

Birmingham Children's

I have been asked by our Prevention Group to send you some information about what we did to promote National Burn Injury Awareness Day which we felt was very successful this year.

1. Clare Thomas did three radio interviews with Free Radio, Hereford and Worcester radio and a Northern radio station where she talked about the importance of burn prevention, common injuries in children, the correct first aid for burns and promoted the national day.
2. One of our families also did a radio interview where they gave their own story of how their daughter's fancy dress clothes caught fire on Halloween a few years ago and the impact that the injury had had on their family and what the long term consequences and rehabilitation had been.
3. We liaised with the West Midlands Fire Service and all Stations had the information including the posters distributed to them.
4. We had a Fire Appliance and Crew from West Midlands Fire Service (Aston) who parked in front of the Hospital and talked to the Public about home safety, means of escape in the home, keeping safe out and about and what services they can provide in terms of their 'Safe and Well' checks. The Fire fighters commented on the amount of footfall at the hospital and they felt this was a good opportunity to talk to the Public and deliver safety information. The children also enjoyed going inside the Appliance and having their photographs taken.
5. I have attached a couple of photographs to this email, a team of us spent the day in the Hospital where we had a stand in our main Out – Patients Department where we talked to lots of adults and children about being 'Burn Aware'. We gave out hundreds of our 3 C cards and fridge magnets. There was an opportunity for the children to complete colouring sheets about safety especially with Diwali, Halloween and Bonfire Night all being close to the National Day. Children and Young People took part our Region's Burns Injury Awareness Day Quiz.
6. We went to our Play Centre and spent time talking to parents about the key messages for the day and giving out cards and magnets. This was useful as many parents had no idea about what the correct first aid for burns is and it certainly dispelled some of the myths about what should be put onto a burn.
7. Members of our team visited all Wards and Departments where a poster was put up in Parents rooms and Staff rooms and magnets were put on all the water boilers in these rooms and cards were left for people to take away. Posters were displayed in the Hospital's lifts and Public Areas. We also had a television feed in one of our rest areas which displayed information about the day, the 3 Cs and being Burn Aware.
8. The Hospital used its social media streams to send out twitter and face book messages about the day to all its followers which I believe is in the region of 45'000 hits.
9. We sent information that was shown on television feeds in Student areas and the Student Union at Aston University. This included the poster, our cards and some statistical information about mechanism of injury and at risk groups.

10. We liaised with two local businesses that serve hot drinks and they displayed the posters in their establishments and gave out cards to the public with each hot drink that was sold.

I think that this covers everything that we did and we felt that we included some new ideas this year. We were pleased that the Fire Fighters came to engage with the Public too and they are keen to be involved next year. We have already decided to include more about fire work injuries next year as we have seen increase in admissions due to these injuries and this might be due to there being less organised public events for people to go to in Birmingham and so there may have been an increase in people having fireworks at home in their gardens.



Birmingham

We with the support of West Midlands Fire service and QEHB charities ran an education and awareness stand in the main hospital atrium.

The foot fall through the atrium on a daily basis is approximately 2000 people so we managed to reach a lot.

We gave out a lot of information about first aid, common causes of Burn injuries, also arranged lots of home safety checks for the fire service to complete. We gave out first aid fridge magnets, and ran a quiz as part of the Midlands Burns ODN with a prize draw to win an iPad mini.

Unfortunately our day didn't go completely as planned as we had arranged for the fire service to bring the chip pan demo on site and run that a few times during the day. But due to a major factory fire incident the previous evening that was still ongoing they could not get it on site for us.

The fire service were still brilliant and bought a fire engine on site for us and a full crew and helped with public engagement.

We have already started planning and thinking of new and bigger plans for next year.



Bristol Adults

Adult Burns Service, Southmead Hospital Bristol summary of activities organised for the National Burns Injury Awareness Day 19th October 2016

Bristol Adult Burns service participated in the National Burns Injury Awareness Day 19th November 2016 by running a Burns Awareness stand in our main Brunel Building atrium at Southmead Hospital. We combined this Burns Awareness stand with a "Bake Off" cake sale to capture the imagination of the public. As listed below, we displayed burns injury data, burns prevention posters and leaflets at our Burns Awareness stand. Additionally, to engage the public we carried out a public awareness questionnaire on E—cigarette battery safety and gave out E—cigarette battery safety information. North Bristol Trust Director of Nursing Sue Jones visited our Burns Awareness and tweeted about our initiative on NBT twitter.

Bristol Adult Burns Data displayed:

- Bristol Adult Burns causation data covering January-September 2016 and 2015 respectively
- Bristol Adult Burns Top 5 burns injury causation January-September 2016 (kettle spills, hot cooking oil scalds, tea cup and pot spills, petrol ignitions and saucepan spills)
- Bristol Adult Burns causation data 2003-2016 (including types of injury, injury location, living space of injury event and activity when injured)

Burns prevention posters and leaflets displayed:

- E-cigarette battery safety
- Hair straighteners
- Child friendly burns and scalds first aid measures.
- BBA burns and scalds first aid measures consensus information
- Burns prevention in the home advice. This leaflet was formulated by our burns OT service.
- Avon Fire and Rescue fire safety leaflets in the home, fire safety outdoors, playing with fire and smoke alarms safety check leaflets
- National Patient Safety Agency leaflet relating to fire hazards with paraffin based skin products on dressing and clothing.

Twitter: North Bristol Trust Director of Nursing Sue Jones visiting our Burns Awareness stand.



[Sue Jones](#)

[@SueJonesNBT](#)

[Oct 19](#)



Burns awareness and cake today raising awareness about serious burns from vaping batteries [@NorthBristolNHS](#) [pic.twitter.com/vzeNddYbwa](#)

Bristol Children's

National Burns awareness day 2016

On the 19th October an information and awareness stall was held in Broadwalk Shopping Centre (Knowle, Bristol). Representatives from the Paediatric Burn Service at UHBristol, the Scar Free Foundation Children's Burns Research Centre, Avon Fire and Rescue and Lifeskills Safety Education Centre ran the event.

The aim of the event was to raise public awareness about common causes of burns and scalds, and to spread the message that these injuries are preventable. There was also a focus on promoting the message of good burn first Aid: Three C's: Cool, Call, Cover.

The event:

Throughout the day the team engaged with the public raising awareness and handing out over 200 NBAD (National Burns Awareness Day) cards and fridge magnets with core burn awareness messages and first aid information. These prevention advice cards were given out to each shop within the shopping centre to distribute to customers as well.

The Fire Service handed out promotional advice and leaflets and offered home visits to fit smoke alarms.

The Lifeskills Centre asked people to make a pledge to change one thing at home to make their home safer in return for a free gift.



Media and Social media:

- The Scar Free foundation Children's Burns Research Centre, Bristol Royal Hospital for Children, and the Scar Free Foundation all promoted the day on Twitter and Facebook.
- The Frenchay After Burns Children's club shared a post on their Facebook page (see below) which was shared 89 times, reaching 6574 people. The same post was also shared on one of the Burns Outreach Nurses personal Facebook page which was shared 68 times.
- University Hospitals Bristol NHS Foundation also shared a post about the Awareness campaign which reached.....



- #BeBurnAware & BeBurnsAware

The hashtag #BeBurnsAware took the **9th place in the Top20 of United Kingdom's Trends for Wednesday 19th October 2016**

<http://www.trendinalia.com/twitter-trending-topics/unitedkingdom/unitedkingdom-161019.html>

- #BeBurnsAware was Trending Topic on Wednesday 19 for 9 hours in United Kingdom

<http://www.trendinalia.com/twitter-trending-topics/unitedkingdom/unitedkingdom-161019.html>

- #CoolCallCover 24 tweets 19th Oct to date

Broomfield

Our aims for Burns Awareness Day at St Andrew's, Chelmsford were two-fold: to promote and share the burn prevention and burn management message and to raise valuable funds for our local charities.

The Burns Unit and the Children's Burns Club worked with the local Fire Service to create an eye-catching display of visual props illustrating potential fire hazards in the home. The use of photographs depicting everyday household scenes posing a risk of accidental fire proved to be particularly effective in provoking interest especially when visitors accepted the opportunity to see corresponding photographs of the burn injuries that could result. In light of recent news stories we focused particularly upon the topical subjects of risks posed by tumble driers and the importance of ensuring that Halloween costumes meet the new safety regulations and are labelled "flame resistant".

A fire engine was in attendance to the delight of the children (and some of the adults), with opportunity to explore and learn about the invaluable role our fire fighters play in keeping us safe.

