

Bake Sale to Raise C. diff. Awareness Starts in Florida Before Volunteers Roll-out Worldwide

TAMPA, Fla., May 4, 2017 (SEND2PRESS NEWSWIRE) – C Diff Foundation announces its “Bake Sale for C.diff. Awareness,” a month-long campaign beginning May 2017 in Florida and continuing in N.J., N.C., and across the USA to India, and Italy featuring education and advocacy on health care topics pertaining to the most common pathogen identified as a leading healthcare-associated infection (HAI) in U.S. hospitals alone: Clostridium difficile.



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You know how when you are trying to promote Clostridium difficile (C.diff.) awareness, you run into obstacles – such as information resistance and lack of concern.

We have experienced it, learned from it, and developed new roads to successfully accomplish the goal to effectively promote C.difficile infection (CDI) awareness prevention, treatments, environmental safety, and support available.

Nearly half a million Americans suffer from Clostridium difficile (C. diff.) infections in a single year according to a study released February 2015 by the Centers for Disease Control and Prevention (CDC). About 15,000 deaths were estimated to be directly attributable to C. diff. infections.

Previous studies indicate that C. diff. has become the most common microbial cause of healthcare-associated infections found in U.S. hospitals driving up costs to \$4.8 billion each year.

The C Diff Foundation takes it to a different level to promote the message and receive the audience's nod generously donating funds to support educational patient programs offered. We do this by having residents share in a common-interest event – a "Bake Sale for C. diff. Awareness."

Who are the audiences? They are you, neighbors, local health care professionals, local service operators – both students and faculty – and individuals with a will to join the events to learn about a C. difficile infection because it can be acquired by anyone and has no boundaries.

At first the residents, health care professionals, and local service professionals show resistance to listen about how a gastrointestinal infection, that they have never experienced, can cause such pain and tragic losses.

Once they are introduced to Kathy, Nancy, Lisa, Roy, Scott, Angelo, Tonia, Renetta, Gary, Deborah, and thousands of other Clostridium difficile (C.diff.) Survivors (www.cdifffsurvivors.org) and hear their heart-breaking C. difficile infection journeys – the door swings open and the understanding takes hold.

As a result, we witness an exchange of important information with the positive outcome of understanding how dangerous a difficile infection can be, how important it is to have a conversation with health care providers about the use of antibiotics to treat respiratory, urinary, and dental symptoms, how to manage the care of a C. diff. infection at home, and support sessions that are free and available by phone to everyone needing a voice that understands able to guide families worldwide.

"The Worldwide Bake Sale for C.diff. Awareness campaign was insight-based. We know that the health message alone does not work, and felt that making our message appearance-based, with personal participation it would make the educational facet more relevant to our audiences," states Nancy C Caralla, Executive Director. "Who doesn't like to enjoy Grandma's chocolate chip cookies? Sharing, caring, and bringing it face-to-face with a blend of history is the recipe of our success in promoting C. difficile infection prevention, treatments, environmental safety, and support worldwide."

About the C Diff Foundation:

The C Diff Foundation, a 501(c)(3) established 2012, is comprised of 100 percent volunteering professionals dedicated at supporting public health through education and advocating for C. difficile infection (CDI) prevention, treatments, environmental safety, and support worldwide.

The Foundress, Nancy C. Caralla, a Nurse diagnosed and treated for Clostridium difficile (C. diff.) infections and witnessing the loss of her father to C. difficile infection involvement, Nancy recognized the need for greater awareness through education, about research being conducted by the

government, industry, and academia and better advocacy on behalf of patients, healthcare professionals, and researchers worldwide working to address the public health threat posed by this devastating, life-threatening infection.

For information please visit <http://www.cdifffoundation.org/>

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*PHOTO for media: Send2Press.com/wire/images/17-0504s2p-cdiffbake-300dpi.jpg