

# C. DIFF AWARENESS MONTH 2024

PEGGY LILLIS FOUNDATION OFFICIAL TOOLKIT

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We reached 23  
million people  
with our  
campaign in 2023.

Join us in helping more people  
than ever to **See C. diff.**



**seeC.diff**

# Table of Contents

**3**

*Introduction*

---

**4**

*Events*

---

**5**

*C. diff Facts*

---

**6**

*Theme & Messaging*

---

**8**

*Social Media*

---

**9**

*Graphics*

---

# 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 2023, we reached 21 million people with our campaign, more than ever before. Join us in reaching our 2024 goal of **30 million people!**



**"All we have in this world is each other."**

*– Peggy Lillis*

Peggy lost her life to a C. diff infection. She believed we have a duty to care for and fight for each other.



PEGGY LILLIS FOUNDATION  
FOR C. DIFF EDUCATION & ADVOCACY



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.

# Events

Nov

1

## C. DIFF AWARENESS MONTH KICKOFF

Join us across our social media channels to kickoff C. diff Awareness month. Make sure to use the hashtags #cdiffawarenessmonth and #seecdiff

Nov

8

## 15<sup>th</sup> CHANGING THE ODDS GALA

Join us for our 15th annual Gala as we celebrate our successes and look to the future of C. diff education and advocacy. [Buy tickets](#)

Nov

12

## C. DIFF DIAGNOSIS X & THREADS CHAT/Q&A

Join us at 12pm EST for an X and Threads chat and Q&A. Use #seecdiffchat and #cdiffawareness month to participate! You can view of a [full list of the questions here.](#)

Nov

15

## SCIENTIFIC SYMPOSIUM

Tune in for clinician-focused discussions on the latest updates from leading C. diff experts in the areas of treatment, prevention, and epidemiology. [Register here](#)

Nov

18-24

## US ANTIBIOTICS AWARENESS WEEK

USAAW is an opportunity to highlight the importance of preventing infections, improving antibiotic and antifungal use, and combating antimicrobial resistance



Nov

20

## STATE OF C. DIFF TOWN HALL

Register for our third-annual town hall on the state of C. difficile infections this fall. Patients and providers alike are welcome. [Register here](#)

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

**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. Though certain factors increase the risk of getting sick, anyone can develop a C. diff infection.

**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, C. diff was among the top 5 most expensive healthcare-associated infections in the US.

**C. diff is treatable.** Novel and long-standing antibiotics, fecal 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.** Well-informed patients and caregivers can take action—like ensuring good hand hygiene—to stop the spread of C. diff. Using bacterial cultures and procalcitonin testing can help guide antibiotic use and reduce the risk of C. diff infections.

# Theme & Messaging

## WHY SEE C. DIFF DIAGNOSED?

This C. diff Awareness Month, Peggy Lillis Foundation is proud to continue our "See C. diff" public education campaign with the theme **See C. diff Diagnosed**. The goal of this year's theme is to spotlight the importance of timely and accurate diagnosis of C. diff infections.



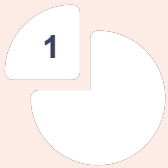
## ACCURATE DIAGNOSIS OF C. DIFF...

- Helps providers and patients make **informed decisions**
- Leads to accurate Standardized Infection Ratios (SIRs), giving a better understanding of **infection rates**
- Prevents over-treatment and **improves outcomes**. The distinction between colonization and active infection is vital.
- Ensures patients receive **appropriate treatment**. Misdiagnosis can lead to inappropriate use of antibiotics and worsen the spread of drug-resistant infections

# Theme & Messaging



## The 4 Elements of Diagnosing C. diff Infections



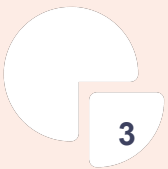
1

**Patient History and Risk Factors** A patient's medical history is crucial in diagnosis. Risk factors such as recent antibiotic use, hospitalization, community exposure, age, or weakened immune system all play a part in diagnosing a C. diff infection. It's important for physicians to have a full and accurate view of a patient's medical history.



2

**Clinical Symptoms** Healthcare providers assess patients' clinical presentation when considering a C. diff diagnosis. The hallmark symptom of C. diff is watery diarrhea (three or more episodes in 24 hours), often accompanied by other symptoms such as abdominal pain, fever, dehydration, nausea, brain fog, cramping, and accelerated heart rate.



