

## BBA Prevention Report 2015

### Overview

The second BBA National Burn Awareness Day was held on the 21 October 2015, and again the BBA Prevention Committee must thank lots of people, both from burn services and beyond for their efforts in making the second BBA Awareness Day a success.

Below is a brief site by site overview of what took place this year. The text in the reports is as it came to me and I apologise if there are any omissions in this précis Report. This can be corrected if you send the information to me.

### Leicester

We made the local Leicester Mercury Newspaper, and also I gave an interview to the nursing standard journal which they printed last week which is fab!!! We hopped from park to park, but also went to an indoor play area and engaged with parents and also the local shopping centre.



### Nurses spread message of burns danger

By [Leicester Mercury](#) | Posted: October 21, 2015 By Cathy Buss



## Raising awareness of burns danger

A specialist nursing team donned fancy dress and toured city parks on space hoppers in a bid to **raise awareness** of the danger of burns.

The aim of the team was to remind people of the dangers of fancy dress costumes catching fire near candles, particularly in the run-up to Hallowe'en.

Claire Porter, a specialist nurse and lead nurse for burns and plastic surgery at Leicester's hospitals, said: "We want to raise awareness of the risk of burns and the long-term impact on people, many of which are preventable.

"Our team discussed 'hot' topics such as avoiding poor-quality flammable costumes, being sensible with sparklers and the harm from hot drinks.

"We hope to reduce the number of burn patients this year, in particular focusing on Halloween, bonfire night and Diwali."

The "park hopping" was part of national Burns Awareness Day.

It is estimated 110 burn injuries are treated every day in A&E departments across the country. Claire said: "Most burns are preventable. Among the under-fives, the most common injuries are scalds from hot fluids.

"Kettles should be kept well away from children.

"As well as causing a serious injury, parents often suffer a lot of guilt when it has happened.

"Hair straighteners can also be dangerous. They can be as hot as an iron and should be put out of reach as soon as they are not being used."

The nurses were also highlighting the right way to treat a burn.

Claire said: "There are a lot of misconceptions about how to treat burns.

"We had three adults who put ice on their burns but the problem with this is it can cause a frost bite effect.

"People have also come in having applied things like toothpaste, nappy cream and turmeric. The best thing to do in the first instance is to call for help and then cool the injury area with cold water for 20 minutes.

"All jewellery and clothing should be removed, unless it is really stuck to the skin.

"It should then be wrapped in cling film."

If clothing is on fire the advice is to stop, drop and roll to put out the flames.

Read more: <http://www.leicestermercury.co.uk/Nurses-spread-message-burns-danger/story-28028865-detail/story.html#ixzz3pxrADCoT>

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**ROYAL STOKE HOSPITALS**

Royal Stoke Hospital had a successful Burns Awareness Day supported by our local Fire Officer and there was much interest from patients and staff alike.

We publicised the event on social media, Facebook and Twitter.



## SWANSEA

The Welsh Centre for Burns at Morriston Hospital in Swansea once again took a multi-disciplinary approach to promoting National Burn Awareness Day. Occupational Therapists, Nursing Staff, Play Specialists, Clerical Staff, Physiotherapists and Consultants, set up and manned an information stand in the main concourse of the hospital, which attracted a lot of attention throughout the day.



The posters provided by the BBA were displayed, together with photographs to illustrate the common causes of burn injury, and information regarding effective first aid. A “Cool, Call, Cover” logo was created and printed onto stickers which were handed out to children, and credit-card sized, laminated NBAD cards were handed out to adults to keep in their purses/wallets. First Aid leaflets were also widely distributed to patients, visitors and hospital staff, as well as to staff working within the concessions within the concourse. Once again, a ticket was provided to everyone who visited the stand to enter them into the free prize draw, with the lucky winner receiving a hamper containing food, drink and pamper treats, together with a first aid manual and home fire extinguisher/ blanket!!!



The resources provided by the BBA were e-mailed out to the education authorities within the Region, as well as GP practices and Fire Services, with a request that they use the resources to promote Burn Awareness Day themselves.

The Abertawe Bro Morgannwg University Health Board Communications Team assisted us to promote Burn Awareness Day externally. Articles and information were posted on the Health Board website, Facebook page and Twitter account, with the Facebook post alone reaching 7,122 people to date. <http://www.wales.nhs.uk/sitesplus/863/news/39003>

The feedback received from patients, visitors and staff was extremely positive, and we look forward to participating in the event again next year.

## QVH National Burn Awareness Day

### What activity did you run on National Burn Awareness Day?

1. Burn Care Advisor sent out the National Burn Injury Awareness Day information to all the Burns Link Nurses, Practice Educators, Consultants at our referring ED's, Primary Care Workforce Tutors, SECamb/HEMS/ Community First Responders and Fire & Rescue Service leads - encouraging all to raise burn injury awareness and to highlight the importance of burns first aid. **Folkestone MIU, Uckfield MIU, the Princess Royal University Hospital ED in Farnborough and Edenbridge MIU** confirmed that they made a formal attempt to raise awareness of burn injuries by displaying the national burn awareness day flyers in their waiting areas and encouraging patients to take a leaflet on prevention of burns. Edenbridge MIU and the Princess Royal University Hospital ED in Farnborough also had dedicated burns teaching throughout the day for ENP's, junior doctors and registrars. Some photos from our referring clinicians are enclosed.



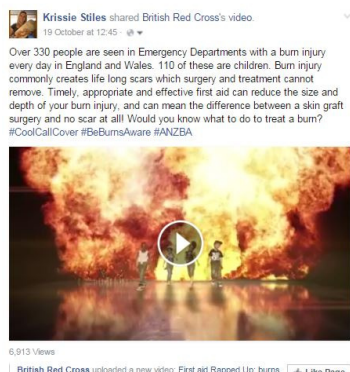
2. CBT & BBA info packs were sent to most of our local schools and some nurseries, encouraging them to raise awareness on 21st of October 2015. **Brighton and Sussex University Hospitals Nursery "Wendy House"** arranged a dedicated display for their parents and children. Photos are enclosed.

