state incentives like antibiotic stewardship programs, community-acquired cases continue to rise.
- **Be open to seeing C. diff.** The demographics of C. diff infection is changing. Once considered primarily a disease of the elderly, community-acquired C. diff is more likely to be seen in previously low risk groups, including postpartum people, children, young and middle-aged adults, and anyone with current or recent antibiotic use.
- **Diagnostic testing may be inaccurate.** C. diff infection is a clinical diagnosis. Some highly sensitive tests may be showing colonization, not active disease. Improper handling of stool samples may result in false negatives in toxin testing.
- **Every facility can reduce C. diff infections.** All across the country, healthcare systems are using innovative bundles to reduce C. diff rates by up to 60%. You and your colleagues can make a difference.
• **C. diff survivors and family members can be your allies.** During C. diff Awareness Month, you can invite a C. diff survivor or caregiver to speak to your team. These perspectives can help you and our team provider better, more compassionate care.

• **C. diff is costly.** Between 1986 and 2013, CDI was among the top 5 most expensive HAIs in the US.

**Messages about Our Petition to Designate C. diff as NND**

**Primary Messages**

• **C. diff is an urgent threat, but it is not treated as such.** Without federal involvement and coordination across health systems, C. diff goes under-reported and under-resourced.

• **The C. diff epidemic is solvable,** and we can prevent the bacteria from spreading. National leadership in tracking and counting the disease will make a huge difference.

• The Centers for Disease Control considers **C. diff one of the top 5 Urgent Antimicrobial Resistant Threats** to public health. Of them, **C. diff is the only one not currently designated as a Nationally Notifiable Disease.**

• **Sign our petition to make C. diff a Nationally Notifiable Disease.** Together, we are asking the Centers for Disease Control and Prevention, and state healthcare officials to prioritize C. Diff prevention—giving it the necessary resources and attention to curb transmission rates. Be an advocate for patients and loved ones and take action today.

• **Designating C. diff as a Nationally Notifiable Disease will:**
  - Mandate reporting of all C. diff infections, regardless of where or how a person became infected,
  - Enable communities experiencing an outbreak within their locally hospitals, nursing homes or within the community to engage in prevention,
  - Encourage the federal government to invest in raising public awareness of C. diff, as it has with other infectious diseases from the flu to HIV/AIDS.

**Secondary Messages**

• While C. diff is reportable by acute care hospitals that participate in Medicare and Medicaid programs, the publicly available data only captures a fraction of total cases and is often outdated.

• Nursing homes, critical access hospitals and children’s hospitals are under no obligation to report C. diff cases.

• Community-acquired C. diff infections are only reportable if a patient is hospitalized, but the vast majority of these cases are treated on an outpatient basis.
**Newsletter Stories**

For Patients/Consumers/Nonprofits

Peggy Lillis Foundation wants to “See C. diff Defeated”

*Clostridioides difficile* (or C. diff) is the most common healthcare-associated infection, causing nearly 500,000 Americans and contributing to more than 29,000 deaths. Though it now causes more deaths in the United States than HIV/AIDS, only 30% of Americans have heard of C. diff.

Peggy Lillis Foundation (PLF) is the nationally recognized leader for C. diff patient advocacy and public education. In November, PLF is commemorating C. diff Awareness Month with, “See C. diff,” a national C. diff awareness campaign.

Through “See C. diff,” PLF and its partners seek to raise awareness of C. diff infection, its risk factors, symptoms and treatments. Through an array of online, print, paid and earned media, PLF is partnering with leading nonprofits, professional associations, industry leaders and our own growing network of C. diff survivors and caregivers to reach the 70% of Americans who don’t yet know that C. diff is a potential threat.

Preventing C. diff starts with you! You can join the campaign by visiting Cdiff.org, where you’ll find resources to help protect your and your loved ones from C. diff and help to educate your family and friends.

- Know the risk factors associated with antibiotic use.
- Ask the right questions when navigating healthcare facilities.
- Advocate for the prevention and proper treatment of C. diff.
- Our “You Know C. diff” series shows how this disease can impact anyone.
- Read and stories that demystify C. diff and how to prevent it.
- Share C. diff stories to spread the word locally, statewide, and nationally.
- Sign our petition to have C. diff designated as a Nationally Notifiable Disease.

