

Burn Awareness Day 2020

Report from

The Adult Burn Service, Wythenshawe Hospital, Manchester

On behalf of the Paediatric & Adult Burn Services in Manchester we used our extensive contact list to reach out to ask for a Call for Action to raise awareness:



CALL FOR ACTION



**Help us to prevent burn injuries by supporting us on
Wednesday 14 October 2020
National Burn Awareness Day**

The Adult Burn Service at Wythenshawe Hospital and the Children's Burn Service at Royal Manchester Children's Hospital, MFT need your support to raise awareness of burn injuries and to help prevent them in our community. This is more important now during COVID-19 as we are spending more time indoors or working from home. As Halloween and Bonfire Night fast approach there is the possibility of fireworks and fires in back gardens and the hazards that brings.

We have attached for your information a **Burns Toolkit produced by The Children's Burns Trust** that is packed with important information not only for children for adults on First Aid for Burns, safety with fireworks and safety in the home.

Also attached is a poster on how to: **Avoid Injury While in Self Isolation**

There are many ways in which you can help to raise awareness of burn injuries:

- Organise an activity on the day
- Ask someone in your organisation/school/work environment who would provide activities to raise awareness of burn injury
- publicise the day in your local community using the downloadable posters
- Include one of the downloadable posters in a newsletter that you circulate
- Upload information onto your organisation's website
- Display a poster in your place of work, school, church etc
- Social media is a good way to highlight the burn awareness day, please use our hashtags in your messages on social media:

#beburnsaware

#nationalburnsawarenessday

#burns

#manchesteradultsburnscentre

#childrensburnstrust

@CBTofficial

@BurnsUnitMft

@RMCH_Burns_Unit

Finally, thank you for your support and please let us know how many people you sent our information to.

AVOID INJURY WHILST IN SELF ISOLATION



Burning
Rubbish



Chip-pan
Fires



Kettle Scalds



Iron
Burns



Hob /
oven



Cooking
injuries



Hot food +
drinks



DIY
injuries



Steam
inhalation



Electrical
injuries



Circular
Saws



Drink
Responsibly



Hair
Straighteners



Hot water
bottles

YOUR NHS NEEDS YOU!

ALLOW YOUR HOSPITAL TO BEAT COVID-19

BE SAFE AT HOME

STAY SAFE AT HOME

We circulated our message to over a thousand emails addresses to the organisations below in Greater Manchester and hope to expand the list for next year:

- Therapy product suppliers
- OT's within the trust to share on their medical wards
- local schools
- nurseries and playgroups
- Childminders
- Girl Guiding
- Scout groups
- nursing homes
- mental health units
- Prison Service
- Chaplaincy

To date the adult burn service have had a few enquiries for staff to provide information for various organisations on burns and advice on first aid.

Information was also circulated by the Communications Department at Manchester University NHS Foundation Trust in its iNews to staff on the 14 October 2020:

Burns Awareness Day - TODAY

The Adult Burn Service at Wythenshawe Hospital, MFT needs your support to raise awareness of burn injuries and to help prevent them in our community. This is more important now during COVID-19 as we are spending more time indoors or working from home. As Halloween and Bonfire Night fast approach there is the possibility of fireworks and fires in back gardens and the hazards that brings. Take a look at the [Burns Toolkit](#) produced by The Children's Burns Trust that is packed with important information not only for children for adults on first aid for burns, safety with fireworks and safety in the home.



[Find out more: Avoiding Injury While in Self Isolation.](#)




As we were unable to have a burn awareness stand in the hospital this year to meet with visitors and staff, we decorated the Burns Centre entrance with Facts and Figures to capture people's attention and to share knowledge of the types of injuries we treat

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

Adult Burns Centre ...
@BurnsUnitMft

Adult Burns Centre - Wythenshawe Hospital MFT
128 Tweets



Adult Burns Centre - Wythenshawe Hospital MFT
@BurnsUnitMft

Adult Burns Centre in Manchester University NHS Foundation Trust (MFT) based at Wythenshawe Hospital providing specialist care for patients with burns injuries.