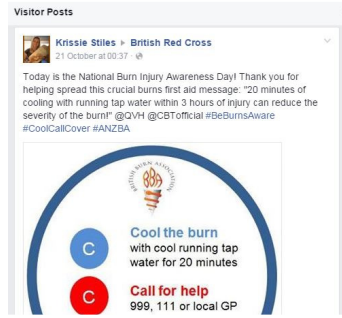
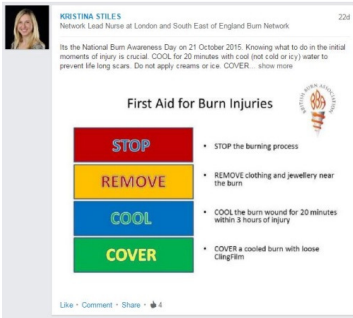


3. **Lindfield Primary Academy** in Lindfield had agreed that making children aware of the dangers of burns is really important. The Senior Leadership Team have requested that their Year 2 teachers include the burn injury awareness information in their teaching as part of Year 2's "fire" topic and also asked the other year group teachers to build it into their PHSE lesson within the classroom the week of the National Burn Injury Awareness Day. Every child in Year 3 was given a double-sided medallion depicting the "20 minutes of cooling" and the "BBA's 3 C's" to attach to their school bags. See images attached.



4. **QVH Burns Unit and Peanut Ward** created displays with National Burn Injury Awareness Day posters and information in patient areas, and the hospital staff were sent a reminder of the day and encouraged to use any opportunity to promote the burn safety and burns first aid messages to colleagues, patients, friends and communities.
5. QVH Communications Department put a screensaver on Trust PCs, released a news piece <http://www.qvh.nhs.uk/2015/10/call-for-people-to-be-more-burns-aware> and publicised the National Burn Injury Awareness Day on **Twitter** and **Facebook**. The burns awareness messages (attached) were posted on Facebook and were then shared with/by Children's Burns Trust, Dan's Fund for Burns, Hot Water Burns Like Fire, Fire Kills, West Sussex Fire & Rescue Service, British Red Cross, Lindfield Life, Cuckfield Life, Mid Sussex Times, Mid Sussex Children & Family Centres, Blue Response UK, MB Medical Solutions, Burn Prevention Network, Wounds UK, West Midlands Fire & Rescue Service, Bright FM, Hayling Island Community Responders, Deal Community First Responders, Julian Burton Burns Trust, ANZBA, Kent Fire & Rescue Service, Mid Sussex Children & Family Centres, Jolly Learning, Kent, Surrey & Sussex Air Ambulance, SECamb HART, Child Accident Prevention Trust, Critical Care in Pre-Hospital Practice, IPHEC Conference, Trauma & Resuscitation Services Ltd and Changing Faces.





Hashtags **#BeBurnsAware** and **#CoolCallCover** were used throughout generating further publicity on Twitter. Local radio station - **Bright FM** – aired an interview as part of their news bulletin on the day to highlight the importance of burns prevention and first aid (Bulletin Clip attached).

6. Burns nurses visited the **Mother & Baby Group at Blackwells Family Centre** in East Grinstead to promote burn injury awareness. We had a stand, handed out some leaflets and managed to talk to a few child-minders and mums with their babies and toddlers. See attached images.



7. Krissie Stiles met with **Alison Tweddle from Children's Burns Trust** to discuss ideas for promotion of future National Burn Injury Awareness Days.

**What was your main aim?**

To raise awareness of burns and scalds and the most appropriate initial management (first aid).

**Who were your target audience?**

- Paramedic, nursing and medical colleagues who take an active role in initial assessment, management and referral of patients with burn injuries.
- General public, especially families with children, schools and their pupils.

**How many people did you directly engage with?**

Over 30 people, including parents, staff at the GP practices, Pharmacies, Schools and ED's where National Burn Injury Awareness Day information was provided and training directly delivered via formal training sessions or informal chat.

**How many people might you have indirectly engaged with (eg through local media coverage or through umbrella organisations?)**

- **All the staff at QVH** were sent an e-mail informing them of the National Burn Injury Awareness Day, information was highlighted on the QVH intranet (QNet) and internet making it accessible to **general public**.
- Information was shared by members of the burns and comms team at QVH via **Twitter, Facebook, local media** and further shared with **national and international** burns and first aid **charities, critical care, trauma, wound care** and **pre-hospital** organizations.
  - **The Courier** <http://www.eastgrinsteadcourier.co.uk/Hospital-calls-burn-awareness-children/story-28063789-detail/story.html>
  - **East Grinstead Online** <http://www.eastgrinsteadonline.com/2015/10/21/be-burns-aware-says-qvh/>

**How many staff/volunteers were involved in your activity?**

Three burns nurses, 1 member of QVH comms team & clinical members of participating ED's/MIU's.

**Did you achieve your main aim?**

Yes, training delivered increased knowledge in burn care, participating schools changed the content of their curriculum to deliver the burn prevention and first aid message, awareness raised via internet and media.

**How much media coverage did you achieve?**

News bulletin with the local radio station – Bright FM

**How useful was the information received from the Children's Burns Trust before the event?**

Very useful – feedback from participating ED was very positive and grateful for the available supporting information they could print and hand out to the general public.

**What additional information or support would have been helpful?**

Improved website content on BBA and CBT and any other related burns organizations.

**Any other comments ...?**

I feel we had a successful attempt at spreading the importance of burn injury prevention and appropriate steps of burns first aid across our local communities. Visibility is a continuing challenge and yet we must persevere in reaching out to those groups we know to be most vulnerable to burn injury and the healthcare/education professionals who come into regular contact with them. We know that the general knowledge of burns first aid is poor, however with the enthusiasm of the National Burn Injury Awareness Day and the support of BBA Prevention Committee, I feel the burns community should be able to create a consistent, standardised and




effective multi-modal burn awareness message and deliver it as part of a targeted campaign. If anything, the recent Burn Injury Awareness Day has highlighted that the need for clarity on burns first aid and prevention may be more urgent than we thought. I would like to draw your attention our colleague's reflection on amount of discrepancy and lack of consistency when it comes to first aid advice made available to the general public:

*"I recently attended an update on first aid management of burns by Kristina Stiles, which showed up my slightly rusty first aid knowledge. Via social media, I immediately shared this freshly learned information about how long to immerse a burn in water for and what temperature the water should be, only to have a quick response on Facebook from a colleague (and parent) saying that the information I posted varied from that she'd been given only recently on a St John's first aid course, which begs the question: "If we don't know, how is the general public supposed to know what to do?"*

- **Jacqui Fletcher** (Clinical Strategy Director at Welsh Wound Innovation Centre)

I would also like to share a more positive message, which reflects the (sometimes) simple solutions that can be adopted by burn care professionals:

**From: Townsend Emma (MAIDSTONE AND TUNBRIDGE WELLS NHS TRUST)**  
**Sent: 09 November 2015 09:55**

<p><b>REMOVE</b> any clothing, nappies, jewellery near burned area <b>COOL</b> under running tap water for 20 minutes <b>COVER</b> burn wound with loose ClingFilm <b>SEEK</b> medical attention</p> 	<p><i>Thank you Krissie, for the 1st aid image that is always attached to your e-mails. It is as a result of this image, that I recently ensured my 1 year old had cool running water over his leg for 20 mins (not the 5 mins I thought it was). He had a scald to his leg from fresh boiling water. Initially the entire back of one of his legs was bright red. After first aid, and on re assessment in the ED, the only area affected was a small &lt;1cm non tense blister. This has now healed with no scar. Thank you very much indeed</i></p> <p><b>Emma Townsend</b> (ED Consultant, Tunbridge Wells Hospital)</p>
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## **BRISTOL – ADULTS**

As part of the burns awareness day we designed a brief survey monkey online survey – with the ‘answers’ as part of it. These were localised answers, targeted at staff in North Bristol Trust (but for them as ‘people’ rather than health care professionals). The aim was very clearly not ‘research’ into people’s understanding but as a mechanism of education as it prompted them through the answers. We offered £25 in vouchers for completion....

