2023 C. diff Awareness Month Campaign Toolkit





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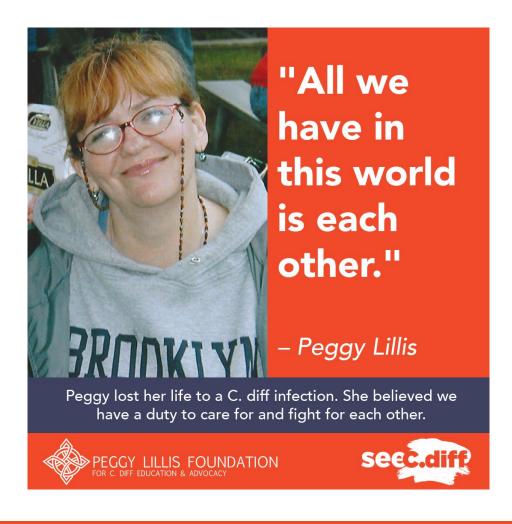


Introduction

"See C. diff" is a public education campaign of Peggy Lillis Foundation for C. diff Education & Advocacy (PLF). Launched in 2019, the campaign takes place during C. diff Awareness Month in November. In 2022, we reached 16.8 million people with our campaign, more than ever before. Join us in reaching our 2023 goal of **20 million people!**

We appreciate all of your support and collaboration during C. diff Awareness Month and throughout the year. This toolkit includes resources, key messaging, digital tools, graphics, and more.

Thank you for helping us to raise awareness of this preventable-but too often deadly-disease by sharing our messages and content throughout the month.



Key Events

Join PLF throughout the month of November to spread C. diff awareness, learn more about ways to prevent C. diff, and help us reach our goal of making C. diff rare, treatable, and survivable. Follow us on social media for updates!

Nov

C. diff Awareness Month Kickoff

1

Join us across all of our social media channels to kick off a month of spreading C. diff awareness.

Nov

Twitter (X) Chat: Antibiotic Equity

14

Chat with PLF alongside CDC, SIDP, SHEA, and the American College of Clinical Pharmacy in a live discussion about the pursuit of optimal antibiotic use for all.

Nov

State of C. diff Town Hall

15

PLF will host its annual State of C. diff Town Hall featuring presentations by Dr. Paul Feuerstadt and Dr. Stacy Kahn, perspectives from C. diff advocates, and a panel discussion focusing on how we can end harm caused by this preventable infection.

Nov

U.S. Antibiotics Awareness Week

18-24

Bring attention to the critical need to raise awareness of the threat of antibiotic resistance, the importance of appropriate antibiotic use, and the role antibiotics play in the spread of C. diff.

Also stay tuned for weekly Clinical Facts, Clinical Polling Questions, Faculty Videos, and Patient Clips produced by @Medscape throughout November!

C. diff Facts

C. diff is a dangerous infection hiding in plain sight. C. diff (clostridioides difficile) is a germ that causes diarrhea and inflammation of the colon. Though risk factors include being over 65 and recent healthcare facility stays, 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 anyone. 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 40% of Americans have ever heard of C. diff. Though C. diff kills more americans each year than HIV, 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. People who have recently taken antibiotics are at 7-10 times greater risk for contracting C. diff. Limiting antibiotic use when it's unnecessary can prevent C. diff infections and save lives.

C. diff is costly. Between 1986 and 2013, CDI was among the top 5 most expensive healthcare-associated infections 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.

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.

For more facts about C. diff, visit cdiff.org/about-c-diff



Key Messaging

Our theme for this year's C. diff Awareness Month campaign is "See C. diff Prevented."

Given that a C. difficile infection results mainly from the presence of the bacterium in a degraded gut microbiome, there are multiple opportunities to prevent the infection.

Further, given recent changes in clinical guidelines and advancements in monoclonal antibodies and microbiome restoration therapies, preventing C. diff-both primary and recurrent-is within the reach of every patient.

The following are 7 Opportunties to Prevent C. diff Infections.





Avoid Unnecessary Antibiotics. Nearly 50 percent of antibiotic prescriptions are medically inappropriate—which means they are unnecessary, dosed, or misused. Antibiotics cannot treat viral or fungal infections like the common cold or the flu. Taking an antibiotic makes you 7-10 times more likely to get a C. diff infection during and up to a month after treatment. You can help prevent C. diff by ensuring that any antibiotics you and your loved ones take are necessary.



Eat a Microbiome-Supportive Diet. People with a diverse and robust gut microbiome (the microorganisms, including bacteria, fungi, and viruses, that live in our digestive tracts) are far less susceptible to an initial and recurrent C. diff infection. Whether recovering from a C. diff infection or trying to prevent a recurrence, a robust gut microbiome is an asset.



