

BRITISH BURN ASSOCIATION

Prevention Committee



Awareness Day Report – 23rd November 2014

Overview

The BBA Prevention Committee must thank lots of people, both from burn services and beyond for their efforts in making the first BBA Awareness Day a success. The intention of the day was to start fairly low key and see how things developed. As it happened, the efforts people went to made the awareness of the day far wider and more influential than we ever anticipated. Here is a brief overview of what happened:

Site by site Activity

Below I listed the feedback I have received collated by site. The text is as it came to me but I have patched things together to improve 'flow'. If I have left any item out of this précis I apologise and will correct it if you send the information on.

BBA

<http://www.britishburnassociation.org/news/article/bba-prevention-burns-awareness-day-22.10.14>

Child Accident Prevention Trust (CaPT)

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

Children's Burn trust (CBT)

Today, the 22nd October 2014, is the FIRST National Burn Awareness Day. More and more government, health and social agencies are acknowledging the importance of prevention, and the Children's Burns Trust is pleased to announce another FIRST in this vital area. Speaking at the All-Party Parliamentary Fire Safety and Rescue Group at the House of Commons on the 21st October, our Medical Trustee Mr Ken Dunn, FRCS, announced that paediatric burn injury data can now be accessed via the Children's Burns Trust website.

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

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

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>

Third Degree Survivors – Links to CBT website

<https://thirdddegreesurvivors.wordpress.com/2014/10/14/national-burn-awareness-day-2014/>

Here is a link to an online article in the Express concerning a parallel development by the Bathroom Manufacturers Association and their website: <http://www.express.co.uk/life-style/health/553046/TV-star-Amanda-Redman-mum-guilty-scalded-child>

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

Institute of Home safety (IHS)

These reports (the CBT web site) are from the international Burn Injury Database (iBID), incorporating data collected from all NHS Burn Services in England and Wales – they do not include the minor burns and scalds that are treated by Accident and Emergency Departments. We very much hope that you will find this new tool useful, and welcome any feedback/comments you have on the new Burn Injury Report facility on the website.

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

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Houses of Parliament

Early Day Motions/Parliament UK

<http://www.edms.org.uk/2014-15/385.htm>, <http://www.parliament.uk/edm/2014-15/385>

Bristol

The Children's Burns Research Centre hosted and information and awareness raising stall both at Bristol Royal Hospital for Children and Cardiff University Hospitals. Local children's centres and GPs also got involved with activities and displayed posters. Events and information stands were held at many different Burns Units across the UK.

Three types of injury were highlighted this year: scalds from hot drinks, contact burns from hair straighteners and flame burns from bonfires. We were interviewed on Heart FM Radio and the day was featured in local press.

Children's Burns Research Centre – Bristol and Cardiff Prevention teams hosted stands and added to our Twitter, Facebook and Centre website

Bristol - University Hospitals Bristol NHS Foundation Trust, Bristol Royal Hospital for Children

Cardiff – University Hospital Wales

<http://www.bristol.ac.uk/social-community-medicine/childrens-burns/news/2014/outputurl-118682-en.html>



North Bristol NHS Trust – Southmead (advertised on Southmead Facebook)
Stand in Brunel Building

Abbeywood Tots Day Nursery Ltd, Bristol - Six nurseries took part in activities to do with Burns Awareness. Made posters and walked around the nurseries to see what is safe.

Bristol Children's Centres x 24 - posters delivered for display

Press coverage:

Bristol Post – Adult bonfire burn article and section on National Burns Prevention Day at North Bristol NHS Trust and University Hospitals Bristol NHS Trust. Bristol Children's Hospital stats provided

Bristol Heart FM Radio – Mr Timothy Burge, Bristol Royal Hospital for Children Burns Consultant interview

East Grinstead

East Grinstead/Blond Mcindoe – Twitter (East Grinstead)
<https://twitter.com/blondmcindoe>

East Grinstead online
<http://bluebelldigital.co.uk/eastgrinsteadonline/qvh-specialists-urge-people-burns-aware/>

King's College Hospital

Marked the first Burns Awareness Day by including information in the daily staff bulletin and on our intranet. We've also tweeted our 8,000+ followers and had some retweets.

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Leicester

University Hospitals of Leicester NHS Trust – poster and first aid message
<http://www.leicestershospitals.nhs.uk/aboutus/departments-services/plastic-surgery/national-burns-awareness-day/>

Manchester

Burn Service and Fire Service staff manned an information table in the hospital main entrance and cascaded info via the Fire Service and hospital PR Dept to the Trust contact list. Very positive comments came from the interaction with a clear lack of appreciation of the numbers of injuries involved and the ease with which injuries can happen.