Here it is (designed to only take a few minutes)

<https://www.surveymonkey.com/r/Q2J2MN6>

The mechanism of delivery was on “message of the day “ – the webpage which comes up on every log in each day for all the trust’s staff. This technically provides access to thousands of staff members. On the day, and unbeknownst to me, instead of being the top message which everyone would see, it was buried under an item on ‘parking’ and required scrolling down to see it. We only got 48 responses, which was very disappointing.

You have probably been inundated with survey monkey things yourself anyway, but it was instructive how easy it was to set up (the trust has its own contract) and getting simple frequency information really is at the press of a button.

I will circulate it round the burns psychosocial special interest group anyway, but thought I would let you know in case the method might prove useful for other situations.

## **Bristol report – National Burns awareness day 2015**

On the 21<sup>st</sup> October an information and awareness stall was held in the Galleries Shopping Centre (Central Bristol). Representatives from the Paediatric Burn Service at UHBristol, the Healing 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:**

Banners were printed with key information and these were displayed at the Galleries Shopping Centre and in the main entrance of Bristol Children's Hospital, thanks to money from Bristol City Council.

Throughout the day the team engaged with the public raising awareness and handing out NBAD (National Burns Awareness Day) cards and fridge magnets with core burn awareness messages and first aid information.

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.



### **Other activities:**

In the run up to the Awareness Day, BBA promotional resources and the CBT (Children's Burns Trust) tool kit were sent to all Children Centres in Bristol, South Gloucestershire and North Somerset via the Public Health Injury Reduction Leads.

Resources were also sent to private nurseries and child minders in Bristol, to all our referrers across the South West Network, Avon Fire and Rescue Service and Lifeskills Centre. They were all encouraged to forward the information on to their wider networks, the aim being to widen the reach of the awareness day in the south west.

### **Media and Social media:**

- TV coverage – Made in Bristol TV attended the information stall in the Galleries Bristol and interviewed members of the team about the awareness day. They also interviewed Mr Jon Pleat (Paediatric Burns Consultant) in the South West UK Children’s Burns Centre at UHBristol. The piece was shown twice on the evening of the 22<sup>nd</sup> of October, on their news, 6 o’clock & 9 o’clock programme.  
<http://www.madeinbristol.tv/player/> (see The 6 or The 9 episode on the 21<sup>st</sup>, 07.49 mins in)
- Newspaper article printed in the Bristol Evening Post prior to the day.
- The Healing foundation Children's Burns Research Centre, Bristol Royal Hospital for Children, and Bristol City Council all promoted the day on Twitter and Facebook (see below the twitter feeds, which went out prior to the day and other social media coverage).

### **National Burns Awareness Day Tweets**

1. Bristol’s Children’s Burns Research Centre are holding an event in The Galleries, Bristol for National Burns Awareness Day #BeBurnAware  
[Retweeted x 5 liked x 2](#)
2. We are supporting National Burns Awareness Day 21st Oct to raise awareness of prevention & first aid #BeBurnAware  
[Retweeted x 4](#)
3. Children (and the elderly) are especially vulnerable to burns and scalds #BeBurnAware  
[Retweeted x 4](#)
4. Good first aid after a burn/scald makes a huge difference in recovery times & severity of scarring <http://bit.ly/1IC3QaP> #CoolCallCover  
[Retweeted x 4](#)
5. Scalding burns in children are preventable  
[Retweeted x 3](#)
6. Scalds from hot drinks are the commonest cause of Burn injury for children under 5 years of age #BeBurnAware  
[Retweeted x 4 liked x 1](#)
7. It takes 1 second to cause a deep burn from hot water at 70oC #BeBurnAware  
[Retweeted x 9](#)
8. Oven hobs, hair straighteners, irons and radiators can also cause a deep burn on contact #BeBurnAware

Retweeted x 3

9. Remember to protect your child from getting a flame burn by using a fire guard  
#BeBurnAware  
Retweeted x 2
10. CCAH Bristol tweeted:  
Bristol Children's Burns Research Centre are holding an event @ The Galleries, Bristol for Burns Awareness Day #BeBurnAware @BurnsCollective
11. UHBristol NHS FT tweeted:  
So far the event is a massive success @BurnsCollective. Lots of people taking away information cards and magnets (quoted no 1)  
Retweeted x 4 liked x 1
12. BBC News – pupils taught how to deal with #halloween outfit fires #stopdroproll  
<http://www.bbc.co.uk/news/uk-34484049>  
Retweeted x 2 liked x 1

## Facebook

The Children's Burns Research Centre are taking part in the British Burn Associations National Burns Prevention Awareness Day on October 21<sup>st</sup> (poster attached)

*9 likes and 2 shares*

## NOTTINGHAM

### National Burns Prevention Day 21<sup>st</sup> October 2015

On the 21<sup>st</sup> October it was the Second National Burns Prevention Day. Staff from the adults and children's burns unit went to Morrison's Superstore in Eastwood to promote burn safety. We were joined by Nottinghamshire Fire Service and a Local Sure Start.



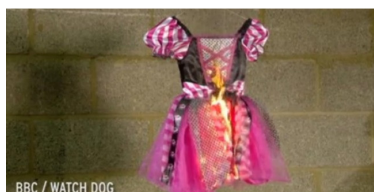
A burns prevention leaflet was also handed out on the day which has been written in conjunction with the Burns Unit and the Nottinghamshire Avoidable Injuries Group and has been adopted as the national leaflet by the British Burns Association for National Burns Prevention.

The event was to promote safety in the home, whilst ensuring the public knew how to do burn first aid. In conjunction with Nottinghamshire Fire Service, the Burns Unit have purchased magnets for the public to highlight what to do if someone receives a burn.