The fire service took opportunity to promote their free "Home check" service and installation of smoke alarms and took a large number of bookings from visitors through the day.

Advice on safe and effective treatment of burn injuries was given in the form of leaflets and through consultation with our nurses.

Our staff were generous in donating delicious cakes for sale which kept our stall replenished all day and was successful in attracting a stream of visitors to hear our important message. The icing on OUR cake was the raising of £400 which we shared between our Children's Burns Club and the Essex County Fire and Rescue Service's nominated charity.



Chelsea & Westminster Hospital

On Burns Awareness Day we had a stand on the ground floor near the entrance to the hospital to provide advice and give out burns prevention leaflets.

The stand was visited by people of all ages attending the hospital, most of whom asked for advice regarding children, people with learning disabilities or elderly relatives.

We were joined by members of the Education Team from London Fire Brigade and also Firemen from Chelsea Fire Station, one of whom was dressed as Mr Noisy, a giant smoke alarm, they were either with the stand or outside the hospital. There was also a fire engine at the front of the hospital.

AWAIT PHOTOS

National Burns Awareness Day campaign evaluation

Introduction

To mark National Burns Awareness Day on 19 October 2016, Queen Victoria Hospital NHS Foundation Trust, encouraged local NHS organisations and other partner organisations to use their local communications channels to:

- 1) Help spread awareness of the common causes of burns (with children and the elderly particularly vulnerable to household burns and scalds)
- 2) Help spread the key message that giving the right first aid quickly following a burn or a scald can make an enormous difference to a person’s recovery time and the severity of their scarring. The most important first aider is already at the scene and it is important that people know what to do if they, or someone else, suffer a burn.

The Trust developed an NHS-branded communications toolkit, in consultation with Burn Care Advisor Krissie Stiles and consistent with other materials from the British Burn Association and Children’s Burns Trust, to help partner organisations share the key burns first aid messages with the public and their staff.



Tools

The toolkit included a range of materials, including:



- Template website/newsletter article
- Pictures of front line health professionals who treat burns victims, with captions: “You’re part of our team when at home or away #NationalBurnsAwarenessDay”, “YOU are the first one there #BeBurnsAware”, “Be a burns hero like no other, first one present should #CoolCallCover” (following a photoshoot organised by QVH which also included Kent, Surrey and Sussex Air Ambulance service, West Sussex Fire and Rescue Service and South East Coast Ambulance Service)



- Template local press release
- You Tube video featuring QVH Burn Care Advisor Krissie Stiles giving

- burns first aid advice
- Web banner
- Pocket sized cards template
- Display screen template
- Social media alerts

Support from local partners

Details of the campaign were shared with all QVH staff, governors and members, as well as with NHS and local authority communication colleagues across Surrey, Sussex and Kent. The Trust burns service also disseminated the toolkit to referring clinicians in emergency departments, Burns Link nurses and minor injuries units/GP practice education leads and consultants across the QVH catchment area. The Trust burns service also sent the information to local schools and soft play areas, to encourage support for Burn Awareness Day.

Details of the campaign were also shared with the warning and informing groups in the South East, to help facilitate dissemination to other local partners across the South East (including police and fire services).

The following local organisations used the toolkit to produce website copy showing the key first aid messages:

- South East Coast Ambulance Service
http://www.secamb.nhs.uk/about_us/news/2016/burns_awareness_day.aspx



- NHS Horsham and Mid Sussex CCG (shared the QVH You Tube video on both their website and intranet pages)
http://www.horshamandmidsussexccg.nhs.uk/news/national-burns-awareness-day-first-aid-advice-and-get-the-right-care/#.WAm7B0_Vxyl
- NHS Crawley CCG (shared the QVH You Tube video on both their website and intranet pages)
http://www.crawleyccg.nhs.uk/news/national-burns-awareness-day-first-aid-advice-and-get-the-right-care/#.WAm7ek_Vxyl
- East Kent University Hospitals NHS FT
<http://www.ekhuft.nhs.uk/patients-and-visitors/news/news-archive-2016/national-burns-day/>
- West Sussex County Council
<https://www.westsussex.gov.uk/news/working-in-the-community-to-help-prevent-burns-and-scalds>
- Brighton and Sussex University Hospitals NHS Trust

<https://www.bsuh.nhs.uk/about-us/news-and-media/latest-news/bsuh-supports-national-burns-awareness-day/>

- Surrey County Council's Healthy Surrey website
<http://www.healthysurrey.org.uk/news/cool-call-and-cover/>
- NHS Swale CCG
<https://www.swaleccg.nhs.uk/news/news-articles/?blogpost=7956>
- NHS Dartford, Gravesham and Swanley CCG
<https://www.dartfordgraveshamswanleyccg.nhs.uk/news/news-articles/?blogpost=7955>
- Medway Community Healthcare also embedded the QVH You Tube burns first aid video on the front page of their website

A number of local partner organisations also helped promote the key first aid messages on social media (see details below), while the South East Coast Ambulance Service helped promote the campaign in a weekly bulletin and a press release that was issued across Kent, Surrey and Sussex (using the template press release provided). Swale MP Gordon Henderson, who received treatment earlier this year for burns, also provided a supportive quote that NHS Swale CCG used in a local press release.

The campaign materials were also used in staff briefings and newsletters, with Epsom and St Helier University Hospitals promoting the first aid message in their staff newsletter, NHS Eastbourne, Hailsham and Seaford and NHS Hastings and Rother CCGs using the You Tube video in their staff briefing and West Sussex County Council adding copy to their intranet pages. NHS England's local South East team will also be adding details of the first aid message to their staff intranet pages to coincide with the annual fireworks season, while their nursing team have also confirmed that they will help promote to their local nursing colleagues across the South East. Surrey County Council will also be using the messaging in their November newsletter, to coincide with bonfire night.

The Katie Piper Foundation also used the template text from the toolkit to add information to their website and tweeted out information provided by QVH, including a link to the Cool, Call Cover first aid advice and the You Tube video.

Media coverage

The QVH communications team helped generate local media coverage by sharing details of the campaign with local radio stations. QVH Burn Care Advisor Krissie Stiles also did a series of interviews with various media outlets (including the Mail on Sunday on hair straightener injuries, Brighton radio station More Radio, BBC Radio Sussex and BBC Radio 5 Live). She also wrote articles for Sussex Living Magazine and the Lindfield Times.





Further media coverage was gained as a result of a press release the South East Coast Ambulance Service issued across Kent, Surrey and Sussex (using the template provided in the communications toolkit). NHS Swale CCG also issued a press release quoting Swale MP Gordon Henderson.

Summary of coverage

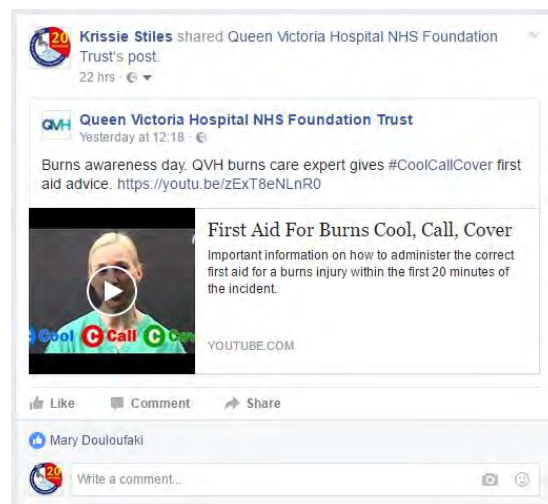
- BBC Radio 5 Live morning programme on 19 October
<http://www.bbc.co.uk/programmes/b07z3z79#play>
- BBC Radio Sussex drive time programme on 19 October
<http://www.bbc.co.uk/programmes/p049db7y> (around 49 mins in)
- BBC Radio Surrey drive time programme on 19 October
<http://www.bbc.co.uk/programmes/p049ddp7> (around 22 mins in)
- BBC South East coverage on morning breakfast bulletin
- More Radio
- Mail on Sunday
- Sussex Living magazine
<http://sussexliving.com/be-burn-aware/>
- West Sussex County Times
<http://www.wscountytimes.co.uk/news/ambulance-service-supports-burns-awareness-day-1-7630786>
- East Grinstead Courier
<http://www.eastgrinsteadcourier.co.uk/so-why-firefighters-are-in-east-grinstead-high-street-today/story-29821724-detail/story.html>
- Lindfield Life
www.lindfieldlife.co.uk
- Bognor Regis Observer
<http://www.bognor.co.uk/news/ambulance-service-supports-burns-awareness-day-1-7630786>
- Eastbourne Herald
<http://www.eastbourneherald.co.uk/news/ambulance-service-supports-burns-awareness-day-1-7630786>

