



National Burn Awareness Day 2018

TOOLKIT



17TH OCTOBER 2018

#BeBurnsAware



www.cbtrust.org.uk



www.britishburnassociation.org

COOL the burn with running tap water, **CALL** for help, **COVER** with cling film



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Prevention and good first aid are key to reducing the number of burns and scalds occurring in the UK every single day.

Thank you for supporting National Burn Awareness Day 2018.

A burn injury is for life. The scars are physical as well as psychological, and can present life-long challenges for the individual and their families.

What many people don't know is that children and the elderly are the most vulnerable, and the majority of injuries occur as a result of an accident that could so easily have been prevented.



How can you get involved?

This Toolkit has been designed to provide you with information to help you support National Burn Awareness Day 2018.

We would invite you to set up an activity on the day and to publicise it in your community. The cumulative impact of targeted activities taking place across the country will help to:

- Raise the awareness of the shocking number of people burned each and every day – the vast majority of which are preventable;
- Promote good first aid.



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Some of the events organised across the UK in past years have included:

- Information stands, both in hospitals and the community
- School visits, run by members of burns teams, child safeguarding agencies & healthcare professionals
- Activities organised and posters displayed at children's centres and GP surgeries
- Workplace activities, raising awareness and fundraising for burn charities
- Social media activity, using the hashtag #BeBurnsAware
- National & local TV and radio interviews
- Press articles
- Fire & Rescue Service & St John's Ambulance involvement at events
- Burns related First Aid training provided to Fire Cadets
- Local councils and schools sharing details of the day to parents and residents



NFCC
National Fire
Chiefs Council

On National Burn Awareness Day 2018, we have the support of fellow charities, government agencies, the fire sector and fire industry including Child Accident Prevention Trust (CAPT), Electrical Safety First, the Government's National Fire Safety Campaign and the National Fire Chiefs Council.



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Message from Children's Burns Trust Patron Amanda Redman, MBE



"I am once again supporting National Burn Awareness Day on 17th October 2018. As a child, I suffered burns on my whole body when a pot of boiling soup poured over me. I know from personal experience the impact a burn injury can have on a child and their family.

As was the case with my own injury, significant numbers of children in the UK are badly injured in scalding accidents involving hot liquids. Data released from the Children's Burns Trust and the British Burn Association for National Burn Awareness Day show that in 2017 the number of children injured by spills was around 3,500. To bring the figure to life, that's nearly 10 children a day across the UK.

Together we must look to reduce these numbers, through raising awareness of how such accidents can be prevented. I am proud to lend my support."

In 2017 nearly 3,500 children were badly injured in similar scalding accidents (this figure only relates to the more serious scalds, it does not include the thousands seen in A&E Departments).



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Website and Social Media

The Children's Burns Trust website has many pages and resources that are extremely useful for National Burn Awareness Day, please feel free to link to these from your own website.

Page

Information about National Burn Awareness Day

Facts and Figures to support National Burn Awareness Day (annual & monthly)

Learning Zone with access to FREE resources for Early Years, Key Stages 1 – 4 and parents, carers and professionals

First Aid

Case Studies

URL

<https://www.cbtrust.org.uk/national-burn-awareness-day>

<https://www.cbtrust.org.uk/infographics/2017>

<https://www.cbtrust.org.uk/learning-zone>

<https://www.cbtrust.org.uk/burn-prevention/first-aid>

<https://www.cbtrust.org.uk/category/burn-survivors>

Downloadable resources

We have put together a selection of downloadable digital resources to help you support National Burn Awareness Day 2018. The following assets are available to download at:

<https://www.cbtrust.org.uk/national-burn-awareness-day>

- Posters - print these out, send them to your own contacts, share them with your staff...blue-tac at the ready.
- Website banners - add these to the homepage on your website, send them to your contacts. The power of online is crucial.

- Social media banners - for use on Twitter, Facebook, Instagram, LinkedIn. Make these your profile artwork and use the assets alongside your posts and updates about National Burn Awareness Day.
- Email signature - add this to your email footer, ensuring everyone you communicate with hears about National Burn Awareness Day 2018.