Manchester, England · mft.nhs.uk/wythenshawe/bc
Born September 4, 1963 · Joined January 2019


201 Following · 385 Followers

Tweets · Tweets & replies · Media · Likes

You Retweeted
British Burn Assoc. @BritishBurn · Oct 14
A huge thank you ❤️ to all the hospitals, fire services, charities, burn survivors, private companies and others who have supported National Burn Awareness Day 2020 🙌 #BeBurnsAware #NBAD2020 #FireSafety #scald #FirstAid

You Retweeted
British Burn Assoc. @BritishBurn · Oct 14
A great reflection of the diverse roles on a burns unit

Adult Burns Centre - Wythenshawe Hospital MFT @Bur... · Oct 14
Thank you to everyone who has joined us today celebrating #NationalBurnsAwarenessDay - we've shared with you a small insight in to a working day on Burns at @WythenshaweHosp @MFTnhs - hope you've enjoyed!
#BeBurnsAware #BurnsPrevention 🚒🚑🏥👨🏻‍⚕️👩🏻‍⚕️👨🏻‍🔧👩🏻‍🔧
@CBTofficial @BritishBurn




National Burn Awareness Day 14th October 2020 #BeBurnsAware

Adult Burns Centre Wythenshawe Hospital MFT NHS

NHS
Manchester University
NHS Foundation Trust



National Burn Awareness Day
14TH OCTOBER 2020
#BeBurnsAware

National Burn Awareness Day (NBAD) – Our Twitter Engagement & Analytics



Adult Burns Centre - Wythenshawe Hospital MFT

@BurnsUnitMft

Adult Burns Centre in Manchester University NHS Foundation Trust (MFT) based at Wythenshawe Hospital providing specialist care for patients with burns injuries.

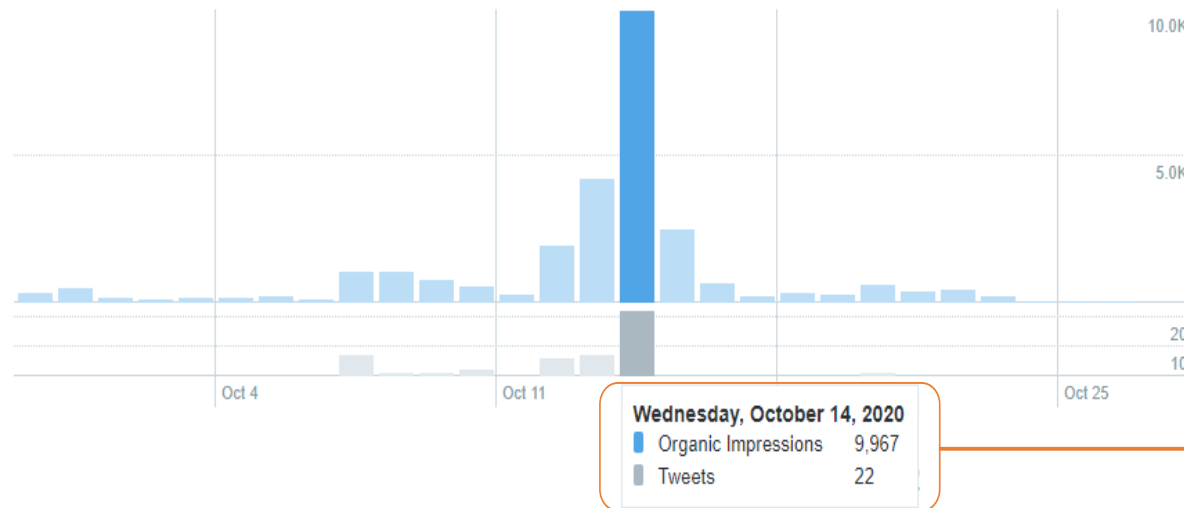
28 day summary with change over previous period



14 other Twitter profiles tweeted us directly on NBAD

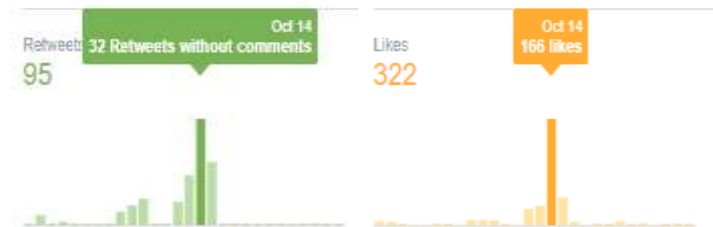
854 people visited our Twitter account on NBAD