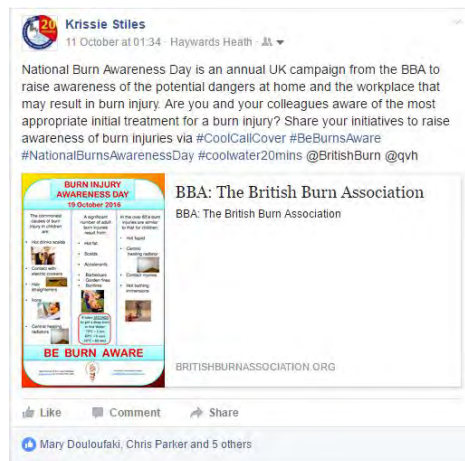
- Hastings and St Leonard's Observer
<http://www.hastingsobserver.co.uk/news/ambulance-service-supports-burns-awareness-day-1-7630786>

The Trust was also able to support coverage on Sky News by lining up a Mr Leon-Villapalos from Chelsea and Westminster NHS Trust to speak to them as part of National Burns Awareness Day coverage.

Social media

In the week beginning 17 October (and particularly on National Burns Awareness Day on 19 October) QVH issued a number of tweets to help raise awareness of the need to provide the right first aid in response to burns and scalds. We also re-tweeted messages put out by the Children's Burns Trust (from their @CBTofficial account), the British Burns Association (from their @BritishBurn account) and the Electrical Safety First organisation. We encouraged partner organisations to support the key messages on Twitter, using the campaign hashtags #BeBurnsAware or #CoolCallCover, or #FirstAid.

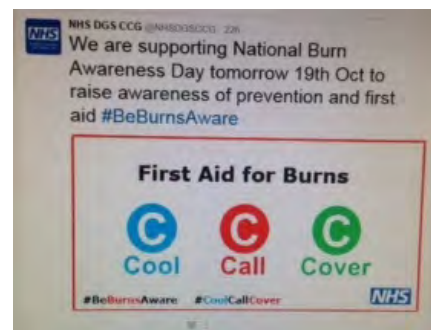
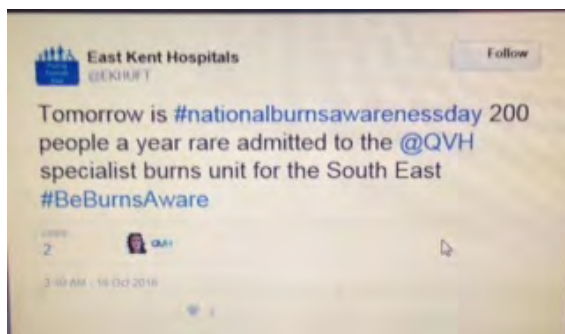




The following partner organisations used materials from the toolkit to promote messages on Twitter and to re-tweet messages from QVH and other partners (including a number of organisations which used Twitter to share the QVH YouTube video giving first aid advice):

- British Burns Association (promoted the QVH YouTube video on burns first aid)
- Children's Burns Trust
- Katie Piper Foundation
- Nicholas Soames MP
- Electrical Safety First
- Kent, Surrey and Sussex Air Ambulance Service
- NHS England South
- NHS Brighton and Hove CCG
- Brighton and Sussex University Hospitals NHS Trust
- NHS Horsham and Mid Sussex CCG
- NHS Crawley CCG
- NHS Coastal West Sussex CCG
- Western Sussex Hospitals NHS FT
- West Sussex Fire Service
- East Grinstead Fire and Rescue Service
- West Sussex County Council
- NHS Eastbourne Hailsham and Seaford CCG
- East Sussex Healthcare NHS Trust
- East Sussex County Council
- NHS Swale CCG
- NHS Ashford CCG
- NHS Canterbury and Coastal CCG
- NHS Dartford Gravesham and Swanley CCG
- NHS Medway CCG

- NHS South Kent Coast CCG
- NHS Thanet CCG
- NHS West Kent CCG
- NHS Health Help now (an online directory of health services used in Kent and parts of Sussex and East Surrey via the @NHSHealthHelp Twitter handle)@
- Dartford and Gravesham NHS Trust (also shared the QVH You Tube video on their Facebook page)
- East Kent University Hospitals NHS FT
- Maidstone and Tunbridge Wells NHS Trust
- Kent Community NHS FT
- Medway Community Healthcare
- Kent Fire and Rescue Service
- CSH Surrey (community provider)
- NHS North West Surrey CCG
- NHS Surrey Downs CCG
- Surrey County Council (via their @HealthySurrey Twitter handle)



A generic NHS-branded video featuring QVH Burns Care Advisor Krissie Stiles was also produced by the Trust and made available on You Tube (<https://youtu.be/zExT8eNLnR0>). The video demonstrates the 'Cool, Call, Cover' first aid advice for treating burns and was shared by partners in social media. As of 26th of October 2016, it had been viewed 710 times.



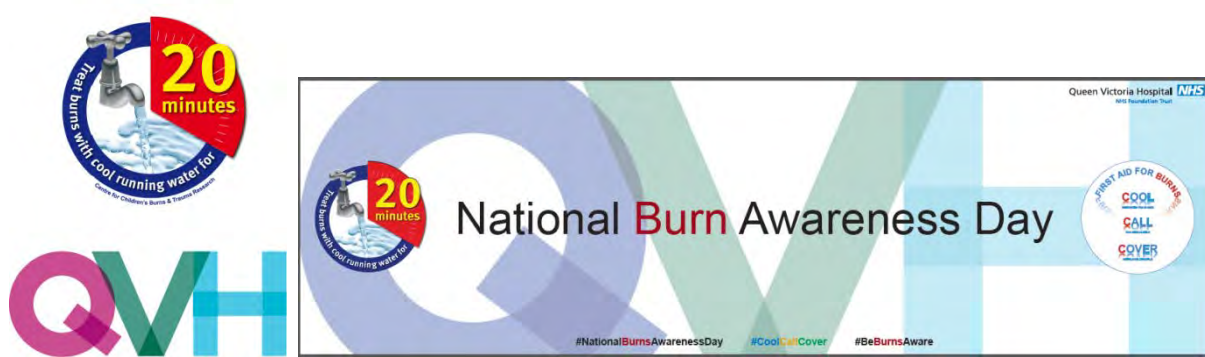
Other Trust activity

We emailed all 8000 QVH members and governors with the burns first aid message. We published a news story on our QVH website, including a link to the You Tube video, and outlining the key burns messages <http://www.qvh.nhs.uk/2016/10/be-a-burns-hero/> Krissie Stiles organised for both the Peanut and Burns wards to have National Burns Awareness Day posters and leaflets.

Queen Victoria Hospital **NHS**
NHS Foundation Trust

STOP REMOVE COOL COVER CALL

Prevention and
First Aid Advice
for Burns



#NationalBurnsAwarenessDay #CoolCover #BeBurnsAware

A marquee and stand were set up in East Grinstead town centre on National Burns Awareness Day, where staff from the QVH Charitable Trust, Guinea Pig Club, West Sussex Fire and Rescue Service and colleagues from Peanut Ward and the Burns Unit helped disseminate leaflets, stickers and credit card size information cards to spread the burns first aid message. We emailed local QVH members with details of the event.





Staff from QVH also produced a cake to mark the day.

A coffee shop located close to the stand agreed to use the Trust's stickers on their coffee cups throughout the day.



Venue

East Grinstead High Street Market Square. Clearance gained for use of square from East Grinstead council and West Sussex County council for use of the square without a trade licence.

Timings 0800 till 1630

Staff Attendance

- Laura McAulay- Adult RN QVH- Organiser
- Krissie Stiles- Adult RN QVH- Organiser
- Chantel de Beaufre-Apps- Adult RN QVH
- Sue Halifax-Paeds RN QVH
- Clare Harper- Paeds RN QVH
- Claire Charman- QVH charity co-ordinator
- Bob Marchant- Guinea Pig secretary
- East Grinstead fire service staff
- Local dressing reps

An awareness article was sent out on the weekly QVH newsletter "Connect" which promoted the day, the importance of burns first aid and where to come if staff wanted to help.