More resources are available towards the end of this Toolkit.



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Social Media

Twitter: @CBTofficial

Twitter: @BritishBurn

Facebook: @childrensburnstrust

LinkedIn: @childrensburnstrust

Instagram: @ChildrensBurnsTrust

Be sure to follow us, and get stuck in! Whether re-tweeting or liking Children's Burn Trust posts, or sharing your own.

The @CBTofficial Twitter account will be tweeting in the weeks prior to and on National Burn Awareness Day. Please consider re-tweeting us, or let us know if you are publicising your events so we can organise a re-tweet or post about your event. The Children's Burns Trust Facebook page will also have posts in the weeks leading up to the event and on the day, please feel free to share posts with your own network and also post about National Burn Awareness Day. If you quote us in the Facebook post we can also share the activity, raising more awareness:

[@childrensburnstrust](#)

You could also link to the website page:

<https://www.cbtrust.org.uk/national-burn-awareness-day/>
from your Facebook account.

Suggested Social Posts

(but do please feel free to make up your own!)

General:

- We are supporting National Burn Awareness Day 2018 on the 17th October. Are you? <https://www.cbtrust.org.uk/national-burn-awareness-day> #BeBurnsAware
- Children and the elderly are especially vulnerable to burns and scalds #BeBurnsAware <https://bit.ly/1ufnLE1>
- Know how many burn injuries occur in your area? <https://www.cbtrust.org.uk/burns-database/> #BeBurnsAware
- Average cost to the NHS for a major burn = £95,000 – but what is the cost to the individual & family? #BeBurnsAware <https://bit.ly/1ufnLE1>
- On National Burn Awareness Day could you pledge just £2 to help support our work? Visit our @JustGiving page to find out how this small donation can help children and families in 2018 <https://www.justgiving.com/cfbt>
- More than 13 toddlers experience severe burns & scalds in the UK every day. This can be avoided #BeBurnsAware <https://www.cbtrust.org.uk/burn-prevention>
- 289 children a month require admission to an NHS Burns Service following injury with hot liquids #BeBurnsAware <https://www.cbtrust.org.uk/national-burn-awareness-day/>



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Suggested Social Posts (...cont)

Statistics

- 625 children a month require admission to an NHS Burns Service following a burn or scald injury. [#BeBurnsAware https://www.cbtrust.org.uk/national-burn-awareness-day/](https://www.cbtrust.org.uk/national-burn-awareness-day/)
- 4,867 children under 5 were so badly burnt they were admitted to a NHS specialist burns service in 2017–13 toddlers every day [#BeBurnsAware https://www.cbtrust.org.uk](https://www.cbtrust.org.uk)
- The most common place of injury is the home for children and the elderly. For adults, it's the workplace [#BeBurnsAware](https://www.cbtrust.org.uk)
- The #NHS burns services treated more than 15,000 patients for burns and scalds in 2017 at a cost of more than £20 million. Many of these injuries were preventable. A burn injury is for life. [#BeBurnsAware https://www.cbtrust.org.uk/burn-prevention/](https://www.cbtrust.org.uk/burn-prevention/)
- Burn accidents costing the NHS £20 million per annum, show latest statistics released on National Burn Awareness Day by @CBTOfficial and @BritishBurn. [#BeBurnsAware https://www.cbtrust.org.uk/burn-prevention](https://www.cbtrust.org.uk/burn-prevention)
- The three cities in the UK where the majority of burns happen are Manchester, Bristol and Newcastle. Find out more stats, including the top causes of injuries, in our infographic of 2017 data [#BeBurnsAware https://www.cbtrust.org.uk/infographics/2017/](https://www.cbtrust.org.uk/infographics/2017/)

Causes and Prevention:

- Did you know hot drinks are the most common cause of scalds in children? Something as common as a tea or coffee can have devastating effects [#BeBurnsAware https://www.cbtrust.org.uk](https://www.cbtrust.org.uk)
- Prevention & good first aid are key to reducing the number of burns and scalds occurring each year [#CoolCallCover #BeBurnsAware http://bit.ly/1ufnLE1](http://bit.ly/1ufnLE1)
- Irons & Hair Straighteners take longer than you think to cool down - 665+ children (0–14 yrs) in 2017 were treated for burns from them <https://www.cbtrust.org.uk/hair-straighteners-2/>
- Good first aid after a burn/scald can make a huge difference in recovery times & severity of scarring <http://bit.ly/1IC3QaP> [#CoolCallCover #BeBurnsAware](https://www.cbtrust.org.uk)
- Check out this great app on the @HWBLF1 website <http://www.hotwaterburns.org/#!/hotspots/j248q> [#BeBurnsAware](https://www.cbtrust.org.uk)
- Hair straighteners reach over 220°C & can take 40 mins to cool down <http://www.electricalsafetyfirst.org.uk/news-and-campaigns/videos-and-images/beauty-burns/> [#BeBurnsAware](https://www.cbtrust.org.uk)
- Nearly 400 children a year are severely burnt by hair straighteners <http://www.electricalsafetyfirst.org.uk/news-and-campaigns/videos-and-images/beauty-burns/#CoolCallCover>



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Press release embargoed until Wednesday 17th October 2018

Press Release

Your Logo / contact details

Burn accidents costing the NHS £20 million per annum, show latest statistics released on National Burn Awareness Day.

Today, on National Burn Awareness Day 2018, exclusive data shows the NHS burns services treated more than 15,000 patients for burns and scalds in 2017 at a cost of more than £20 million.

The Children's Burns Trust, together with the British Burn Association, have released this exclusive insight from the International Burn Injury Database to raise awareness of burn prevention and burn-related first aid on National Burn Awareness Day 2018.

The two leading organisations in burn prevention and support hope that by drawing attention to the cost of burn injuries to the NHS, that more people will understand the importance of burn prevention and good first aid, which are vital in reducing the number of injuries – as well as the pressure on NHS burns services.

The figures released include those patients treated in burns centres, burns units and burns facilities across England and Wales. It only relates to the more serious injuries and does not include the cost of the thousands more patients seen for more minor burns in A&E departments.

As well as the physical and emotional impact a burn injury has on the individual and their family, the cost to the health service is staggering. In 2017 more than 40 admissions to NHS burns services were classified as extremely severe, with these burns costing more than £95,000 each to treat.

The Children's Burns Trust, whose work is focused on children and their families, have highlighted that a significant proportion of burns and scalds are

among children under the age of 5 where the most prevalent cause of injury is from hot liquids, such as tea and coffee spills. Accidents like these are entirely preventable.

Ken Dunn, Consultant Burns and Plastic Surgeon and member of the British Burn Association's Prevention Committee, said: *"Looking at the shocking number of burn and scald injuries that take place across the UK every year in the context of the cost to the NHS brings into stark reality how common such injuries are."*

The vast majority of burn injuries are accidents, and whether suffered by adults, children or the elderly, most are entirely avoidable. On National Burn Awareness Day 2018, we need to see greater awareness about prevention and good first aid, both of which are key in reducing the number of accidents."

Hundreds of NHS Services, Fire and Rescue Services, along with other organisations, come together each year on National Burn Awareness Day to raise awareness of the alarming number of people burned each and every day in the UK – the vast majority of which are preventable. The campaign also helps to promote the vital message of the importance of good first aid if a burn or scald does occur.

All statistics provided by the International Burn Injury Database iBID: <https://www.cbtrust.org.uk/burn-prevention/database/>



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Latest statistics show hot drinks responsible for majority of daily burns among UK children

Today, on National Burn Awareness Day 2018, latest statistics show alarming numbers of UK children are experiencing life-changing scald injuries as a result of tea and coffee spills every single day, the vast majority of which are preventable. XXXX is helping to raise awareness of this on National Burn Awareness Day.