Nottingham

The Nottingham Burns Unit Teams totally embraced the National Burns Awareness Day. Please see the attached pictures and press article from the Nottingham Evening Post and the links in e-mail below for press coverage of the day, the editorial piece was very positive (3rd link below).

Our Communication team really helped and links went onto our Trust Public website, Facebook and Twitter sites.

The day started with 2 of our nurses going to a local school and giving an assembly on awareness / preventing burn injuries to 250 7 – 11 year olds – very brave of them! We decided to go to a local shopping area to promote the day it went very well and we managed to distribute 100s of first Aid / prevention leaflets and to talk about Burns awareness. There was a very positive response from people we spoke to.

The BBA poster was also sent to communication links we had with Nottingham local junior schools and GP surgeries (Lincolnshire, Nottingham and Derbyshire) to be displayed on the day, and we had larger posters printed and displayed and these went to the school we visited and the local GP Health Centre / Childrens centre.

We had help from St John Ambulance, the Fire Service and local Childrens Centre and East Midlands BBC News and Notts TV attended to film 2 patients who were in the paper and staff on the day

There will also be a piece in the Trust bulletin

So all very positive awareness / prevention work

Nottingham University Hospitals NHS Trust – links to first aid statement

<http://www.nuh.nhs.uk/communications-and-media/news/2014/october/nuh-nurses-back-burns-awareness-day/>

<http://www.nottinghampost.com/frightening-happen-matter-seconds/story-23331608-detail/story.html>

<http://www.nottinghampost.com/Fireball-dad-City-medics-saved-life/story-23331441-detail/story.html>

<http://www.nottinghampost.com/Great-care-make-complacent/story-23331392-detail/story.html>

Features on BBC East Midlands Today and Notts TV, interviews with Patients, Nurses and Consultant

Swansea

Ms. Hemington-Gorse (Consultant burn and plastic surgeon) spoke to local borough councils requesting they advertise the day and that details of the day be emailed to the schools asking that it be cascaded to parents through school email circulars. Members of the burns team gave information leaflets to schools their children attend.



In addition, members of the M.D.T (Physio., O.T, Nursing) manned an information stand at the main entrance to Morrision hospital from 9am – 5pm which provided the opportunity to engage with the public and hospital employees. Information provided included; the poster and leaflets endorsed by the BBA, leaflets created by the Welsh Centre for Burns team with first aid advice. Copies of the leaflets were given out, along with badges made by the O.T's with “Just Add

Water” logo. Photographs of burn injuries were shown to illustrate the type of injuries we see at the Centre. These were particularly well received and served to focus the attention of those we spoke with. A poster stating the no. of children and adults admitted to the W.C.B in 2013 with a breakdown of the mechanisms of injury was also used to highlight the points we were raising.

Whilst we did not count nos of people visiting the stand, we held a free prize draw and 150 people took tickets, and not everyone who visited wanted a ticket. A comments board provided feedback, which was overwhelmingly positive.

In the event an awareness day were to be held annually, speaking with those who contributed on the 22nd, it would seem that more advance notice is required to prepare, and perhaps consider making a burn awareness week which would allow for more activities. Ideas of activities include; members of the burns team visiting schools, provide a stand in the main shopping area of our local town on the day, and perhaps most importantly seeking to have a slot on local news and radio, which would reach a wider audience.

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Other coverage:

British Coffee Association – highlight day on website

Chartered Institute of Plumbing and Heating Engineering
<http://www.ciphe.org.uk/media-centre/blogs/>

Clippasafe
<http://www.clippasafe.co.uk/cms/blog/national-burns-awareness-day-helping-you-reduce-the-risks/>

Silver Surfer
<http://www.silversurfer.org.uk/national-burn-awareness-day-raising-awareness-of-burns-and-scalds-for-children/>

The British Association of Skin Camouflage
<http://www.skin-camouflage.net/>

Next year

It is very much our intention to make the BBA Awareness Day and annual event and wish to digest what this year has brought plus any suggestions people wish to make to make the event bigger and better.

The analysis from iBID will of course be monitoring whether all this effort has an effect on the number and range of injuries we subsequently see. Here's hoping...

Regards,

Ken Dunn

Chair, BBA Prevention Committee