Information format

- Advice leaflets on prevention and first aid of burns
- Advice leaflets on prevention and first aid of paediatric burns
- Burn prevention and first aid advice credit cards and coasters
- “Cool for 20 minutes under cool running water” and “Cool, Call, Cover” stickers
- Various paediatric based leaflets and flyers on bonfire night, matches, and prevention
- Paediatric prevention equipment
- Guinea Pig club information leaflets
- Guinea pig club information boards
- National Burns Awareness Day banner
- National Burns Awareness Day t-shirts
- National Burns Awareness Day cake
- Burns awareness questionnaire
- QVH charity leaflets

Promotion format

We approached the general public offering leaflets and cards. They would be asked if they could answer a short questionnaire on their burns knowledge. We quizzed them then advised them on best practice, ensuring they have improved their burns prevention and first aid knowledge. Stickers and story books were provided for children.

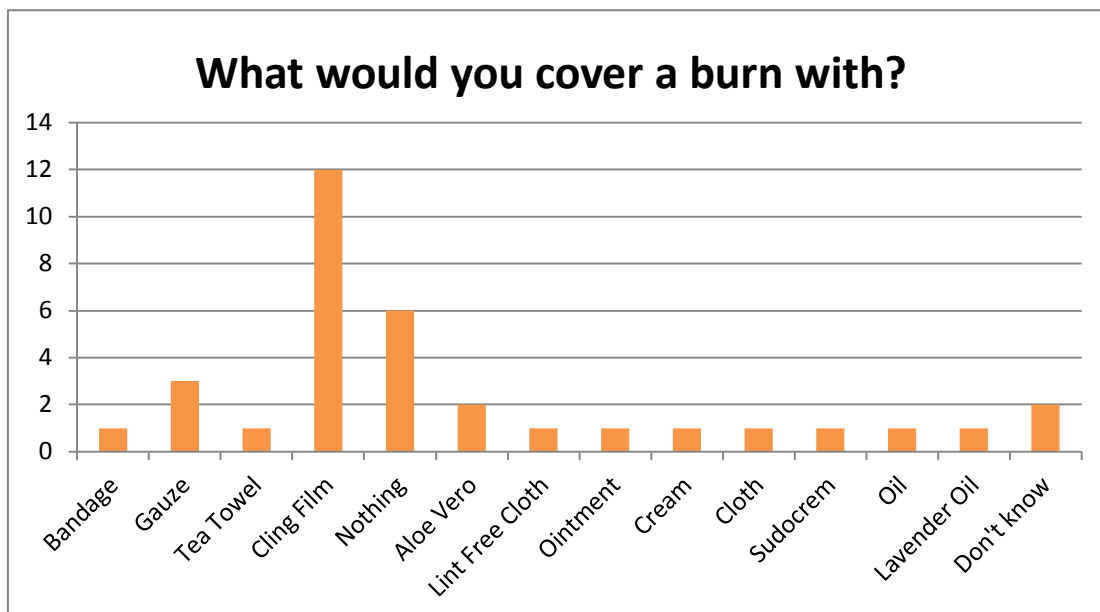
We approached the surrounding independent shops, most of whom were happy to take stickers and information cards to hand out to their customers as they came through.

We had support from a nearby café who allowed us to use their facilities. They were also happy to put stickers on their take away cups to raise awareness.

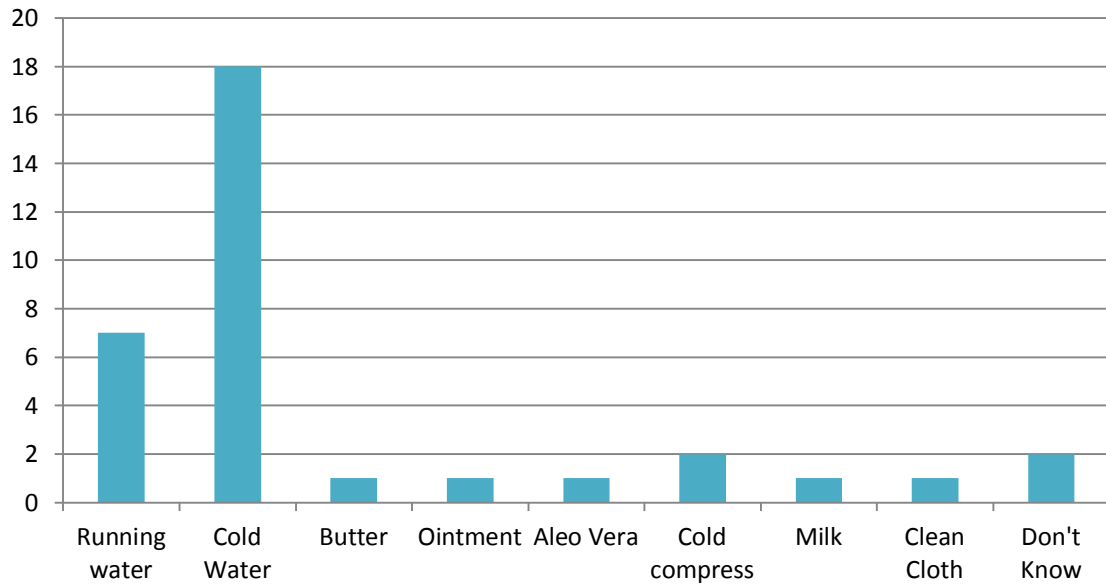
Outcome

Overall it was a successful day, we had receptive locals who would approach our stand and ask for information. The use of visual, verbal and written advice allowed us to approach all age groups and educate them on burns prevention and first aid. The support from our fire service staff, who had their truck, was great, especially for drawing attention to our stand and backing up fire safety awareness.

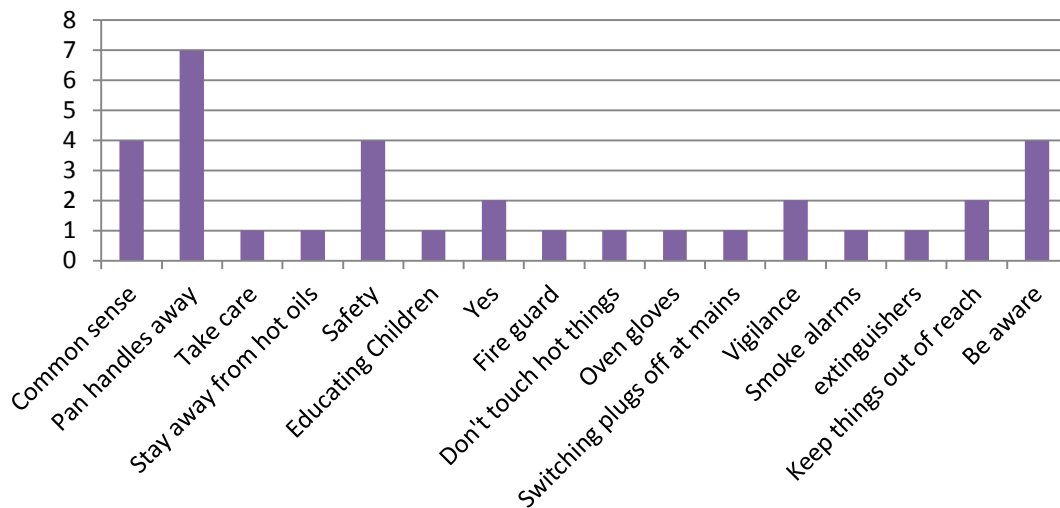
We had good uptake of our questionnaire. From the 30 responses the following data was developed:



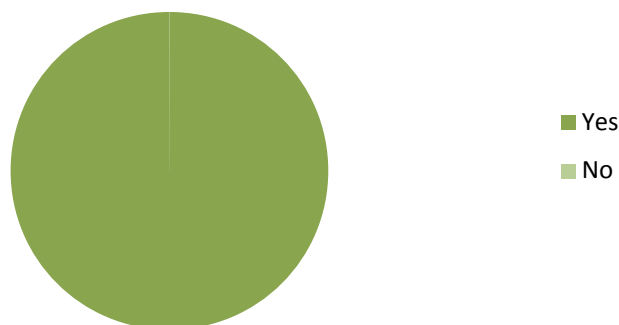
What should you do to cool a burn?



How can you prevent burns from occurring around your home?



Do you feel you have a better understanding on burns prevention and first aid?



Leicester

Looks like everyone had fun on Prevention Day. Many Thanks Andrea for the Poster and Quiz which were used and appreciated.