Details of your activity/event

The Children's Burns Trust, together with the British Burn Association, have released exclusive insight from the International Burn Injury Database to raise awareness of burn prevention and burn-related first aid on National Burn Awareness Day 2018.

The latest figures, released by the two leading organisations in burn prevention and support, show that in 2017 more than 3500 children required admission to an NHS Burns Service following an accident with tea and coffee cups, as well as kettles. That's **more than 289 children every single month**.

The Children's Burns Trust, whose work is focused on children and their families, want to highlight these alarming figures which, shockingly only relate to the more serious injuries and do not include the thousands who were seen for more minor burns and scalds in A&E departments up and down the country.

The charity's key message on National Burn Awareness Day 2018 is that prevention and good first aid are key to reducing the number of burns and scalds occurring among children in the UK every single day.

The leading charity also has the support of actor Amanda Redman MBE.

Amanda, Patron of the Children's Burns Trust, said:

"I am once again supporting National Burn Awareness Day on 17th October 2018. As a child, I suffered burns on my whole body when a pot of boiling soup poured over me. I know from personal experience the impact a burn injury can have on a child and their family.

As was the case with my own injury, significant numbers of children in the UK are badly injured in scalding accidents involving hot liquids. Data released from the Children's Burns Trust and the British Burn Association for National Burn Awareness Day show that in 2017 the number of children injured by spills was around 3,500. To bring the figure to life, that's nearly 10 children a day across the UK.

Together we must look to reduce these numbers, through raising awareness of how such accidents can be prevented. I am proud to lend my support."

Hundreds of NHS Services, Fire and Rescue Services, along with other organisations, come together each year on National Burn Awareness Day to raise awareness of the alarming number of people burned each and every day in the UK. The campaign also helps to promote the vital message of the importance of good first aid if a burn or scald does occur.

All statistics provided by the International Burn Injury Database (iBID) <https://www.cbtrust.org.uk/burnprevention/database>



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Notes to Editors:

Add your own details here to personalise your press release.

For national press enquiries please contact:

Laura Ward | laura@raw-marketing.co.uk | **07712 187124**

For more information about National Burn Awareness Day contact:

info@cbtrust.org.uk

About the British Burn Association (BBA):

The BBA is a non-profit making organisation whose membership is made up of those people interested in taking forward the Aims of the Association which are burn prevention, and the propagation of knowledge on the best treatment and rehabilitation following a burn injury.

The Association organises educational events and an annual scientific meeting to provide a forum for both members and non-members.

National Burn Awareness Day is on 17th October 2018 and is the fifth one organised by the BBA Prevention Committee.

About the Children's Burns Trust (CBT):

The Children's Burns Trust are a national charity dedicated to providing rehabilitation support for burned and scald injured children and their families, as well as prevention and awareness campaigns for which there is little or no national funding. They make a positive difference in three ways:

- Raising awareness of burns and scalds to children with PREVENTION campaigns;
- Working with NHS professionals to provide direct help and funding for REHABILITATION;
- Giving direct financial SUPPORT to families and hospitals, providing advice on how to access burn related information.



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Quotes

Useful quotes which can be used for raising awareness.

"In my first year as Chair of the BBA Prevention Committee, I'm keen for the key messages of National Burn Awareness Day to reach more people than ever this year. The data released as part of this year's campaign once again highlights the need for greater awareness as to the number of burn-related accidents that occur which are preventable. Once again, the majority of injuries involving children are caused by scalds from hot liquids such as tea and coffee, and we're so happy that our friends at The Children's Burns Trust are working with colleagues across the burns community to raise awareness among parents and childcare professionals."

Vicky Dudman

Chair, British Burn Association Prevention Committee

"Looking at the shocking number of burn and scald injuries that take place across the UK every year in the context of the cost to the NHS brings into stark reality how common such injuries are. The vast majority of burn injuries are accidents, and whether suffered by adults, children or the elderly, most are entirely avoidable. On National Burns Awareness Day 2018, we need to see greater awareness about prevention and good first aid, both of which are key in reducing the number of accidents."