Ensure Accurate Diagnosis. C. diff infection is a clinical diagnosis, meaning your provider will consider laboratory testing, patient history, and symptoms to determine if you're infected rather than colonized (meaning C. diff bacteria live harmlessly in your gut). There are a variety of tests for C. diff, which differ in sensitivity and accuracy. To rule out colonization, most clinicians look for the presence of the toxins, which most often appear only during an infection. However, current antibiotic use can prevent toxins from registering, so discuss the options with your clinician. You can learn more here: Getting Diagnosed.



Learn About C. diff. Being an informed patient is vital when battling a C. diff infection. C. diff infections can lead to sepsis and even death, particularly when they recur (recurrent C. diff is when a person experiences repeated episodes of infection after initial treatment). Knowledge is power as a patient or caregiver and can help you partner with your clinician more meaningfully. Being educated about C. diff can also help prevent spreading the bacteria in your household. If you or a loved one is battling a CDI, check out our **C. diff Care Guide**.





Take the Proper Precautions. If you or your loved one is fighting C. diff, one of the most important things you can do for the safety of yourselves and others is to use good infection control practices to keep from spreading the disease or enabling recurrent C. diff. This includes putting on personal protective equipment (PPE) like gowns, gloves, and shoe covers in any healthcare facility before entering the room of someone with C. diff. You should also wash your hands well with soap and warm water before and after using the restroom or preparing food. Hand sanitizer does not kill C. diff, so using soap for skin and bleach products for surfaces is the best way to clean around someone battling an infection. It's also crucial to close the lid to the toilet before flushing, whenever possible.



Get the Best Antibiotic. When it comes to treating C. diff, the first step is using an antibiotic to bring the infection under control. For some patients, this will resolve their infection. However, not all antibiotics are equally effective at treating a C. diff infection. While vancomycin and fidaxomicin are considered equally effective in treating a first CDI, they differ in avoiding a recurrence. With vancomycin, 20 to 30 percent of patients will experience a recurrence. Fidaxomicin, meanwhile, has a recurrence rate of nearly half that. Fidaxomicin is more expensive, but it may be worth pushing for it to help prevent a recurrence.



Prevent Additional Recurrences. Even with the best treatment, recurrent C. diff is a possibility. Until recently, patients battling recurrent C. diff would have to suffer three or more recurrences before being offered a fecal transplant. However, new FDA-approved microbiome restoration therapies (REBYOTA™ and VOWST™) are available after the first recurrence. A monoclonal antibody (bezlotoxumab) is an adjunctive therapy for patients at high risk for C. diff who need antibiotics. Stopping recurrent CDI as soon as possible is vitally important because the risk of sepsis and death increases with each new infection.



Social Media

PLF Social Media

Peggy Lillis Foundation has made it simple for you to share C. diff information on social media. We've created graphics and language that you are encouraged to use. Remember to tag PLF and use the hashtags #cdiffawarenessmonth and #seecdiff when you post!

November is #cdiffawarenessmonth and we are working to spread awareness! Learn how to protect yourself from a #cdiff infection by visiting cdiff.org

#Cdiff is our nation's #1 hospital-acquired infection. Help us #seecdiffprevented by raising awareness and learning how to prevent infection. Visit cdiff.org for more information #cdiffawarenessmonth

According to CDC, 50% of antibiotic prescriptions are medically inappropriate. Avoid unnecessary #antibiotic use and reduce your risk of #cdiff

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LinkedIn: https://www.linkedin.com/company/the-peggy-lillis-memorial-foundation/

YouTube: https://www.youtube.com/@PeggyLillisFoundation

TikTok: @Peggy_Fund













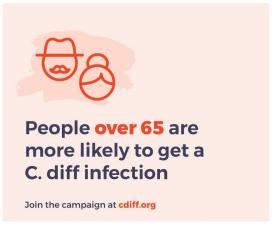


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Graphics

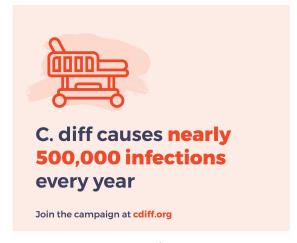
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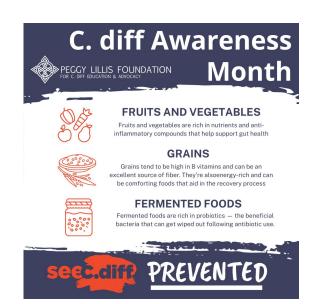
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seccdiff?











#cdiffawarenessmonth



seec.diff

2023 C. diff Awareness Month www.cdiff.org

Thank you for helping raise critical C. diff awareness this November!

SEES.CITT PREVENTED