Emma was championing our prevention day and leading this with full force.

Attached is a copy of an article which went into our hospital magazine about 'Burn Awareness' also a copy of an article which went into the Leicestershire's Primary Times magazine which was inserted into the school book bags of 50,000 Children across Leicester and Leicestershire. This advert cost £750 so to raise the money for this we found local sponsorship and also as a team we had 2 cake sales in our main hospital reception to raise money. This was in fancy dress (flame!) and we themed the cakes Halloween and bonfire so we could give out lots of info.

We had great engagement from the fire service and they shared our article for the Primary Times.

On the day itself instead of 'Park Hopping' in fancy dress the girls went 'Retail Park Hopping' which included MacDonal's and KFC ! Over 200 burn prevention info packs were given out to the public.

On 3 November we are hosting a 2 hour evening presentation to members of the public. Our trust hosts each month a 'Marvellous Medicine' night with hot topics and new innovations and we have been asked to host this, so again we will be donning our fancy dress and raising awareness about burn prevention and 1st Aid.

We will put a slot on the next Audit meeting in Leicester in January 2017 so that each area can share their stories and pictures to the rest of the teams as everyone puts in so much hard work and its nice to celebrate this positive work.

BE BURN AWARE
this Autumn

At 9:30am on Sunday 14 August in Oadby, Monica Joshi was using almost-boiling water for steam inhalation as a treatment for her sinuses.

The towel she was using knocked the container into her lap. The first thing she did was scream. Her two daughters were upstairs, and immediately ran down to find out what had happened.

National Burn Awareness Day
October 19
Raising awareness of burn prevention and first aid across the UK

AdVICE
Emma said: "Prevention and good first aid are key to reducing the number of burns and scalds occurring each year, especially in children. Over 230 people are seen in Emergency Departments with a Burn every day in England and Wales, 110 of these are children, and the vast majority of all injuries are preventable."
"October and November is a really key time of year to talk about Burn Awareness. We have Diwali, Halloween and Bonfire Night all in quick succession and there is an increased risk of burns due to things like bonfires, candles, fireworks, sparklers so we want families to be mindful of open flames. We want to identify 'hot topics', like avoiding poor-quality flammable costumes, avoiding button batteries and the dangers of washing tablets which can cause chemical burns and are potentially fatal."

DO X
DON'T leave button batteries around young children, which can swallow.
DON'T use baby bottles in a microwave.
DON'T drink hot beverages while nursing a baby or child.
DON'T warm baby bottles in a microwave.
DON'T leave hot liquids unattended.
DON'T leave your shoes on chairs or on a table.
DO ✓
DO keep a fire extinguisher in your home.
DO keep a fire extinguisher in your home.
DO keep a fire extinguisher in your home.
DO keep a fire extinguisher in your home.

COVER BURN WITH CLING FILM

Burn First Aid: Three C's
Cool the burn with running cold tap water for 20 minutes and remove all clothing and jewellery.
Call for help 999, 111 or local GP for advice.
Cover with cling film or a sterile, non-fluffy dressing or cloth. Make sure the patient is kept warm

Monica & Sarina's story:
Sarina, aged 12, was first to help as Monica's mind went blank over what to do due to her pain. Sarina had been given first aid training at school and used this to help her mum. She got her Mum under a cold shower for 10 minutes, taking it, Monica said:
"It wasn't for Sarina keeping an eye on the time, I wouldn't have realised how long to stay in for, 10 minutes felt extremely long due to the pain I was in."

Sarina took her to the bedroom and wrapped cling film around her Mum's left thigh to prevent any clothes sticking to the burn.
Sarina explains: "When my mum had her accident, I initially panicked but I knew I had to be calm. I remembered from First Aid Training with the Nurse, Abby Cox, at Leicester High School, that if you don't act quickly, things can be a lot worse."

"I felt like I had to be there for my little sister, Sarina who is 11, because I'm the oldest and she was a bit worried. I kept thinking about a line from the book I was reading at the time (Blown Past) someone has to keep their head. I'm glad I got some life experiences from this I can use. Now I understand how easily things like this can happen and how careful you have to be around hot water."

They called NHS 111, an ambulance arrived and they were taken to the Leicester Royal Infirmary for treatment. Monica is so proud of her daughters: "As well as helping me, Sarina kept the stairs occupied giving her jobs such as finding my glasses and checking whether the ambulance had arrived. They were so calm and remembered exactly what to do."

When my mum had her accident, I initially panicked but I knew I had to make myself calm, I remembered from First Aid Training with the Nurse, Abby Cox, at Leicester High School for Girls, that if you don't act quickly, things can be a lot worse.
Sarina

National Burn Awareness Day October 19th

Raising awareness of burn prevention and first aid across the UK

Monica and Sarina's story:

At 9:30am on Sunday 14 August in Oadby, Monica Joshi was using almost-boiling water for steam inhalation as a treatment for her sinuses. The towel she was using knocked the container into her lap. The first thing she did was scream. Her daughters were upstairs, and immediately ran down to find



out what had happened. Sarina, aged 12, was first to help as Monica's mind went blank over what to do due to her pain.

Sarina ran down stairs and her first aid knowledge was extremely useful. She ordered her Mum into a cold shower for 10 minutes, timing it. Monica said

if it wasn't for Sarina keeping an eye on the time she wouldn't have realized how long to stay in for as 10 minutes felt extremely long due to her pain. Sarina then took her to the bedroom and wrapped cling film around her Mum's left thigh to prevent any clothes sticking to the burn. She also knew to keep her warm following the cold shower and grabbed a dressing gown for Mum.

Sarina said: "When my mum had her accident, I initially panicked but I knew I had to make myself calm. I remembered from First Aid Training with the Nurse, Abby Cox, at Leicester High School for Girls, that if you don't act quickly, things can be a lot worse. I also felt I had to be there for my little sister, Shreya, because I am the oldest and she was a bit worried. I kept thinking about a line from the book I was reading at the time 'someone has to keep their head' (the book is 'Moon Pie' by Simon Mason). I am glad I got some life experiences from this that I can use. Now I understand how easily things like this can happen and how careful you have to be around hot water."

They called NHS 111, an ambulance arrived and they were taken to the Leicester Royal Infirmary for treatment. Monica is so proud of her daughters: "As well as helping me, Sarina kept her sister, aged 10, occupied giving her jobs such as finding my glasses and checking whether the ambulance had arrived. They were so calm and remembered exactly what to do."

LEICESTERSHIRE FIRE and RESCUE SERVICE Burn Prevention

How can parents reduce the risk of the children playing with fire?

- **Education:** Fire is not a toy; it is a tool. It is dangerous and can kill. Only adults should use fire and even they have to follow safety rules.
- **Control children's access to fire.** Keep matches and lighters away from children.
- **If anyone in the house smokes, restrict the numbers of lighters you have at home, and keep them with you at all times. Always throw away used lighters.**
- **Be aware that many children find lighters attractive, and may pick them up outside the home.**
- **Teach children to alert adults when they see matches or lighters lying around.**
- **Never leave candles or fires burning when children are unattended, even for a few minutes.**
- **In the morning, get up with your children! Many fires or burns are caused by unsupervised children as young as 3 years old, who play with cookers, fires or lighters.**
- **Teach children about the dangers of mistreating aerosols, which can also be attractive to young people.**

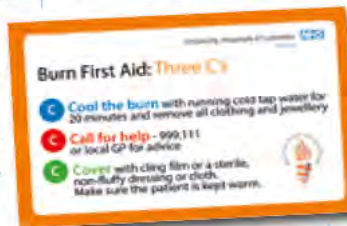
When heated, the contents of an aerosol will expand, resulting in the container exploding like a small bomb.

This can travel a long distance and cause serious injury to anyone in its way. The practice of using aerosols as 'flame throwers' has resulted in very serious burns to many young people.

Setting a good example:

- Fit smoke alarms, test them and ensure they have working batteries
- Draw up a 'fire plan' (home fire escape drill) and practice it with the whole family

- Always use safety rules when making or using fire, and point out the rules during the course of your day
- Always ensure that you use the correct chargers for mobile phones and other electrical equipment. Never charge a phone under your pillow.
- Keep young children well away from sources of heat such as hair straighteners and irons. Use heatproof mats to rest them on, and always unplug immediately after use.
- When barbecuing or lighting fires outside, model safe behaviour to your children.



- Reassure children that if a fire does start for any reason, they must not be frightened to tell an adult and they should all 'get out, stay out, and call the fire service out'.
- Regularly inspect your home for fire hazards.