Children's emergency Department also took part in the event and had a stand promoting burns awareness.

National Burns prevention day coincides with Halloween and Bonfire Night, which traditionally can see an increase in burn injuries. The Children's Burn Service worked with Nottinghamshire and Derbyshire Fire Services, by setting alight Halloween costumes in a safe environment to demonstrate how quickly fun fancy dress costumes can burn and pose a danger to children who are wearing them. Interviews were given to BBC East Midlands and BBC Radio Nottingham to highlight the dangers of Halloween and Bonfire Night and how to keep safe at this fun time of year.



Andrea Cronshaw  
Clinical Nurse Specialist  
Children's Burns and Plastics

## **BROOMFIELD**

We were lucky to have a visit from the Chelmsford Fire & Rescue Brigade and were lucky to have an appliance for people / children to have a look at. We also had the Fire Service share our table and were giving information on fire alarms / CO2 monitors including how to get a free alarm In Essex.

Our table contained various hand-outs from CAPT and our local NHS information resources on burns Awareness, we highlighted the dangers in dressing up clothes, and the use of candles at The Festival of light and Chris tingle Oranges ceremonies not forgetting Halloween We also highlighted the possible dangers of radiators with winter on its way.

A local nursery presented lovely Firework pictures, and the Burns club had information available which they able to use again at another event later that week.

Some of our dressing providers donated handouts, pens, lights etc. which helped to encourage people to come over to the table where we asked some simple first aid questions before giving them a prize!

While we had the prevention day we took the opportunity to raise money through donated cakes from staff at the trust and M&S. They were raising £ to buy toys for the children's Burns Ward this also helped get people to the tables I believe they did very well and will help the children in their recovery through play.

There was a special assembly with their head teacher to talk about "keeping each other safe". They gave out leaflets and stickers to all the children in their school. (approx. 200)

We attended a Beaver group and spoke to 25 beavers about keeping safe. We had a poster competition, did some practical work around first aid so that they could earn their first aid badge. We talked about keeping safe and I gave out leaflets and stickers. They also completed some work sheets.

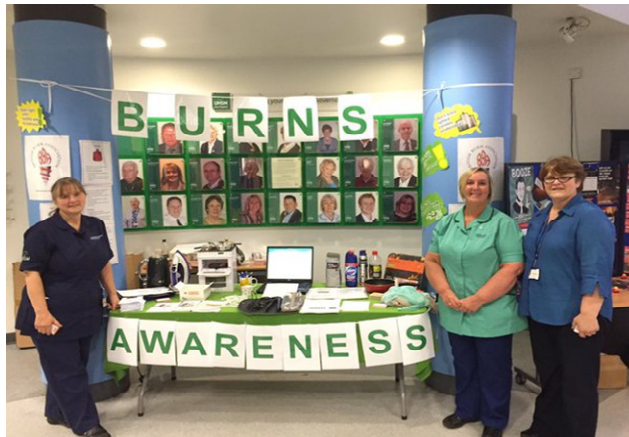
A local child minder gave out stickers and leaflets to the parents and the children made pictures about keeping safe to take home. She also took some leaflets to the local toddler group. One of our patients has started some promotional prevention awareness within the Jewish community

I feel that the day was really helpful all round and thank all the those involved in giving up their time to help run the prevention day I have attached some photos give you an idea of what we did as well hope that's all !! Oh no we were in the local paper as well which can only high light the Prevention day and had a request from one of the ASDA stores to put up something similar !

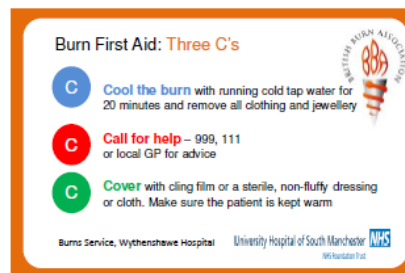


## MANCHESTER ADULTS

Our Burns Service team had two stalls manned between 09:00 and 16:00 by members of the multi-disciplinary team. One stall was in the Acute Block close to the burns unit and the other in the busy Out Patient Department. 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 also handed out First Aid advice leaflets and Burn Awareness cards on how to keep safe. A questionnaire was produced to reflect the increase in injury statistics we have seen in our department. Questions were centred around whether people have smoke alarms and how often they are tested, use of hot water bottles and asking how old they were, BBQ's and the use of accelerants and sun cream usage. There were wrist bands to hand out which changed colour when a person had too much UV rays.



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.

**UHSMnews** @UHSMnews Oct 21

Our Burns Service held a stall today with @manchesterfire @UHSMnews for National Burn Awareness Day #BeBurnsAware



Manchester Fire Retweeted



Manchester Borough @Mancfireteam Oct 21 Manchester, England

@manchesterfire is supporting the University hospital of south Manchester on #NationalBurnsAwarenessDay

Manchester Fire Retweeted



Phil Nelson @Speedsterboy356 Oct 21



We also have Matt Alsop @Mancfireteam & #Wythenshawe #Firestation crews at #Wythenshawe #Burns unit2support National Burns Awareness Day

The Trust Communication bulletin supported our event circulating this in the Trust's daily bulletin:

### National Burn Awareness Day

It was National Burns Day yesterday and you may have spotted UHSM's Burn Awareness stall in the Main Entrance at Wythenshawe Hospital. Our Burns Service team held a stall to raise awareness of items and products in the household such as hair straighteners, hot water bottles, radiators and bleach that can cause burns. They also handed out some information about First Aid advice on how to treat Burns. Manchester Fire Service were also here reminding people of the associated risks of upcoming events such as Bonfire Night and the Firework safety code.

Each ward in the Trust displayed a poster to promote the day, and there was a Prevention screensaver designed to run on the day on all Trust PC's.



## MANCHESTER CHILDRENS

On this day we are holding an event in the atrium of the children's hospital, we will be setting up 3 rooms: Kitchen/living/dining room, bedroom and a bathroom. This will be to display and allow parents/cares/patients to find the dangers in your home from burns/scalds. The event will run from 08.00 – 13.00 on the day, the fire service are also attending with the engine for the children and information for parents/carers.

At present we have a TV crew filming at the children's hospital and they are also planning to come down to highlight the dangers in the home from burns/scalds and the right first aid advice. This will run alongside one of our cases that they have been following, to be aired at Christmas. A few parents might also come.

We have been working with CAPT for information leaflets and got some packs and ordered plenty of leaflets, if there is something else that you feel needs to be added then please let me know.