Your Tweets earned **27.3K impressions** over this **28 day period**



Retweets: 32

Likes: 166



On NBAD our 22 tweets reached **9,967** (organic) impressions (views)

National Burn Awareness Day – some of our Top Tweets

Tweet activity

X


	Adult Burns Centre - Wythenshawe Hospital MFT @BurnsUnitMft An insight into a working day at the Burns Unit at @MFTnhs @WythenshaweHosp #1 - Here is some of our fabulous physio team #AHP providing therapy for our Burns Patients in ICU #BeBurnsAware #AHPday #NationalBurnAwarenessDay @flynn_nancy @mftchiefnurse @BritishBurn @CBTofficial pic.twitter.com/uYVbFcEIXF	Impressions	2,522
		Total engagements	250
		Media engagements	162
		Likes	35
		Detail expands	28
		Profile clicks	14
		Retweets	10
		Replies	1

Our tweet reached 2,522 impressions (views) and 250 people engaged (clicked, viewed, liked or retweeted us)

Our final tweet of the day reached 1,812 impressions (views) and 257 people engaged (clicked, viewed, liked or retweeted us)

Tweet activity

X

	Adult Burns Centre - Wythenshawe Hospital MFT @BurnsUnitMft Thank you to everyone who has joined us today celebrating #NationalBurnsAwarenessDay - we've shared with you a small insight in to a working day on Burns at @WythenshaweHosp @MFTnhs - hope you've enjoyed! #BeBurnsAware #BurnsPrevention 🧑‍⚕️🧑‍🔬🧑‍🔧🧑‍🔧 @CBTofficial @BritishBurn pic.twitter.com/Wy4LLQO68S	Impressions	1,812
		Total engagements	257
		Media engagements	164
		Likes	38
		Detail expands	32
		Profile clicks	13
		Retweets	8
		Replies	2

National Burn Awareness Day – some of our Top Tweets

Tweet activity



Adult Burns Centre - Wythenshawe Hospital MFT
 @BurnsUnitMft
 🔥📱📺 ONE DAY TO GO 📅📅
 Who's joining us, engaging and spreading the word about National Burns Awareness Day - tomorrow: Wednesday 14th October!
 The Countdown is on...
 #BeBurnsAware @CBTofficial @BritishBurn @MFTnhs @mftchiefnurse @flynn_nancy @rachrobertson01

Impressions	3,335
Total engagements	135
Detail expands	76
Profile clicks	28
Likes	14
Retweets	12
Votes	5

Our 'One Day to Go' tweet reached 3,335 impressions (views) and 135 people engaged (clicked, viewed, liked or retweeted us)

Tweet activity



Our tweet on Burns Frist Aid reached 1,11 impressions (views) and 105 people engaged (clicked, viewed, liked or retweeted us)

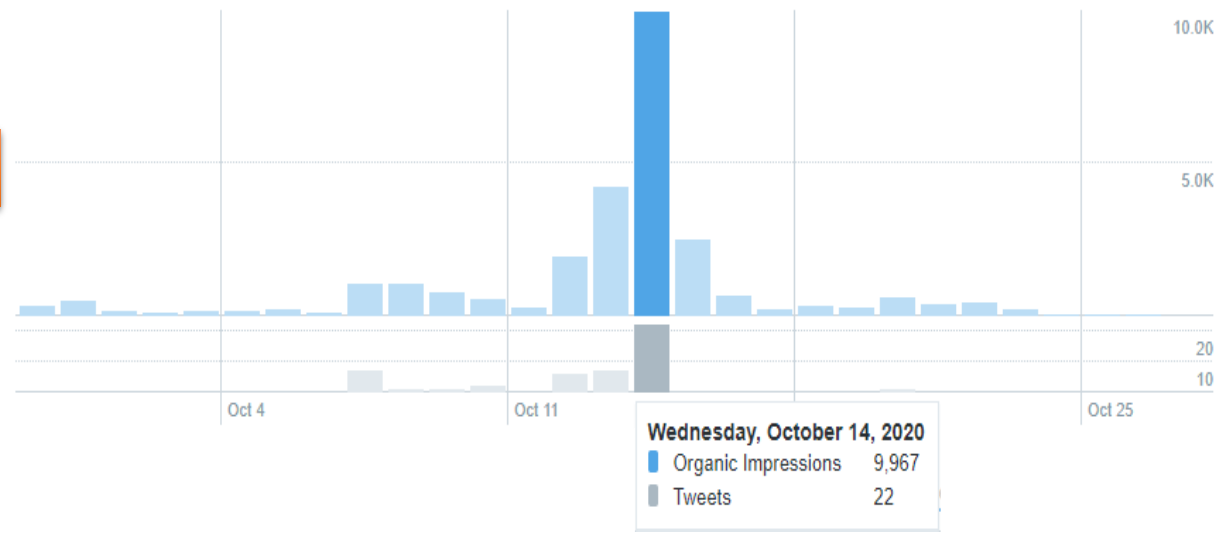
Adult Burns Centre - Wythenshawe Hospital MFT
 @BurnsUnitMft
 BURNS #FirstAid: Good first aid following a burn or scald can make an enormous difference in recovery times and the severity of scarring. 🔥📱📺
 🚑📞
 There are TWO IMPORTANT things to remember:
 #CoolCallCover
 #StopDropRoll
 #BeBurnsAware @CBTofficial @BritishBurn pic.twitter.com/YOPUbgBX2f