Ken Dunn

BSc FRCS(Lond) FRCS(plast) FRCS(ed), Consultant Burns and Plastic Surgeon. Medical Trustee, Children's Burns Trust

"Electrical Safety First are proud to work with the Children's Burns Trust on National Burn Awareness Day, providing advice on preventing burns and raising awareness of the shocking number of children who are burned every day."

"National Burn Awareness Day is a vitally important event, as it encourages all of us to think about everyday dangers that can lead to burn and scald injuries. The number of children and vulnerable people injured through things such as a cup of tea is in the thousands every single year, which equates to more than 10 hospital admissions every single day. As well as the physical and emotional impact on the individual and family, the cost to the health service is enormous. I'm joining my colleagues at The Children's Burns Trust this year in pledging to raise awareness and hopefully see the number of these preventable injuries reduce next year and beyond."

Paul Fuller

CBE QFSM DL Chairman of Trustees, Children's Burns Trust and Chief Fire Officer

"In my role as Chair of the National Fire Chiefs Council (NFCC) and Trustee of the Children's Burns Trust, I give my wholehearted support to National Burn Awareness Day 2018. The day has proven to be a highly important fixture in the burn awareness calendar, highlighting the main causes of burns and scalds and showing that the majority of accidents are avoidable. My colleagues across the Fire Service have always shown their support on this day, and I'm looking forward to seeing the different awareness events that will be taking place up and down the country again this year."

Roy Wilsher

Chair of the National Fire Chiefs Council

"Serious burns are one of the most devastating and disfiguring injuries a young child can suffer. That's why we're passionate supporters of National Burn Awareness Day, helping to share practical advice on burns prevention with communities UK-wide."

Katrina Phillips

Chief Executive, Child Accident Prevention Trust



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www.britishburnassociation.org



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Facts and Figures 2017/18

From the International Burn Injury Database (iBID)

Some alarming facts and figures of the burns and scalds that are happening every day:

- Hot drinks are the most common cause of scald injury in children – followed by contact with electric cookers, irons and hair straighteners;
- 625 children a month require admission to an NHS Burns Service following a burn or scald injury. This figure only relates to the more serious injuries - it does not include the thousands seen by A&E departments (2017 figures);
- 289 children a month require admission to an NHS Burns Service following injury with hot liquids, mainly tea and coffee spills. This figure only relates to the more serious scalds - it does not include the thousands seen by A&E departments (2017 figures);
- Sunburn is a notable cause of injury in the 5 – 14 year age group, alongside seasonal activities such as fireworks and bonfires;
- The average cost to the NHS for a major burn is £95,000 – it is estimated that this is one third of the overall societal costs
- 4,867 children under the age of 5 were so badly burnt that they had to be admitted to a NHS specialist burns service in 2017 – more than 13 toddlers every single day;
- Irons and Hair Straighteners take longer than you think to cool down – more than 667 children (0 –14 years) in 2017 were treated for severe burns from them;
- The most common place of injury is the home for children and the elderly. For adults it's the workplace
- There is a clearly defined relationship between high rates of burn injuries and areas of social deprivation.

The iBID is a collaboration between the Burn Services of England and Wales and NHS England.

In 2017/18 twenty-two hospitals providing burn care contributed to the figures above. They do not include burn injuries seen in emergency departments or admitted to hospitals that are not specialised burn services.

The vast majority of all these injuries are preventable.

Estimates of burn injuries seen in Accident & Emergency (A&E)

By collecting detailed information from a small number of A&E Departments an extrapolation of the number of burn injuries seen can be made. The results of this work suggest that over 110 children per day are seen in A&E in the UK with burn injuries – one third of all burn injuries seen each day.



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First Aid

Good first aid following a burn or scald can make an enormous difference in recovery times and the severity of scarring.

