



ANNUAL **seec.diff** CAMPAIGN

AWARENESS MONTH TOOLKIT

NOVEMBER, 2026



PEGGY LILLIS FOUNDATION
FOR C. DIFF EDUCATION & ADVOCACY

TABLE OF CONTENTS

INTRODUCTION	1
KEY MESSAGES	2
CALENDAR	4
SOCIAL MEDIA	5
PLF ACCOUNTS	5
HASHTAGS	5
READY-TO-USE COPY	6
GRAPHICS	8
SPONSORS & PARTNERS	9

INTRODUCTION

WHO WE ARE & WHAT WE DO



Peggy Lillis Foundation (PLF) is the only C. diff patient advocacy organization in the United States. We are building a nationwide C. diff awareness movement by educating the public, empowering advocates, and shaping policy. Our work is inspired by Margaret Mary "Peggy" Lillis, a kindergarten teacher and single mother from Brooklyn who died from a C. diff infection in 2010.

C. diff (*Clostridioides difficile*) is a dangerous bacterium that causes severe diarrhea and inflammation of the colon. It causes about 500,000 infections and kills 29,000 people in the United States every year. C. diff infections are also the most common healthcare-associated infections in the U.S. But 54% of Americans have never even heard of C. diff.



PEGGY LILLIS FOUNDATION
FOR C. DIFF EDUCATION & ADVOCACY

"See C. diff" is the signature public education campaign of PLF, launched in 2018 and taking place each November during C. diff Awareness Month. Since 2021, awareness of C. diff among Americans has risen by 6%. We will not stop until C. diff is rare, treatable, and survivable.

CAMPAIGN THEMES

KEY MESSAGING

In 2026, the theme of this year's campaign is **"See C. diff Survived."** The month is built around recognizing when and how patients survive C. diff infections. Seeing C. diff Survived also means seeing what their lives look like afterwards, and how C. diff has changed them. It centers the voices of people who have lived through C. diff, the families who supported them, and the advocates who are fighting for better care.



1 SEE C. DIFF SURVIVED

The reality is that **most people who contract C. diff will recover** with the right treatment and support. Early diagnosis and access to appropriate care dramatically improve outcomes, and the list of therapeutic options is growing all the time. This **message of hope** is key for supporting patients and their loved ones, and for calling attention to the significance of proper care. Survivors will also be honored in our new observance, **C. diff Survivors Day**.



"I am proud to say that now, a little over a year later, I am still thriving, with no sign of reinfection."

Sara, C. diff Survivor

2 SEE PEDIATRIC C. DIFF

C. diff is **no longer a disease of the elderly**; people aged 18-24 make up the fastest growing cohort of C. diff patients, and around **20,000 children** contract C. diff infections each year in the U.S. While children are less likely to become severely ill from C. diff, the ones who do have even fewer treatment options. This year, pediatric patients are also honored in our new observance, **Pediatric C. diff Awareness Week**.



“My son is not a statistic, he is a little boy whose life was forever changed by this disease.”

Blanca, mother of C. diff Survivor Mundo

3 SEE LIFE AFTER C. DIFF

The road to recovery from C. diff often is **neither straightforward nor easy**. Many people who have suffered from C. diff infections deal with changes to their health and wellness that may **linger for years to come**. These long-term effects can include the new and worsening gut symptoms and mental health challenges directly attributed to their experience with C. diff.



“C. diff has changed my life forever, I deal with the countless ramifications it has left behind. My body will never be the same, mentally or physically.”

Pam, C. diff Survivor

****NEW OBSERVANCE****

PEDIATRIC C. DIFF AWARENESS WEEK

NOVEMBER 2-8

Pediatric C. diff Awareness Week is a period focused on the youngest C. diff patients, their families, and the pediatric healthcare providers who care for them.

****NEW OBSERVANCE****

C. DIFF SURVIVORS DAY

NOVEMBER 14

C. diff Survivors Day is a time to honor individuals who have battled C. diff, celebrate those who survived, and acknowledge those still living with its effects.



EVENT

C. DIFF SURVIVORS TOWN HALL

NOVEMBER 14

The C. diff Survivors Town Hall is a live, moderated discussion streamed online where C. diff survivors will share their stories and what they wish had been different about their patient experiences.



EVENT

SCIENTIFIC SYMPOSIUM

NOVEMBER 19-20

The Symposium is a professional educational event hosted online every November. The event, free for attendees, features clinical presentations and testimonials from C. diff survivors.

****WORLD AMR AWARENESS WEEK****

U.S. ANTIBIOTIC AWARENESS WEEK

NOVEMBER 18-24

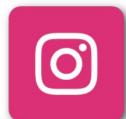
PLF partners with U.S. Antibiotic Awareness Week to draw attention to the overuse of antibiotics across the country. Posts during this time focus on antibiotic stewardship and the increased risk of C. diff infections in people taking antibiotics.

Follow PLF on the following platforms and re-share posts during C. diff Awareness Month.



The Peggy Lillis Foundation

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



@peggyfund

<https://www.instagram.com/peggyfund/>



Peggy Lillis Foundation

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



@PeggyLillisFoundation

<https://www.youtube.com/c/PeggyLillisFoundation>



@Peggy_Fund

https://www.tiktok.com/@peggy_fund

HASHTAGS

Use these hashtags when posting about C. diff during November.

#SeeCdiff | #CdiffAwarenessMonth | #CdiffAwareness

For all posts about C. diff and the campaign during November.