Manchester Fire @manchesterfire Oct 21

Theresa Coucill, a burns sister, and Sue Mallinson, a CSA with GMFRS, show some of the dangers in our homes



1.

Manchester Fire @manchesterfire Oct 21



While at Royal Manchester Children's Hospital we are also giving out Bonfire and Fireworks safety advice [#treacle](#)



**Manchester Fire** @manchesterfire Oct 21

If you are near Royal Manchester Children's Hospital pop in... It's National Burns Awareness Day. Be safe not sorry with straighteners



## SALISBURY

We had a display in our hospital restaurant with posters and leaflets available to take away. Several broadcasts went out on hospital intranet/email

We have put lots of information on the BUGS (Burns Unit Group Support) facebook page and Broadcast on Spire FM about dangers of Halloween costumes



The screenshot shows a web browser window displaying the Facebook page for 'BUGS - Odstock Burns Support'. The page is titled 'BUGS - Odstock Burns Support' and has 212 likes and 2 visits. The main content is a post from 21 October at 07:01 about National Burns Awareness Day - Children's Fancy Dress Safety. The post text reads: 'Children love to dress up at any opportunity, especially on Halloween and Bonfire night. Currently, children's fancy dress costumes are not necessarily fire proofed or fire retardant. When they are classified as toys and not clothes, they only have to conform to the British Standard of Fire Safety of Toys (European Directive EN71). In basic terms this means, can such items be dropped by a child or run away from if it is burning. With home-made or purchased fancy dress items, it is advisable to: Avoid flammable fabrics, Use flame resistant or flame retardant fabrics and embellishments, Avoid styles that trail as they can easily catch alight on a naked flame. At parties and events: Follow safety guidance for candles, which includes the use of birthday cake candles, Follow safety guidance for sparklers, Do not allow children in fancy dress to use sparklers.' Below the text is a photograph of a red box filled with various Halloween costumes, including a black cat mask, a white mask, and colorful accessories. The page also features a 'PEOPLE' section with a star rating, an 'ABOUT' section with a map of Salisbury District and contact information, and a 'NOTES' section with links to other resources like 'British Burn Association - First Aid Position State...', 'Outlook - Psychological Support', and 'Peer Support'. The page is liked by 'Welsh Dragon Burns Club' and 'Dans Fund For Burns'. The footer of the browser window shows the URL: https://www.facebook.com/bugs.salisbury/photos/a.683556898353253.1073741829.683547228354220/977020129006927/?type=3

# PRUH National Burn Awareness Day Feedback

## What activity did you run on National Burn Awareness Day?

We organised a range of activities listed below:

**1. Information stand in the hospital foyer.** This was manned for most of the day (9am – 5pm) by doctors and medical students. We displayed posters showing burns awareness and first aid information. We used leaflets from the Children's Burns Trust and some posters from our personal resources. We gave out over 300 leaflets to the general public in person, and stickers to children. We had many brief and several more in depth conversations with members of the public about burn awareness and burns first aid. The information was generally very well received and many of those who did not stop to discuss were keen to read the leaflet later.



## 2. Burns Teaching for Senior and Junior Emergency Department Doctors

Both our junior and senior departmental teaching was focussed around minor and major burns management. We also covered the referral guidelines to the Burns Unit, and these were subsequently emailed to the doctors.



### 3. Hospital Intranet

We used the hospital intranet to raise the profile of National Burn Awareness Day. We had a screensaver and photo coverage of the day.

<http://hww-kingsweb/News/View/18376>

<http://hww-kingsweb/News/View/18374>

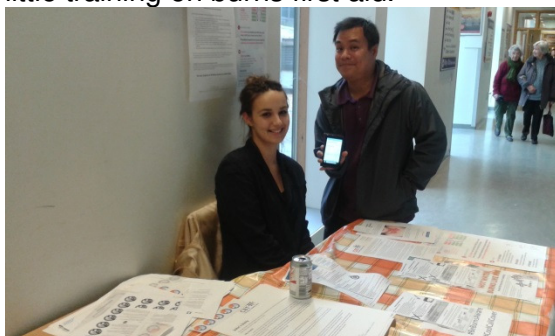
### 4. Twitter

We used twitter to increase coverage of the day, and changed our profile pictures to the Burns Day sticker. We used tweetdeck to schedule tweets throughout the day, using some of the template tweets provided. We also live tweeted throughout the day, and encouraged others to tweet. Some patients said they were tweeting about burns too!



### 5. Surveys

A survey was created on surveymonkey which was implemented to ask members of the public questions about their existing knowledge of burns first aid. The survey data showed that there is little training on burns first aid.



### 6. Paediatric Emergency Department

We displayed posters in the Paediatric ED waiting room, and gave out leaflets to parents, leading to some discussions around burns first aid.

## 7. Library Education

The library compiled a list of burns resources which they linked to on the trust's daily bulletin. The resources gave links to burns management, electrical burns, and burns disasters.



### What was your main aim?

1. Increase awareness of burns first aid among the general public
2. Provide teaching for medical staff on burns management including first aid

### Who were your target audience?

Members of the public ranging from the elderly to families with young children. Even those who did not have children living with them recognised the importance of the information we were giving out and some said they would pass leaflets on to relatives or friends.

### How many people did you directly engage with?

Over 300 people including staff in teaching sessions and members of the public

### How many people might you have directly engaged with (eg through local media coverage or through umbrella organisations)?

All members of Kings College Hospital NHS Foundation Trust via the intranet.

### How many staff / volunteers were involved in your activity?

Three doctors including one ED consultant, one ED registrar and one ED junior, three medical students, library staff, one corporate comms member.

### Did you achieve your main aim?

Yes! Information was given to many members of the public and two teaching sessions were successfully delivered. Awareness was raised among all staff via the intranet.

### How much media coverage did you achieve?

None

### How useful was the information received from the Children's Burns Trust before the event?

Extremely useful. We printed and used nearly all of it

### What additional information or support would have been helpful?

Larger variety of posters

### Any other comments...?

It would have been good for the new Burn Network website to have been working, so we could direct staff members to the website.