Two important things to remember are:



COOL, CALL, COVER

FIRST AID ADVICE FROM THE BRITISH BURN ASSOCIATION

1. Cool the burn with running cold tap water for 20 minutes and remove all clothing and jewellery (unless it is melted or firmly stuck to the wound)
2. Call for help – 999, 111 or local GP for advice
3. Cover with cling film or a sterile, non-fluffy dressing or cloth.
Make sure the patient is kept warm

STOP, DROP, ROLL

“**Stop, drop and roll**” is used when clothing catches fire. Children can get confused about when to stop, drop and roll. It is important to know when to do this. Children who do not have a good understanding of stop, drop and roll will sometimes do this if they burn a finger or need to get outside if the smoke alarm sounds.

Only use stop, drop and roll when clothing catches fire.



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Safety Guidance in the Home

A burn injury is for life. Being burned or scalded can mean years of painful treatment and, in the worst cases, hundreds of operations to release the scar tissue.



- Install smoke alarms on each floor and test regularly
- Keep hot drinks out of reach of babies and young children
- Make and practice Fire Escape Plans with the whole family
- Run COLD water first in the bath or sink before adding hot water – test the temperature
- Install thermostatic mixing valves in all hot water outlets
- Keep saucepans at the back of the stove NOT near the front – turn handles to the back
- Keep kettles, irons, hair straighteners or wires out of reach
- Keep secure fire screens in front of open fires, heaters & radiators
- Store matches and lighters out of reach
- Store chemicals, cleaners and acids out of reach



- Drink hot drinks while nursing/holding a baby or child
- Put a baby or child into a bath or sink until the water has been tested
- Warm baby bottles in the microwaves
- Leave hair straighteners unattended
- Allow children near BBQs or garden chemicals
- Allow children near fireworks
- Leave children unattended in the kitchen or near fires and heaters





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Activity Suggestions and Ideas

Below are some ideas for activities that you could carry out on or around National Burn Awareness Day. Many are based on successful events that burns services and individuals held in previous years. You could hold a big event, in partnership with your local Fire & Rescue Service and other stakeholders, or run a small event with the support of a few friends, for example:

- **Use the Downloadable Resources**

We have put together a selection of downloadable digital resources to help you support National Burn Awareness Day 2018. These are available to download here:

<https://www.cbtrust.org.uk/national-burn-awareness-day>

- **Active on Social Media**

Twitter: @CBTOfficial

Facebook: @childrensburnstrust

Instagram: @childrensburnstrust

Be sure to follow us, and get stuck in! Whether re-tweeting or liking Children's Burns Trust posts, or sharing your own, see suggested posts in this Toolkit (P6 & P7).

- **Working with your Fire and Rescue Service**

Mother and Toddler Groups, Nurseries, Children's Centres could join forces with their local Fire & Rescue Service – either visit the Fire Station or invite them to bring a Fire Engine to your premises. Get the parents and carers along, while the children enjoy playing on a fire engine, the adults can look at fire safety and burn prevention.

- **NHS Services Information and Awareness Raising Stand**

Take a look at the Hospital Event Planner downloadable resource, which is available with the other resources on our NBAD web page here:

<https://www.cbtrust.org.uk/national-burn-awareness-day/>

Set up a stand in your reception area, or local shopping area. Display posters, use national and local statistics, activities, leaflets etc. Have a comments board/book to gather feedback. Contact local radio and press. Ask your communications department to highlight the day, and to tweet / post on Facebook. Again, see if you can join forces with your local Fire & Rescue Service.

- **Visit Local Schools**

Give an assembly on burn prevention/first aid.

- **Request the Support of your Local Council**

Ask them to advertise the day, i.e.: that details of the day be cascaded to parents through school email circulars.

- **Iced Coffee Morning**

Invite friends for iced coffee or tea, while you enjoy sharing home baked cakes & cookies: *Highlight the number of small children scalded by hot drinks.*

Borrow a child's doll – dress it in a white baby grow – pour half a cup of blackcurrant squash over it and then look at the downloadable resource for a parent-led hot drinks pledge

- **Other ideas?**

This list is by no means prescriptive – if you have other ideas for events, please do go ahead and hold them.