Impressions	1,111
Total engagements	105
Media engagements	39
Detail expands	28
Profile clicks	18
Retweets	10
Likes	9
Hashtag clicks	1

National Burn Awareness Day – 2020 compared to 2019

Your Tweets earned **27.3K impressions** over this **28 day period**

2020



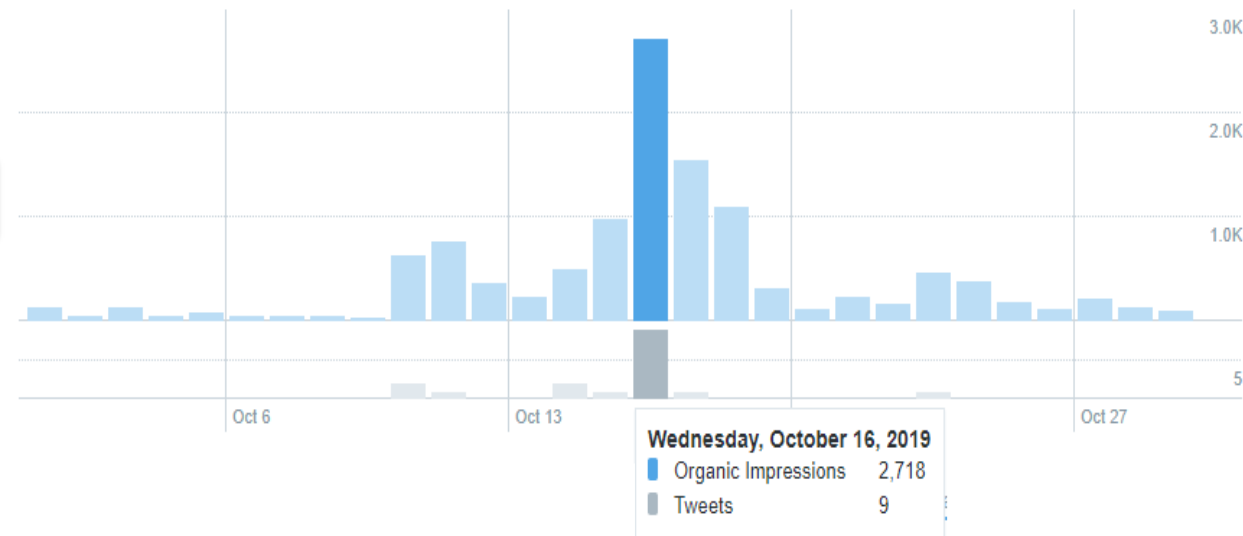
On NBAD in 2020 our 22 tweets reached **9,967** (organic) impressions (views)

368 followers on NBAD 2020 (26 new followers in Oct 2020)

VS.

Your Tweets earned **11.9K impressions** over this **29 day period**

2019



A 366% increase in engagement on NBAD in 2020 vs. 2019

On NBAD in 2019 our 9 tweets reached **2,718** (organic) impressions (views)

239 followers on NBAD 2019

National Burn Awareness Day 2020

...an insight into our working day



National Burn Awareness Day
14TH OCTOBER 2020

#BeBurnsAware