3

**Laboratory Testing** Stool testing is essential for confirming C. diff and differentiating between colonization and infection. A PCR test shows the presence of C. diff bacteria, while a toxin assay indicates if the C. diff is producing toxins—indicating an active C. diff infection. Testing for the biomarker procalcitonin can also identify potential infection and sepsis. Physicians should discuss the different tests with their patients and what their results mean.



4

**Imaging & Colonoscopy** In complicated or severe cases, imaging such as a CT scan or abdominal X-rays may be used to assess the extent of colitis or presence of toxic megacolon. Colonoscopy or sigmoidoscopy might also be done to visualize pseudomembranous colitis or rule out other causes of symptoms.

# 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 **#seecdifff** when you post!

November is **#cdiffawarenessmonth** and we are working to spread awareness! Learn how to protect yourself from a **#cdiff** infection by visiting [cdifff.org](https://www.cdifff.org)

**#Cdiff** is our nation's #1 hospital-acquired infection. Help us **#seecdifffdiagnosed** by raising awareness and learning how to identify an infection. Visit [cdifff.org](https://www.cdifff.org) for more information **#cdiffawarenessmonth**

Accurate diagnosis of **#cdiff** ensures patients receive appropriate treatment. Misdiagnosis can lead to inappropriate use of antibiotics and worsen the spread of drug-resistant infections. Learn more at [cdifff.org](https://www.cdifff.org) **#seecdifffdiagnosed**

**Facebook:** <https://www.facebook.com/PeggyFoundation>

**X:** @PeggyFund

**Threads:** @peggyfund

**Instagram:** @peggyfund

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

**YouTube:** @PeggyLillisFoundation

**TikTok:** @Peggy\_Fund





# Graphics

All graphics and images are the sole property of Peggy Lillis Foundation. These materials are meant to be shared and used for educational and awareness raising purposes only. Please use all materials in their original unaltered state with the PLF logo clearly visible. High resolution versions of all images featured in this toolkit plus additional images can be downloaded [here](#).





We are partnering with Peggy Lillis Foundation for C. diff Awareness Month



Learn More at [www.cdifff.org](http://www.cdifff.org)





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FOR C. DIFF EDUCATION & ADVOCACY





A patient's **medical history** and **risk factors** are crucial in diagnosing a C. diff infection.



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Healthcare providers must assess a patient's **clinical presentation** when considering a C. diff diagnosis



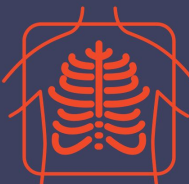

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Stool testing is essential for confirming **C. diff** and differentiating between **colonization** and a **toxin-producing infection**.



PEGGY LILLIS FOUNDATION  
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In complex or severe cases of **C. diff**, imaging is used to assess the extent of **colitis** or presence of **toxic megacolon**.



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# Graphics




**YOU KNOW  
C. DIFF**

**PEGGY** was a mother, sister, kindergarten teacher, union member and


**DIED FROM  
C. DIFF**

*Clostridioides difficile* (or *C. diff*) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at [cdiff.org](http://cdiff.org)

#cdiffawarenessmonth



PEGGY LILLIS FOUNDATION  
FOR C. DIFF EDUCATION & ADVOCACY



**YOU KNOW  
C. DIFF**

**PATTY** is a daughter, dental assistant, stand-up comedian and a

**C. DIFF  
SURVIVOR**

*Clostridioides difficile* (or *C. diff*) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at [cdiff.org](http://cdiff.org)

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PEGGY LILLIS FOUNDATION  
FOR C. DIFF EDUCATION & ADVOCACY



**YOU KNOW  
C. DIFF**

**KEE KEE** is a filmmaker, Buddhist, gardener, road tripper and a

**C. DIFF  
SURVIVOR**

*Clostridioides difficile* (or *C. diff*) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at [cdiff.org](http://cdiff.org)

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PEGGY LILLIS FOUNDATION  
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**YOU KNOW  
C. DIFF**

**JOSEPH** was a son, brother, retired police officer, bodybuilder and

**DIED FROM  
C. DIFF**

*Clostridioides difficile* (or *C. diff*) is the most common healthcare-associated infection, afflicting an estimated 500,000 Americans every year. Learn how to protect yourself and your family at [cdiff.org](http://cdiff.org)

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# THANK YOU

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

**seec.diff**

**DIAGNOSED**