FireCare

Leicestershire Fire and Rescue Service have a free and confidential service for children who play with fire. Sessions take place in the home, as we aim to educate the whole family about fire safety.

We will accept referrals from anybody, but the permission of the parent/guardian must be given. To make a referral, just call 0116 2872241 (24 hours) and ask for the FireCare service. When making a referral please supply a contact address and telephone number for the family, the age of the child and details of the fire setting behaviour.

Advice from Leicester's Hospitals:

Emma Readman, Burns Specialist Nurse at Leicester's Hospitals, said: "Prevention and good first aid are key to reducing the number of burns & scalds occurring each year, especially in children. Over 330 people are seen in Emergency Departments with a Burn every day in England & Wales. 110 of these are children. The vast majority of all injuries are preventable.

"October, November is a really key time of year to talk about Burn Awareness. We have Diwali, Halloween and Bonfire Night all in quick succession and there is an increased risk of burns due to things like candles, fireworks, sparklers. We want to identify 'hot' topics for families such as avoiding poor-quality flammable costumes, avoiding button batteries, which can be fatal and the dangers of washing tablets which can cause chemical burns if consumed. We want families to be mindful of open flames such as candles, sparklers, bonfires which we see at this time of year."

Burn injury commonly creates scars which surgery and treatment can never remove. The scars are lifelong.

Don't

- ✗ If button batteries are swallowed these are potentially fatal.
- ✗ Don't leave these around young children as they can resemble sweets but if eaten can cause chemical burns.
- ✗ Don't drink hot beverages while nursing a baby or child.
- ✗ Don't warm baby bottles in a microwave.
- ✗ Don't leave hair straighteners unattended. They reach over 220° and can stay hot for up to 40 minutes.



Do

- ✓ If someone is on fire remember to Stop, Drop and Roll.
- ✓ Check or install a fire alarm.
- ✓ Do keep saucepans at the back of the hob/stove and keep the handles pointed backwards.
- ✓ Do run cold water in the bath before adding hot water.
- ✓ Keep electric kettles, irons, hair straighteners or wires out of reach of children.

University Hospitals of Leicester NHS Trust

Caring at its best



Advert kindly sponsored by drive Vauxhall, Leicestershire fire service and

LEICESTER HOSPITALS CHARITY

Alderhey Children's Hospital

We had a display table and board highlighting the main type of injuries we see in Alderhey Children's Hospital. We highlighted the safe use and storage of hair straighteners. We also displayed home safety leaflets regarding all scalds and contact injuries which highlighted how to give correct First Aid.



Manchester Adults

Two stalls manned between 09:00 and 16:00 by members of the multi-disciplinary team, to raise awareness of burn injury on the stalls we used props to prompt conversation. Items included products in the household such as hair straighteners, kettle, hot water bottles, cookers, radiators, bleach and other items that can cause burn injury. We carried out a survey with the public about smoke alarms referring on those wanted a home visit by the Fire Service, hot water bottle correct usage and, how to stay safe when using BBQ's or around bonfires.



We also handed out First Aid advice leaflets and Burn Awareness cards on how to keep safe. Greater Manchester Fire & Rescue Service supported the event and they were here reminding people of the associated risks of upcoming events such as Halloween and Bonfire Night and the Firework safety code. Names were also collected for Home Safety checks by the Fire Service. Social media via the Trust, Greater Manchester Fire & Rescue Service and CBT was used to Tweet our event. We had a Prevention screensaver designed to run on the day on all Trust PC's and there was a piece in the Trust Communication bulletin accessible to all members of staff. Each ward in the Trust displayed a poster to raise awareness.



Today for [#NationalBurnsAwarenessDay](#) our fab Burns Unit is working with [@manchesterfire](#) to talk about prevention & first aid [#BeBurnsAware](#)
[UHSMnews Retweeted](#)



British Burn Assoc. [@BritishBurn](#) Oct 19

Staff [@UHSMnews](#) taking part on [#NationalBurnsAwarenessDay](#)
[#BeBurnsAware](#) [#CoolCallCover](#)



Wednesday 19th October [National Burn Awareness Day](#)

Wednesday 19th October is National Burn Awareness Day and the Burn Service Team are hosting stalls in Main Outpatients and Acute Block reception to raise awareness of burn injuries both inside and outside the home. Manchester Fire Service will be there to assist with information about home safety checks and the risks associated with Bonfire Night. Go along and support your local burn service and be Burn Aware.

Manchester Children's

Report after the Burn Awareness Day October 2016

As a team we held a display in the atrium of the Children's Hospital.

The aim of the display was to show what are the top 7 causes of Burn Injuries that come on to the Burns Service here at the Royal Manchester Children's Hospital and what are some of the most unusually burn injuries. I was able to demonstrate that a cup of tea can go a long way when taking into account how small a child can be.

It was also our aim to talk about first aid advice the do's and don'ts. We met many families and other professionals and had many interesting conversations with them regarding this. It was also NHS Change Day but we used this to show what we can do to change the outcome of burn injuries in the way we administer good first aid. It was also ACE day so a lot of departments were closed for audits, this meant that the main out-patient department was closed this reduced our traffic through the hospital. We used Facebook and twitter to also get the information over regarding this day. The NHS Change day was filmed by the students from a local media collage.



One thing we have been able to achieve is that I met some professionals from the NHS Property Service Community Clinics. They were keen on our display and wondered if they could help in anyway. Since then I have spoken to their manager and they have just been given approval for putting up some of the information I have sent them from the BBA, our own poster "Did you Know" and the first aid advice leaflets in all the languages that I received from the BBA. They are also willing to help with anything else that we feel that we can produce regarding Burn Awareness. This is going to all Manchester Community Clinics.

So we feel that these days are important to our services and the work that we as a team are trying to get over to our service users. Again it was a very busy and important day in our Burns calendar.

Nottingham

National Burns Prevention Day 19th October 2016

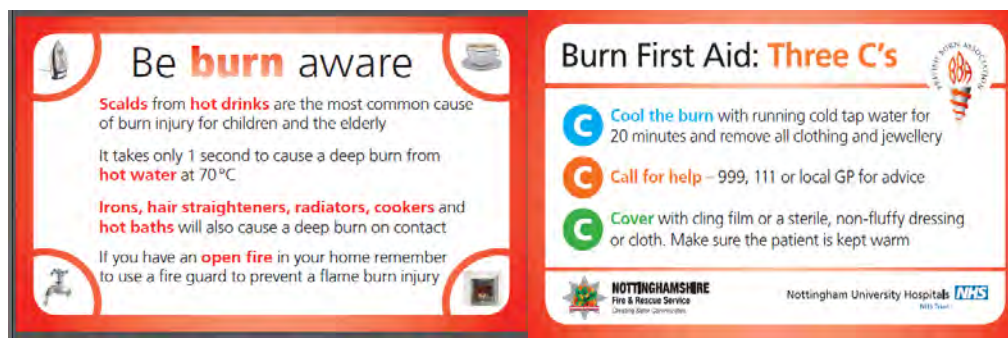
On the 19th October it was the Third National Burns Prevention Day.

Staff from the adults and children's burns unit went to Asda Superstore in Hyson Green to promote burn safety and burn first aid. We were joined by Nottinghamshire Fire Service.



Fridge magnets and business cards were produced with the British Burns Association, Nottinghamshire Fire and Rescue and Nottingham University Hospitals to promote burns first aid.

Staff handed out 1000 magnets and 500 business cards, which were well received from the general public. The fire service additionally signed up many households for fire safety checks.



The Midlands Burns Operational Delivery Network joined forces this year and ran a burns quiz between the five burn services. The quiz asked five questions on first aid and burn safety. The general public participated in the quiz from Birmingham, Leicester and Nottingham Burn services.

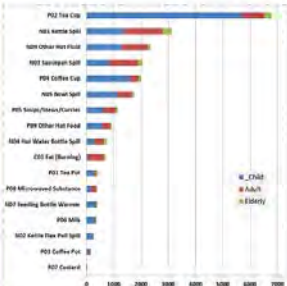
There was a prize of a mini iPad and the winner will be drawn in the mid November.

BURNS AWARENESS QUIZ

1. Ideally how long would you apply cool running water to a burn injury for?
2. What is the most common burn injury in children and adults?
3. What should you apply to the burn wound after cooling?
4. In which two rooms of the home are you most likely to sustain a burn?
5. What is the safest way to run a bath?





