



AWARENESS TO ACTION: HOW SERIOUS GAMES DRIVE BEHAVIOUR CHANGE

Discover how games can strengthen awareness campaigns, maximising their impact and encouraging effective action.

The challenge:

Sepsis is more common than heart attacks and claims 5 lives every hour in the UK – that's more than breast, bowel and prostate cancer combined. It can affect anyone, regardless of age or health, and can become life-threatening in a matter of hours.

Yet, despite this, public awareness of the symptoms remains worryingly low. When sepsis isn't recognised early, vital time is lost – and with every hour of delay, the risk of death increases. Yet, sepsis is often treatable if caught quickly, which is why improving awareness is key to saving lives.

The challenge here was to make a tricky, serious issue stick.



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TIME
MATTERS

The solution?

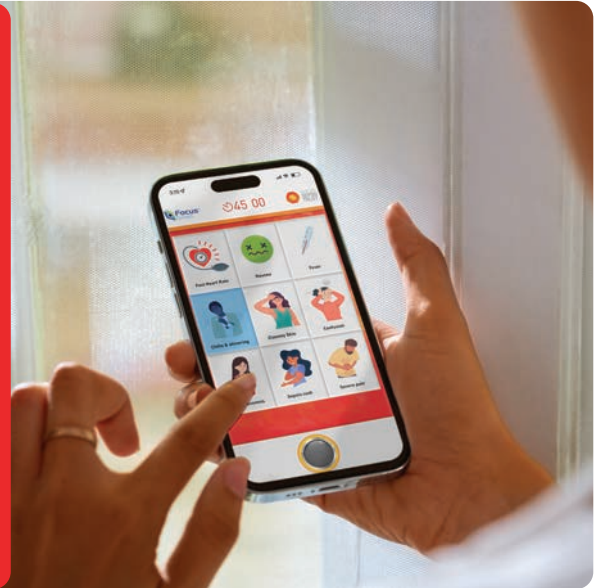
To tackle this challenge, the **Sepsis Savvy** campaign was launched, offering free, easy-to-access educational resources, including a short video and an interactive online game. The aim was to make learning about sepsis and its symptoms simple, memorable, and engaging. The game helps users reinforce their knowledge in a fun and accessible way, ensuring that vital information sticks.

The results:

- The Sepsis Savvy campaign has helped thousands of people become better aware of sepsis.
- 2024 data from YouGov highlighted that over 91% of survey respondents recognise sepsis as a medical emergency – up from 27% in 2012.
- After engaging with the materials, users report a stronger understanding of what to look for and what to do if they suspect sepsis, including Just Ask: “could it be sepsis?”.
- Increased public awareness of sepsis and the signs of sepsis
- Game engagement was high. Acting as a learning reinforcement tool, it increased public confidence and awareness of sepsis and the signs of sepsis.

“Sepsis can escalate rapidly, and early recognition is critical. What makes our Sepsis Savvy game so valuable is how it turns essential health information into something people truly remember. By presenting the symptoms in an interactive and engaging format, it builds confidence and awareness, so that when it really matters, people are more likely to spot the signs and seek help without delay.”

Dr Ron Daniels BEM, Founder and Chief Medical Officer of the UK Sepsis Trust



“AMAZING THANK YOU FOR THIS IT'S SO HELPFUL WITH MY SON STARTING SCHOOL TO LOOK OUT FOR SIGNS. IT'S SO SCARY SO I WANT TO BE PREPARED TO ACT IF AND WHEN NECESSARY AND ASK COULD IT BE SEPSIS”

“I WAS SURPRISED THAT I MADE SO MANY MISTAKES IN MY ANSWERS - I THOUGHT I KNEW MORE THAN I DID. A SOBERING BUT VERY NECESSARY WAKE-UP CALL”

“I SHARE MY LEARNING WITH COLLEAGUES; HAVING THE MOST UP-TO-DATE STATISTICS IS GREAT AND REALLY HITS HOME ABOUT BEING CLUED UP ABOUT THE SIGNS OF SEPSIS”

“I HAD SEPSIS BUT WAS UNAWARE OF THE SYMPTOMS, THIS IS A GREAT WAY TO SPREAD AWARENESS”

“EXCELLENT INFORMATIVE RESOURCE”

Summary:

Narrative-driven gameplay and evidence-based content boosted engagement, improved recall, and prompted care-seeking intentions in this sepsis awareness campaign. For decision-makers, serious games offer a scalable, cost-effective way to reach audiences with impact. With over 21 years of experience, Focus Games is a leader in designing serious games that drive learning and behaviour change.



Ready to level up your next campaign? Let's talk.

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