### **BCH – plans for the day**

*We plan to hold our information stalls in the hospital as last year, giving out our info cards and magnets to patients/ families and visitors on all the wards and out-patients areas. The fire service are also attending the day to help with this information. The emphasis will still be on scalds and contact burns, but we also intend to give info about fancy dress attire and naked flames and small battery info.*

*Staff have made a video first aid advice which will be on BCH Facebook and Twitter accounts on the day.*

*Local press are also interested on the day, along with further coverage around Halloween with a family whose child was injured when their Halloween costume caught fire.*

*Local cafes and restaurants have shown interest in giving out the info cards on the day, ( Boston tea Party and Pizza Express)*

### **BRISTOL PAEDS – plans for the day**

As part of the day in Bristol, we will be running an information and awareness stall in the Galleries Shopping Centre (Centre of Bristol). On the stall will be representatives from the Healing Foundation Children's Burns Research Centre, Southwest UK Children's Burns Centre, Avon Fire & Rescue, and Life Skills Safety Education Centre. We will be engaging with the public, with core awareness messages and the burns first aid message, to raise public awareness around burn injury. We have printed NBAD cards (5000) and fridge magnets(1000), these will be handed out to the public on the day. The fire service will also hand out some promotional resources on the day.

The communications team here at the Bristol Royal Hospital for Children will assist in coordinating the external promotion of the day, via their social media links and local media coverage.

The Healing foundation Children's Burns Research Centre, Bristol Royal Hospital for Children, and Bristol City Council are all going to promote the day on twitter and face book (see attached the twitter feeds, which started to go out yesterday and will continue until Wednesday.

BBA promotional resources and CBT tool kit have been sent to all children's centres in Bristol, via our partners at Bristol city council

### **National Burns Awareness Day Tweets**

13. Bristol's Children's Burns Research Centre are holding an event in The Galleries, Bristol for National Burns Awareness Day #BeBurnAware  
(138)
14. We are supporting National Burns Awareness Day 21st Oct to raise awareness of prevention & first aid #BeBurnAware  
(116)
15. Children (and the elderly) are especially vulnerable to burns and scalds #BeBurnAware  
(88)



16. Good first aid after a burn/scald makes a huge difference in recovery times & severity of scarring  
<http://bit.ly/1IC3QaP> #CoolCallCover  
(138)
17. Scalding burns in children are preventable  
(39)
18. Scalds from hot drinks are the commonest cause of Burn injury for children under 5 years of age  
#BeBurnAware  
(111)
19. It takes 1 second to cause a deep burn from hot water at 70oC #BeBurnAware  
(77)
20. Oven hobs, hair straighteners, irons and radiators can also cause a deep burn on contact  
#BeBurnAware  
(105)
21. Remember to protect your child from getting a flame burn by using a fire guard #BeBurnAware  
(96)
22. If your child has a burn, remember the 3 C's – Cool the burn, Call for help, Cover #CoolCallCover  
(102)

## WAKEFIELD – plans for the day

The Childrens burns Unit at Pinderfields had a stall in the atrium at Pinderfields which involved information stalls and visual displays. We also invited Humberside & West Yorkshire Fire and Rescue Service to raise awareness and educate the public on burn prevention and first aid. Our Play Specialist marked on a doll with stain the damage a hot drink can cause to very young children which appeared emotive.



We had advice available by means of posters and leaflets which we had got from CAPT.

We also carried out a first aid questionnaire to identify what members of the general public would do if they or a relative sustained a burn injury. We are now hoping to audit the questionnaire with the families that come through the burn service.

Look North TV crew also attended the burn unit the same week and covered a short story about the increase in hair straightener burns.

Everyone felt the day was a great success and one we will be repeating next year.

## CHILDRENS FIRE & BURN TRUST

### NATIONAL BURN AWARENESS DAY 21.10.15 SOCIAL MEDIA COVERAGE

Type of Organisation & Name	Evaluation Form Received
-----------------------------	--------------------------

<b>Fire &amp; Rescue Services</b>	
ACF Training (All Cadet Force) - Tweets & retweets	
Bedfordshire  Tweets & retweets incl link to article <a href="http://www.bedfordtoday.co.uk/news/local/fire-chief-talks-to-nursery-children-about-burn-risks-ahead-of-halloween-1-7021184">http://www.bedfordtoday.co.uk/news/local/fire-chief-talks-to-nursery-children-about-burn-risks-ahead-of-halloween-1-7021184</a>	
Buckinghamshire & Milton Keynes  Tweets & retweets incl article <a href="http://bucksfire.gov.uk/news/how-you-can-show-support-national-burn-awareness-day/">http://bucksfire.gov.uk/news/how-you-can-show-support-national-burn-awareness-day/</a>	
CFOA and Peter Holland - Tweets & retweets	
Cheshire  Tweets & retweets incl article <a href="http://www.cheshirefire.gov.uk/news-events/press-releases/cheshire-fire-and-rescue-service-supports-national-burn-awareness-day">http://www.cheshirefire.gov.uk/news-events/press-releases/cheshire-fire-and-rescue-service-supports-national-burn-awareness-day</a>	
Cleveland - Tweets & retweets incl link to NBAD page on CBT website	
Cornwall - Tweets & retweets	
Devon & Somerset  Tweets & retweets incl link to article <a href="http://www.dsfire.gov.uk/news/newsdesk/PressReleaseArticle.cfm?ReleaseID=1671&amp;siteCategoryId=3&amp;T1ID=26&amp;T2ID=36">http://www.dsfire.gov.uk/news/newsdesk/PressReleaseArticle.cfm?ReleaseID=1671&amp;siteCategoryId=3&amp;T1ID=26&amp;T2ID=36</a>	
East Sussex - Tweets & retweets	
Hampshire  Tweets & retweets incl link to CBT First Aid web page and tweets/retweets by several individual fire stations in Hampshire	
Hertfordshire - Tweets & retweets	
Isle of Wight - Tweets & retweets	
London Fire Brigade	

Included NBAD in all schools they visited on 21.10.15 Tweets & retweets	
London Fire Brigade Cadets Units meeting on 21.10.15 (Hackney, Greenwich, Newham and Croydon) received burns specific first aid training (other units will also receive in due course) Tweets & retweets	
Manchester Borough incl Wythenshawe Fire Station Manager - Tweets & retweets	
Mid & West Wales, incl Rescue 265 Training - Tweets & retweets	
Norfolk - Tweets & retweets	
Northamptonshire - Tweets & retweets	
Safety Management UK, Fire Risk Assessments - Tweets & retweets	
West Midlands - Tweets & retweets	
West Midlands Fire Service Community Risk Reduction Team for Birmingham Tweets & retweets	

<b>Health / Hospitals</b>	
ABMU Health Board, Wales - Tweets & retweets	
BAPRAS Tweets & retweets – inc “thanks for such a great campaign!”	
Birmingham Children’s Hospital - Tweets & retweets	
Born to Move NHS – health visitor led initiative - Tweets & retweets	
Bumps & Bashes (first aid training) - Tweets & retweets	
Children’s Burns Research Centre Tweets & retweets. Article on website: <a href="http://www.bristol.ac.uk/social-community-medicine/childrens-burns/news/2015/prevention-day-oct-2015.html">http://www.bristol.ac.uk/social-community-medicine/childrens-burns/news/2015/prevention-day-oct-2015.html</a>	
Frenchay After Burns Club Display in Galleries Bristol shopping centre, tweets & retweets	
King’s College Hospital, London	