Nottingham University Hospitals 


BURN INJURY AWARENESS DAY 19TH OCTOBER 2016





Burn First Aid: Three C's





- C** Cool the burn with running cold tap water for 20 minutes and remove all clothing and jewellery
- C** Call for help – 999, 111 or local GP for advice
- C** Cover with cling film or a sterile non-fluffy dressing or cloth. Make sure the patient is kept warm

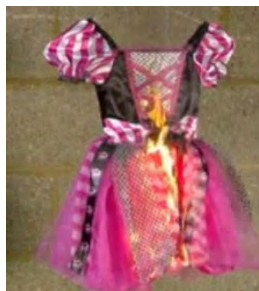
University Hospitals of North Midlands 

Nottingham University Hospitals 

University Hospitals of Leicester 

National Burns prevention day coincides with Halloween and Bonfire Night, which traditionally can see an increase in burn injuries. Interviews have been given on local radio stations to promote burn safety over the bonfire period and how to keep safe at this time of year.



Andrea Cronshaw
Clinical Nurse Specialist
Children's Burns and Plastics

Plymouth

Burns Awareness Day at Derriford Hospital, Plymouth was a success. It was officially our first awareness day that we have participated in and we couldn't get over the amount of interest it had attracted.

Leading up to the awareness day I had placed posters and flyers around the hospital to make staff members and the local community aware of the day, statements had also been placed on PHNT's Twitter and Facebook accounts. On the day we had set up a stall so that the local community and staff could come and ask questions and take away with them information/freebies, I had also made an interactive wall by our Children and young person's outpatient department so that children had a fun way of learning burn safety.

We intend to participate next year and expect bigger and better things.



Preston

At Preston, we held a teaching session for the ward staff, on the management of minor burn injuries and the importance of first aid. This teaching went down well. Hand-outs were given to all staff. A burns noticed board also provided information on chip pan/hot oil fires and the early management of them.



Sheffield Children's Hospital

The Burns Unit at Sheffield Children's Hospital NHS Foundation Trust had a stand in the main entrance of the hospital with information for parents and children on the risks of fire and the first aid required (see poster attached).

The Julie Baker, Ward Manager was also interviewed about the risk of this time of the year by Hallam FM radio station and ITV's Calendar program. The issues discussed were things like hair straighteners, Halloween costumes and appropriate first aid for burns.



Acrobat Document

Swansea

National Burn Awareness Day 2016

The Welsh Centre for Burns at Morriston Hospital in Swansea once again took a multi-disciplinary approach to promoting National Burn Awareness Day. In the run-up to the day, the team distributed information including the BBA info-graphics and CAPT safety leaflets widely to various external organisations across the region, with a request that they be used to raise awareness of common causes of burn injuries and how they can be prevented, and to emphasise the importance of effective first aid. Displays were then organised by local education authorities and schools, adult and paediatric safeguarding services, health visiting teams, flying start nurseries, and at National Trust properties.

The MDT at the Burns Centre set up and manned their own information stand in the main concourse of the hospital to engage with staff, patients and visitors. To encourage people to visit the stand, they were provided with a ticket to enter a free prize draw. At the stand they were shown examples of household objects that may cause a burn injury, which generated discussion as to how these injuries could be avoided. First Aid for Burns leaflets were also provided for people to take home and discuss with their family/ friends/ colleagues.



The feedback received from patients, visitors and staff was extremely positive, and we look forward to meeting as a service in the New Year to formalise our plans for next year's event.

The Abertawe Bro Morgannwg University Health Board communications team assisted us to promote National Burn Awareness Day externally. Articles and information were posted on the Health Board website, Facebook page, and Twitter accounts:

<http://www.wales.nhs.uk/siteslus/863/news/42946>

<https://m.facebook.com/ABM.healthboard/photos/pb.161831273836741.-2207520000.1476554422./1295329837153540>

<https://tinyurl.com/hkqr28n>

Local media also supported the day by publishing articles on their websites:

<http://www.thewave.co.uk/news/local/burns-awareness-day>

<http://www.swanseasound.co.uk/news/local/burns-awareness-day>

Powys Community Health Council publicised the event via their website:

<http://www.wales.nhs.uk/siteplus/1144/news/42946>

The event was also promoted by the North Wales and Mid & West Wales Fire Services, with the following articles on their websites:

<http://www.nwales-fireservice.org.uk/news/2016/10/18/national-burn-awareness-day/?lang=eng>

<http://www.mawwfire.gov.uk/English/Newsroom/News/Pages/National-Burns-Awareness-Day.aspx>

An interview with Welsh Centre for Burns Consultant Burns Surgeon Dai Nguyen, where she highlighted the dangers of exploding e-cigarettes, was also widely published in local and national media:

<http://www.bbc.co.uk/news/uk-wales-37596795>

<http://www.itv.com/news/wales/2016-10-09-surgeonoans-warn-over-dangers-of-exploding-e-cigarettes/>

Wakefield

On the 19th October Pinderfields Burns participated with a range of activities for The National Burns Awareness Day

Pinderfields Burns worked with British Burn Association (BBA) to grow the momentum and reach an even wider audience. As part of this event Pinderfields Burn Service arranged

- Information stands, in the atrium to promote burn awareness and prevention.
- We worked with all the fire and rescue services within our geographical region (West Yorkshire, North Yorkshire and Humberside).
- Members of burns team included Doctors, Nurses , Play specialist
- We had Local Radio and Press cover
- Fire & Rescue Service provided prevention and child activities, information regarding fancy dress costumes , fire work safety and house safety checks
- Burns related First Aid ,a simple questionnaire regarding First Aid
- Children's prevention activities

Our aim for the next year :

- More stands, in hospitals and community settings , Working with fire and rescue services within our geographical region
- Greater press and social media coverage
- Fire & Rescue Service Community Team involvement
- Awareness events and activities in the workplace and schools
- Approach local councils for their support
- Individual events
- Promote good first aid

Chief Fire Officers Association (CFOA)

CFOA issued some tweets in support and wrote a blog which was shared on Facebook and twitter

Our main aim was to show support of the week and encourage Fire services to also support the week and to compliment the distribution via fire kills– we distributed the toolkit on CFOA community forum and also put it on our CFOA website for FRS to access

Our main target audience was Fire and Rescue Services

We can't say how many people we indirectly engaged with

One staff member was involved in supporting this

I hope we encouraged Fire and rescue services to support in part that would be reflected in the number of fire service that confirm they have taken part

The information was very useful not only for this day but beyond so I'm sure I will continue to use it.

Monica Perez

Communications & Campaign Officer

Work Pattern: Monday - Friday 9am - 3pm

01827 302313

07969 337400

monica.perez@cfoa.org.uk

www.cfoa.org.uk



CFOA
Chief Fire Officers
Association



NATIONAL BURN AWARENESS DAY 2016

EVALUATION – London Fire Brigade Education Team

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk
 subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	We ran a fund raising day at Chelsea & Westminster Hospital, where we imparted fire safety knowledge to people within the hospital. Chelsea fire station also attended with the engine and were stationed outside the hospital where we were able to collect money from pedestrians.
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	We worked in conjunction with the burns unit (Mars Ward)nurses
Q	Who were your target audience(s)?
A	The general public was our target audience. People who were visiting/attending appointments with the hospital, alongside those that worked there.
Q	How many people did you directly engage with?
A	We engaged with many people, holding discussions on how to keep safe and what to do in the eventuality of a fire,
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	This was not really publicised
Q	How many staff/volunteers were involved in your activity?
A	In the LFB activities we had 3 members, and the crew of fire fighters from Chelsea fire station
Q	Did you achieve your main aim?

A	Yes we did. We generated awareness on fire safety and gained monies for the children's burn unit
Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	The LFB twittered what we were doing
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Very useful, as it assisted with allocating the date that we would work with the hospital
Q	What additional information or support would have been helpful?
A	Everyone involved was very accommodating and helpful
Q	Any other comments?
A	It was a very productive day.

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.

NATIONAL BURN AWARENESS DAY 2016

EVALUATION – Cumbria FRS

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk
subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Published the press release from NBAD on our Community Messaging service
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	No
Q	Who were your target audience(s)?
A	The people of the county of Cumbria
Q	How many people did you directly engage with?
A	N/A
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	The population of Cumbria (approx. 496,200)
Q	How many staff/volunteers were involved in your activity?
A	Just one
Q	Did you achieve your main aim?
A	Yes we informed Cumbrians it was NBA day and published your press release with relevant information

Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	Press release
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Very, I wouldn't have known what the correct info was otherwise
Q	What additional information or support would have been helpful?
A	What was provided was sufficient for our needs
Q	Any other comments?
A	

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.