#SurvivingCdiff | #CdiffSurvivor

For posts pertaining to C. diff survivors and their stories.

#PediatricCdiff

For posts pertaining to pediatric C. diff information or pediatric patients, survivors, and their families.

#AntibioticAwareness | #USA AW | #AMR | #WAAW

Tie-in for U.S. Antibiotics Awareness Week/World AMR Awareness Week from November 18-24.

The following posts are for use by partners of “See C. diff.” They can be used as standalone text or accompanying the graphics linked on page 8. Tag PLF using the accounts listed per platform on the previous page.

PEDIATRIC C. DIFF AWARENESS WEEK | NOVEMBER 2-8

This week, we stand with children battling C. diff and the families and caregivers who fight alongside them. **#SeeCdiff #PediatricCdiff**

C. diff infections don't just affect older adults. An estimated 20,000 children get C. diff in the U.S. every year. **#SeeCdiff #PediatricCdiff**

Kids with C. diff and their families face two battles at once: the infection itself and a limited set of treatment options. **#SeeCdiff #PediatricCdiff**

By age 18, most millennials had received 10-20 courses of antibiotics. Today, about 1 in 6 antibiotics prescribed to kids aren't needed. When your child is sick, ask their doctor whether antibiotics are the best option. It could help protect them from C. diff. **#SeeCdiff #PediatricCdiff**

C. DIFF SURVIVORS DAY | NOVEMBER 14

Surviving C. diff takes more than physical strength. Patients and their loved ones also carry mental, social, and financial burdens. **#SurvivingCdiff** means surviving all of them. **#SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

For many C. diff survivors, clearing the infection isn't the end of the fight. Ongoing gut issues and other lasting symptoms can follow long after. **#SurvivingCdiff #SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

One of the most common challenges C. diff survivors face is the fear that it will come back. You can help protect yourself from recurrence or reinfection by rebalancing your gut microbiome through diet or restoration therapy, avoiding unnecessary antibiotics, and washing your hands well and often. **#SurvivingCdiff #SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

GENERAL USE | NOVEMBER 1-30

C. diff is the most common healthcare-associated infection, but 54% of Americans have never heard of it. Get the facts at cdiff.org. **#SeeCdiff**
#CdiffAwarenessMonth #CdiffAwareness

Recently taken antibiotics or spent time in a hospital or other healthcare facility? Your risk of C. diff may be higher. Knowledge is prevention. Learn more at cdiff.org. **#SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

Hand sanitizer doesn't kill C. diff. Wash your hands well with soap and warm water after every bathroom trip to help stop the spread of infections. Learn more at cdiff.org. **#SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

Did you know that flushing the toilet can spread C. diff spores? Close the lid before you flush to help prevent infections. Learn more at cdiff.org. **#SeeCdiff**
#CdiffAwarenessMonth #CdiffAwareness

Nearly 500,000 people get C. diff every year. This November, help raise awareness and make people **#SeeCdiff**. Learn more at cdiff.org.
#CdiffAwarenessMonth #CdiffAwareness

Nearly 30,000 people die from C. diff infections every year. This November, help make people **#SeeCdiff**. Learn more at cdiff.org. **#CdiffAwarenessMonth**
#CdiffAwareness

More than half of all C. diff infections now start in the community, not in hospitals or other healthcare facilities. Share this post to raise awareness and help stop the spread. **#SeeCdiff #CdiffAwarenessMonth #CdiffAwareness**

C. diff isn't just dangerous, it's also costly. Beyond missed work, patients and their families often report paying thousands of dollars out of pocket for their care. Learn more at cdiff.org. **#SeeCdiff #CdiffAwarenessMonth**
#CdiffAwareness

U.S. ANTIBIOTIC AWARENESS WEEK, WORLD AMR AWARENESS WEEK NOVEMBER 18-24

Did you know dentists write more than 10% of outpatient antibiotic prescriptions in the U.S.? At your next appointment, ask whether an antibiotic is truly needed and whether it's the right one—you'll be helping prevent C. diff.

#AntibioticAwareness #USAAW #SeeCdiff #AMR #WAAW

Antibiotics are used to treat C. diff, but they're also one of the biggest risk factors for getting it. This Antibiotic Awareness Week, help spread the word about antibiotic stewardship: using the right antibiotic, for the right amount of time, only when it's needed. **#AntibioticAwareness #USAAW #SeeCdiff #AMR #WAAW**

Taking antibiotics makes you 7 to 10 times more likely to get C. diff in the following weeks. Next time you're sick, ask your doctor if antibiotics are the best option for you. **#AntibioticAwareness #USAAW #SeeCdiff #AMR #WAAW**

GRAPHICS

Download ready-to-use graphics for social media, email, and partner promotions from the shared Google Drive folder below. All graphics are available in square (1:1) and portrait (4:5) formats, with some header (3:1) images for email or web use.

OPEN FOLDER

SPONSORS & PARTNERS

MAKING IT HAPPEN

“See C. diff” is made possible through the generous support of our sponsors and partners. Their commitment helps us reach more patients, families, and healthcare providers with life-saving C. diff awareness.

SPONSORS

EMERALD

GOLD

STERLING



PARTNERS



Interested in becoming a sponsor or partner?
Contact us at admin@peggyfoundation.org.

To learn more about sponsorship opportunities,
visit cdiff.org/become-a-sponsor



PEGGY LILLIS
FOUNDATION