Display, "Burns Story", tweets & retweets	
Life Skills, Bristol - Tweets & retweets	
Princess Royal University Hospital, Farnborough, Kent Requested posters & leaflets prior to day. Put up a display in A&E. Tweets & retweets	Yes
Public Health England – Integrated Business Management & Operations, Birmingham Tweets & retweets incl link to Red Cross website <a href="http://www.redcross.org.uk/What-we-do/First-aid/Baby-and-Child-First-Aid/Burns">http://www.redcross.org.uk/What-we-do/First-aid/Baby-and-Child-First-Aid/Burns</a>	
Public Health England – Violence & Unintended Injuries Prevention Programme, London Tweets & retweets incl link to article <a href="https://www.gov.uk/government/publications/reducing-unintentional-injuries-among-children-and-young-people">https://www.gov.uk/government/publications/reducing-unintentional-injuries-among-children-and-young-people</a>	
Queen Victoria Hospital, East Grinstead - Tweets & retweets	
Salisbury Laser Clinic - Tweets & retweets	
Sheffield Children's Hospital - Tweets & retweets	
SNAP 16 (Organisation supporting teenagers & young adults with additional needs) Tweets & retweets	
South London Emergency Medicine - Tweets & retweets	
The Burns Collective Tweets & retweets inc link to CBT First Aid page on website	
Tissue Viability Team @ University Hospitals Coventry & Warwickshire	
WMAS First Aid - Tweets & retweets	
Several individual and specialist nurse groups, incl Wendy Nicholson, National Lead CYP & Families, PHE Nurse Directorate & Kath Evans, Head of Patient Experience @ NHS England Tweets & retweets	
We School Nurses - Tweets & retweets	
First Aid First Hand Training - Tweets & retweets	
Rob Kennedy, Salford University Lecturer Tweets & retweets. Also arranged for all university screen savers to be NBAD poster on 21.10.15 & on large public display area electronic boards. Several students also tweeted & retweeted.	
SNAP Childcare - Tweets & retweets	

University Hospitals Bristol - Tweets & retweets	
Aim High Training (First Aid Training) - Tweets & retweets	
Somerset Red Cross Emergency Response Team - Tweets & retweets	
Stockport Council Tweets & retweets Child Injury Prevention Co-ordinator of Public Health Team circulated NBAD inf prior to day	Yes
UK Dermatology Clinical Trials Network - Tweets & retweets	
My Burns Club (Pinderfields) - Tweets & retweets	
University of Salford Nursing Students - Tweets & retweets	

<b>Industry / Commerce</b>	
Abode Home Products (BMA member) tweets & retweets	
Adelphi Plumbing (BMA member) tweets & retweets	
Association of Plumbing & Heating Manufacturers (BMA member) tweets & retweets	
Baker & Soars (BMA member) tweets & retweets	
Bathroom Manufacturers Association and HWBLF Launched Hotspots House app Tweeted & retweeted their members tweets	
Briscoe French (BMA member) tweets	
Bristan Group (BMA member) tweets & retweets	
Complete Pump Supplies (BMA member) tweets & retweets	
Crosswater Ltd (BMA member) tweets & retweets	
Croydex (BMA member) tweets & retweets	
DAIO (safety equip manufacturers) - Tweets & retweets	
Escapade Fancy Dress Tweets & retweets incl link to article on their website re Fire Safety <a href="http://www.escapade.co.uk/halloween-fire-safety-guide.asp">http://www.escapade.co.uk/halloween-fire-safety-guide.asp</a>	
Finer Filters Ltd (BMA member) tweets & retweets	

FIRE Magazine	
Tweets & retweets, incl article prior to NBAD <a href="https://www.fire-magazine.com/prevention-key-burns-awareness-national-day-21-october-2015.aspx">https://www.fire-magazine.com/prevention-key-burns-awareness-national-day-21-october-2015.aspx</a>	
Intatec (BMA member) tweets & retweets	
K Plumbing (BMA member) tweets & retweets	
Means of Escape – online fire industry resource - Tweets & retweets	
Nicholls Bathrooms (BMA member) tweets & retweets	
NSF Water Programmes (BMA member) tweets & retweets	
Quattro Display (exhibition stands) - Tweets & retweets	
S D Fire Alarms - Tweets & retweets	
The Water Label (BMA member) tweets & retweets	
Triton Showers (BMA member) tweets & retweets	
Tubs & Tiles (BMA member) tweets & retweets incl article on their website <a href="http://www.tubsandtiles.net/supporting-safety-in-the-home/">http://www.tubsandtiles.net/supporting-safety-in-the-home/</a>	
Watersafe UK (BMA member) tweets & retweets	
Yousef Installations (Gas installers) (BMA member) tweets & retweets	
Zeta Services, risk management & compliance solutions for water & fire - Tweets & retweets	

<b>Burns Survivors / Parents</b>	
Burns Survivor Resource Community - Tweets & retweets	
Gwen – another Welsh mum who contacted CBT on the day and gave link to youtube video <a href="https://www.youtube.com/watch?v=rpUg6oz1NnY">https://www.youtube.com/watch?v=rpUg6oz1NnY</a>	
Karin – Welsh mum who contacted CBT on the day and sent photo's of her daughters scald to be posted anonymously on facebook & twitter	
Lucy Wilson - article in Huffington Post <a href="http://www.huffingtonpost.co.uk/lucy-wilson/national-burns-awareness-day_b_8323010.html">http://www.huffingtonpost.co.uk/lucy-wilson/national-burns-awareness-day_b_8323010.html</a> and gave interview to Radio Sheffield	

<b>Charities</b>	
CAPT - Tweets & retweets	

Used NBAD to plug their prevention material sales prior to day	
CBT Patrons Amanda Redman and Francis Benali - Tweets & retweets	
Changing Faces - Tweets & retweets	
Dan's Fund for Burns - Retweets	
RAFT - Put article on their website <a href="http://www.raft.ac.uk/News/national-burn-awareness-day">http://www.raft.ac.uk/News/national-burn-awareness-day</a> Tweets & retweets	
Restore Research - Tweets & retweets	
RoSPA - Tweets & retweets	