NATIONAL BURN AWARENESS DAY 2016

EVALUATION - FireAngel

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk

subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Supporting social media post with creative to raise awareness around burns
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	Individual post
Q	Who were your target audience(s)?
A	FireAngel customers
Q	How many people did you directly engage with?
A	Facebook – 5 Twitter - 14
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	FB reach – 270
Q	How many staff/volunteers were involved in your activity?
A	N/A
Q	Did you achieve your main aim?
A	Yes
Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published

A	N/A
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Very useful information sheet
Q	What additional information or support would have been helpful?
A	Non
Q	Any other comments?
A	

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.

NATIONAL BURN AWARENESS DAY 2016

EVALUATION – Lincolnshire Community Health Services

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk

subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Information stand at A & E department. Information cascaded to Childrens Centres, Homestart and some early years settings. I participated in two short radio interviews. One live and one recorded.
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	We were scheduled to run an event with Fire and Rescue but this did not go ahead due to capacity issues. We ended up collaborating with social media with the Local Authority.
Q	Who were your target audience?
A	Local community
Q	How many people did you directly engage with?
A	Clinicians in the MIU and A &E department.
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	Unsure although the live interview went out at 8.20 am on the BBC local network. It was dovetailed with a media piece which was covered by the local press about the number of children who attended A &E with burns and scalds.
Q	How many staff/volunteers were involved in your activity?
A	Myself and professional colleagues ensured that there was coverage and resource materials disseminated . Unsure how many Childrens Centre Staff engaged directly.
Q	Did you achieve your main aim?

A	No due to withdrawal of Fire and Rescue services.
Q	<p>How much media coverage did you achieve?</p> <p>If possible, please attach details, or copies of any articles/items published</p> <p>https://www.lincolnshire.gov.uk/news/hundreds-of-toddlers-admitted-to-ae-for-burns-and-scalds/130336.article</p> <p>http://www.bbc.co.uk/programmes/p049kkgh at 2 hours 22 minutes.</p> <p>http://htl.li/H7fg305kLls</p> <p>and twitter LincolnshireHealthyFamilies #nationalburnsawarenessday</p>
A	
Q	How useful was the information received from the Children's Burns Trust before the event?
A	It was very useful.
Q	What additional information or support would have been helpful?
A	
Q	Any other comments?
A	I found the support from the Children's Burns Trust very helpful.

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.



Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk
 subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Assembly on awareness to senior pupils and a poster display
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	Tried to involve fire brigade but they were unable to attend
Q	Who were your target audience(s)?
A	The whole school
Q	How many people did you directly engage with?
A	50 pupils
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	Parents as I sent home leaflets and photo on facebook for school facebook
Q	How many staff/volunteers were involved in your activity?
A	me
Q	Did you achieve your main aim?
A	yes
Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	N/A
Q	How useful was the information received from the Children's Burns Trust before the event?

A	excellent
Q	What additional information or support would have been helpful?
A	
Q	Any other comments?
A	<p>I am a special school nurse so the posters were excellent as pictorial and easy to follow.</p> <p>They pupils enjoyed the you tube clip of Cool,Call and cover.</p> <p>It did help that I am a former paediatric burns nurse having worked at East Grinstead.</p>

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.



NATIONAL BURN AWARENESS DAY 2016

EVALUATION – Bedfordshire FRS

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk
 subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Stop Drop and Roll demonstration
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	Local Lower School and BBC Look East
Q	Who were your target audience(s)?
A	General Public
Q	How many people did you directly engage with?
A	This was show on regional TV and covered in local press
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	1000's
Q	How many staff/volunteers were involved in your activity?
A	6
Q	Did you achieve your main aim?
A	Yes

Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Very good
Q	What additional information or support would have been helpful?
A	
Q	Any other comments?
A	

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.



NATIONAL BURN AWARENESS DAY 2016

EVALUATION – Chelsea & Westminster Hospital

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk

subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Burns Awareness stand in ground floor atrium of hospital from 10am – 3pm. Fire Engine outside hospital. Mr Noisy (fireman in smoke alarm costume) walking around inside and outside hospital.
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	Individual on site event. Joined by educational staff and crew from London Fire Brigade.
Q	Who were your target audience(s)?
A	Everyone, especially parents/children and elderly.
Q	How many people did you directly engage with?
A	30+
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	Unsure.
Q	How many staff/volunteers were involved in your activity?
A	3 Nursing staff, 3 staff from Education Team LFB, 5 Firemen.
Q	Did you achieve your main aim?
A	Yes

Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	None from stand. Consultant did interview for Sky News.
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Extremely useful.
Q	What additional information or support would have been helpful?
A	
Q	Any other comments?
A	

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.



NATIONAL BURN AWARENESS DAY 2016

EVALUATION – Fire Kills

Thank you for participating in the National Burn Awareness Day on 19th October 2016.

Your feedback is very important – it will not only help shape future National Burn Awareness Days, but also enable the sharing of information with strategic partners about the impact the day might have made.

We would therefore be very grateful if you could complete and return this form as soon as possible to:

Alison.Tweddle@cbtrust.org.uk

subject: NBAD 19.10.16 Feedback

Q	What Activity did you run/participate in on National Burn Awareness Day?
A	Posted on Fire Kills Facebook page – 19 October 10am.
Q	Did you run/participate in an individual event, or collaborate with other organisations? If so, which one(s)
A	We promoted the Day and the CBT toolkit to all 45 fire and rescue services in England.
Q	Who were your target audience(s)?
A	Fire Kills Facebook targets all adults.
Q	How many people did you directly engage with?
A	We have over 45,000 Facebook page likes.
Q	How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)
A	Difficult to say – certainly the fans on Facebook, and it depends how much FRSs did in support.
Q	How many staff/volunteers were involved in your activity?
A	Me and our social media manager – 2.
Q	Did you achieve your main aim?
A	Yes. We used the Day to promote relevant fire safety messages through our channels, while encouraging FRSs to undertake local activity.

Q	How much media coverage did you achieve? If possible, please attach details, or copies of any articles/items published
A	
Q	How useful was the information received from the Children's Burns Trust before the event?
A	Very useful
Q	What additional information or support would have been helpful?
A	None
Q	Any other comments?
A	

THANK YOU!

All feedback will be passed back to the British Burn Association's Prevention Committee.

Katie Piper Foundation

From: Ezinna Rospigliosi <ezinna@katiepiperfoundation.org.uk>

Sent: 07 November 2016 11:17

To: Stiles Krissie (QUEEN VICTORIA HOSPITAL NHS FOUNDATION TRUST); clare.pirie@qvh.nhs.uk

Subject: RE: Burns Awareness

Hi Krissie and Clare,
I hope you're both well. I just wanted to say a quick congratulations on the success of Burns Awareness Day.

Clare it mentioned in the document that we should let you about communications activity undertaken to assist with evaluating the campaign.

Just a few headlines:

- We shared 4 x Instagram posts and a video from Katie
- We shared 10 x Tweets
- We RTd other agencies (e.g. QVH, CBT etc.)
- All Tweets and RTs were automatically reposted on our Facebook page

Please do let me know if any further information, or any analysis, would be helpful.

I just wanted to say a big thank you to Beth Hughes for flagging up Burn Awareness Day with me a couple of months ago and encouraging me to prepare for it in advance.

I didn't do as much work on this as I would have liked due to being away on holiday; however we'd love to do more next year.

All the best,

Ezinna

From: Ezinna Rospigliosi <ezinna@katiepiperfoundation.org.uk>

Sent: 14 October 2016 14:56

To: Stiles Krissie (QUEEN VICTORIA HOSPITAL NHS FOUNDATION TRUST)

Subject: Burns Awareness

Hi Krissie,

I hope you're well.

I'm away next week but I'm going to do some Twitter / Instagram / Facebook posts. I've just filmed a general message from Katie highlighting the importance of burns awareness and asking people to spread the message in their communities.

Then I'm going to use some suggested Tweets from the great toolkit developed by CBT.

I'm also going to mention what St Andrews are doing for their Burns Awareness Day event.

Please let me know if there's anything we can promote in terms of what's happening in the South East network – of course I'll look out for things and Retweet etc.

Sorry for the late email – rushing before I go! Speak soon I hope,

Zinny

Ezinna Rospigliosi

Charity Services Manager