“See C. diff,” offers patients and caregivers health facts, resources, and actionable steps to advocate for the prevention and proper treatment of C. diff in your community. To open other’s eyes to “See C. diff,” visit: www.cdiff.org.
For Industry/Professional Associations

See C. diff: Protect Your Patients

Our partner Peggy Lillis Foundation is asking healthcare workers to perceive C. diff infections differently through a new campaign “See C. diff.”. C. diff is the most common cause of healthcare-associated infectious diarrhea. “See C. diff” comes at a pivotal time for the fight against this preventable but too often deadly and disabling disease. While hospital-acquired C. diff infections have been decreasing due to antibiotic stewardship programs, community-acquired cases continue to rise. This makes broad public awareness, particularly among family healthcare decision-makers, all the most important. Here are a few ways you can help:

- **Be open to seeing C. diff.** The demographics of C. diff infection is changing. Once considered primarily a disease of the elderly, community-acquired C. diff is more likely to be seen in previously low risk groups, including postpartum people, children, young and middle-aged adults, and anyone with current or recent antibiotic use.
- **Every facility can reduce C. diff infections.** All across the country, healthcare systems are using innovative bundles to reduce C. diff rates by up to 60%. You and your colleagues can make a difference.
- **C. diff survivors and family members can be your allies.** During C. diff Awareness Month and throughout the year, you can invite a C. diff survivor or caregiver to speak to your team. These perspectives can help you and our team provider better, more compassionate care.

Check out PLF’s “See C. diff” campaign site at Cdiff.org, where you can find an array of resources including fact sheets, graphics, videos, patient stories and more to assist you.

**Social Media Posts**

*Please use the following hashtags when sharing See C. diff content on social media, as it will help us track the reach of our campaign: #seecdiff #cdiffawarenessmonth #seecdiffdefeated*

#SeeCdiff is a campaign from @PeggyFund to raise #Cdiff awareness so #patients and #caregivers can help prevent this terrible infection. Visit Cdiff.org to learn more.

#Cdiff (or Clostridioides difficile) is a germ that can cause diarrhea and inflammation of the colon. Protect yourself and your loved ones by learning more at Cdiff.org #seecdiff @PeggyFund

#Antibiotics make you 7 times more likely to get a #Cdiff infection – learn how to protect yourself at Cdiff.org where you can #SeeCdiff @PeggyFund
#Education and #Awareness of antibiotic overuse saves lives. When we #SeeCdiff we can make better #healthcare choice. Learn more at Cdiff.org from @PeggyFund

@PeggyFund Reminds Us #Caregivers can stop the spread of #Cdiff our nation’s #1HAI that takes 30,000 lives each year by asking the right questions #SeeCdiff

Shine a light on #Cdiff to raise awareness of the most common #HAI. It takes guts to share your #CdiffStory. Help other patients to #SeeCdiff and take action at Cdiff.org @PeggyFund

Give Thanks for #handhygiene and @PeggyFund advocating via #SeeCdiff this November.

Give Thanks for a healthy #microbiome. Read about how #Cdiff #diarrhea keeps coming back. Join @PeggyFund to raise awareness via #SeeCdiff this November.

This week is US Antibiotic Awareness Week. @PeggyFund wants everyone to #BeAntibioticsAware and #SeeCdiff as #preventable #USAAW

@PeggyFund put #Cdiff on notice! If you #SeeCdiff as a #preventable #treatable colon infection we can help half a million Americans avoid this dangerous bug

Patients! #Cdiff is the most common healthcare-associated infection #HAI. Learn more at Cdiff.org and follow @PeggyFund to #SeeCdiff

#SeeCdiff with facts that save lives. Most common #HAI in the U.S. Kills 30,000 each year. #Cdiff keeps coming back if not treated properly. Get the facts at Cdiff.org from @PeggyFund.

C. diff #Colitis #Diarrhea kills more Americans than HIV/AIDS Each Year. #SeeCdiff to prevent this dangerous infection at Cdiff.org @PeggyFund
Web/Social Media Visuals

You Know C. diff

**YOU KNOW C. DIFF**

**PEGGY** was a mother, sister, kindergarten teacher, union member and
**DIED FROM C. DIFF**

Clostridioides difficile (or C. dif) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at cdif.org.

#cdifawarenessmonth

**YOU KNOW C. DIFF**

**KATIE** is a wife, daughter, Utahn, millennial and a
**C. DIFF SURVIVOR**

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#cdifawarenessmonth

**YOU KNOW C. DIFF**

**JOSEPH** was a son, brother, retired police officer, bodybuilder and
**DIED FROM C. DIFF**

Clostridioides difficile (or C. dif) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at cdif.org.

#cdifawarenessmonth

**YOU KNOW C. DIFF**

**MARYANN** is a wife, mother, Floridian, breast cancer and
**C. DIFF SURVIVOR**

Clostridioides difficile (or C. dif) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at cdif.org.

#cdifawarenessmonth

Additional “You Know C. diff” graphics are available here: Final You Know C. diff graphics
Infographics

C. diff contributes to more than 29,000 deaths annually
Join the campaign at cdiff.org

C. diff causes nearly 500,000 infections every year
Join the campaign at cdiff.org

People over 65 are more likely to get a C. diff infection
Join the campaign at cdiff.org

Anyone who is taking antibiotics or has recently been at a healthcare facility is at risk of C. diff
Join the campaign at cdiff.org

Videos for Social Media

2021 Public Service Announcement: https://youtu.be/pCZnj24zGBc

Full See C. diff Playlist (15 videos):
https://www.youtube.com/playlist?list=PLpVXL88OmesmoyteOkWAqKY37TOarjNX1