<b>Community</b>	
CAPH – community interest company improving primary education in Cornwall Tweets & retweets	
Child Friendly Leeds - Tweets & retweets	
Croydon Communities Consortium - Tweets & retweets	
Doncaster Keeping Safe Forum - Tweets & retweets	
Home Start, Kernow - Tweets & retweets	
Journal Family Health - Tweets & retweets	
Neighbourhood Watch Scotland - Tweets & retweets	
Northfield Housing Liaison Board - Tweets & retweets	
Surrey Mummy Team - Tweets	
Temple Newsam Learning Partnership - Tweets & retweets	

FACEBOOK PAGE REPORT: WEEK OF OCT 19 – OCT 25

Children's Burns Trust

[Build Audience](#) · [Promote Page](#)

[See Insights](#)



	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	128	10	1,180.0%
Weekly Total Reach	25,358	533	4,657.6%
People Engaged	2,393	23	10,304.3%
<u>Message Response Rate</u>	<u>100.0%</u>	<u>0.0%</u>	<u>0.0%</u>
<u>Message Response Time</u>	<u>12 mins</u>	<u>N/A</u>	<u>N/A</u>
Total Page Likes	403	359	12.3%

By entering a postcode, a report will be generated, giving information on child burns.

<http://www.cbtrust.org.uk/reports/index.shtml>

Children's Burns Trust (CBT) – poster and first aid message and 'Hot Water Burns Like Fire' campaign link

<http://www.cbtrust.org.uk/prevention/awareness/NationalBurnAwarenessDay.shtml>

### **CBT - BBC News**

How flammable are children's Halloween costumes? <http://www.bbc.co.uk/news/uk-34472326> ...CBT Trustee Paul Fuller discusses this on [BBC Breakfast](#).

Bathroom Manufacturers Association displayed the 2015 Prevention Poster:

<http://www.hotwaterburns.org/#!burns-awareness-day-2015/c21by>

### **Water Regulations Advisory Scheme (WRAS)**

Supports the CBT Hot Water Burns Like Fire campaign

<https://www.wras.co.uk/news/archive/burnslikefire/>

<https://www.wras.co.uk>

### **Bathroom Manufacturing Association (BMA)**

Information and fliers sent to the BMA which was shared with their manufacturers. The BMA are also working with the CBT to raise awareness of burns and scalds

<http://www.hotwaterburns.org/>

<http://www.bathroom-association.org/whats-new/hotspots-house-the-functional-app-/>

<http://www.bathroom-association.org/>

#### **BBA**

<http://www.britishburnassociation.org/news/article/bba-national-burn-awareness-day-21-october-2015>

Ken Dunn was interviewed by BBC Breakfast which was aired on 8th October at 06:20, 07:20, 08:20 as part of a wider package on flammability of Halloween costumes as approx.

He was also interviewed for BBC Radio Manchester - the interview begins 02.02.10 into the programme.

<http://www.bbc.co.uk/programmes/p0338fst>

#### **BAPRAS**

<http://www.bapras.org.uk/media-government/news-and-views/view/bapras-supports-national-burns-awareness-day>

In addition to posting tweets from the BAPRAS voice account, BAPRAS PR contacted national charity Family Lives – which has over 26,000 followers – they have tweeted about Burns Awareness Day and linked to the Children’s Burns Trust website (Today is National Burns Awareness Day #beburnaware equip yourself with their advice and tips to keep safe ht.ly/TFxMS )



**Family Lives**– [@FamilyLives](#)

Today is National Burns Awareness Day [#beburnaware](#) equip yourself with their advice and tips to keep safe <http://ht.ly/TFxMS>

5:07 AM - 21 Oct 2015

1 RETWEET 1 LIKE

[Reply to @FamilyLives](#)

#### **Replies**



[Oct 21](#)

**BAPRASvoice** @BAPRASvoice

@FamilyLives Thank you for sharing this important info!



Oct 22

**Family Lives** @FamilyLives

@BAPRASvoice Thank you, yes was very important to share.

We also contacted the affiliated group Bullying UK – which has over 144,000 followers – they tweeted and linked to the CBT website, which is great as they have such a large following (see here).



**Bullying UK** – Verified account @bullyinguk

Today is National Burns Awareness Day [#beburnaware](#) equip yourself with their advice and tips to keep safe <http://ht.ly/TFxMS>

5:09 AM - 21 Oct 2015

**8 RETWEETS** **8 LIKES**

[Reply to @bullyinguk](#)

## Replies



Oct 21

**BAPRASvoice** @BAPRASvoice

@bullyinguk Thank you for sharing this important information!

BAPRAS also plan to put together a list of 'top tips' on prevention, safety and do's and don'ts, which we will send to publications that focus on parenting (e.g., [Netmums](#), [Gurgle](#) and [Mojomums](#)).

**RoSPA**

Promotion of day through their website: <http://www.rospa.com/>

### **Child Accident Prevention Trust (CaPT)**

<http://www.capt.org.uk/year-planner/national-burn-awareness-day>

### **Institute of Home safety (IHS)**

IHS reported that the National Burn Awareness information had been shared with the Working Party of the National Home Safety Committee today who will in turn share at the next National Meeting early October. I will also share the information at the Institute's AGM on the 22<sup>nd</sup> September 2015.

Carol Ainge, Chair and Communications Officer, Institute of Home Safety

DL [01582 496024](tel:01582496024)

Email: [Carol@instituteofhomesafety.com](mailto:Carol@instituteofhomesafety.com)

Website: [www.instituteofhomesafety.com](http://www.instituteofhomesafety.com)

### **BBC Breakfast**

#### **Kat Orman: Burns awareness day + disability dating**

...On National **Burns Awareness** Day, Kat meets Lucy who was scolded as a child to find out how she's coped, and we have advice on how to treat **burns**, plus our Finding Love Later In Life series continues...

Published Date

Tags

ProgrammesBBC Radio Oxford

### **Houses of Parliament**

Awaiting a date for a Burn Awareness Adjournment Debate

### **Age UK**

The email below and a copy of the NBAD card was circulated to all London Age UK shops:

Dear Members

*At this week's London Regional Meeting, Diana Kahn, Chair of Age UK Lambeth advised at the meeting that the British Burn Association are promoting a National Burns Awareness Day on 21 October, and have produced material about how to prevent and treat burns, which is very relevant to older people, and which Age UKs might want to propagate. There will be a focus on children, but older people, like children, have finer skin than younger adults and are therefore, like children, liable to a very serious injury as a result particularly of scalding.*

*A particularly nasty winter injury is a scald from leaking or perished hot water bottles. Please refer to the attached card and there is a link below for further information.*

<http://www.britishburnassociation.org/news/article/bba-national-burn-awareness-day-21-october-2015>