.... And don't forget, after 17th October we'd love to hear what you did and how it went



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Spreading the Word

How often has a friend, family member or colleague told you that they were burned or scalded – or that they know of someone who was?

We need to make sure that the people who can help spread the word are kept in the loop, so they can help share information in the best way possible to raise awareness. Identify the people you know who are most likely to be able to help you to publicise your participation in National Burn Awareness Day 2018 and enlist their knowledge and experience to help you.

- If you intend to tweet in the lead up to, or on, National Burn Awareness Day, then please mention @CBTofficial, and the hashtags #BeBurnsAware and/or #CoolCallCover.

We will be asking for retweets from national organisations, MPs and celebrities during the week. Please consider asking your local MP to tweet/retweet, and if you have developed a relationship within an organisation or well-known figure who you will be asking to retweet about your activities, please let us know so that we can retweet their support.

- Although we are raising awareness of National Burn Awareness Day among our supporters and stakeholders, it's your event and, as such, we encourage you to undertake your own local media activity. If you manage to secure any regional TV/press coverage, we would very much like to hear about it.
- Reference in your communications to your involvement in a nationwide day, in collaboration with partners and supporters across the country, will help reinforce the scale of our joint endeavours.
- Core text for a news release, briefing or newsletter article is provided in this Toolkit. We will be partially evaluating the success of the day by monitoring the amount of media coverage generated – so any publicity you secure will count.





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Useful Links

- **British Burn Association**
www.britishburnassociation.org
A non-profit charity concerned with all aspects of burn care
- **Bathroom Manufacturers Association Hot Water Burns Like Fire**
www.hotwaterburns.org
[@HWBLF1](https://twitter.com/HWBLF1)
The campaign to stop scalding by hot water from your taps and shower.
- **Changing Faces**
www.changingfaces.org.uk
[@FaceEquality](https://twitter.com/FaceEquality)
Aiming to create an enlightened society, which fully accepts and values people who have a disfigurement.
- **Child Accident Prevention Trust**
www.capt.org.uk
[@CAPTcharity](https://twitter.com/CAPTcharity)
Committed to reducing the number of children and young people killed, disabled or seriously injured in accidents.
- **Children's Burns Trust**
<https://www.cbtrust.org.uk>
[@CBTOfficial](https://twitter.com/CBTOfficial)
Providing rehabilitation support for burned and scald injured children and their families, as well as prevention and awareness campaigns.
- **Dan's Fund for Burns**
www.dansfundforburns.org
[@DansFund4Burns](https://twitter.com/DansFund4Burns)
Practical help for adult burns survivors.
- **Electrical Safety First**
www.electricalsafetyfirst.org.uk
[@ElecSafetyFirst](https://twitter.com/ElecSafetyFirst)
Ensuring that everyone in the UK understands the importance of electrical safety.
- **Link to the Beauty Burns campaign**
www.electricalsafetyfirst.org.uk/news-and-campaigns/videos-and-images/beauty-burns
- **National Fire Safety Campaign**
<https://firesafety.campaign.gov.uk/>
The Government's campaign to help prevent accidental domestic fires and consequent injury or loss of life through raising awareness of fire safety.
- **Katie Piper Foundation**
<https://katiepiperfoundation.org.uk>
[@KPFoundation](https://twitter.com/KPFoundation)
Making it easier to live with burns and scars.
- **National Fire Chiefs Council**
<https://www.nationalfirechiefs.org.uk>
[FireChiefs@NFCC](https://twitter.com/FireChiefs@NFCC)
The professional voice of the UK Fire & Rescue Service
- **RoSPA - The Royal Society for the Prevention of Accidents**
<http://www.rospa.com>
[@RoSPA](https://twitter.com/RoSPA)
Actively involved in the promotion of safety and the prevention of accidents in all areas of life.
- **First Aid: NHS Choices**
www.nhs.uk/Conditions/Burns-and-scalds/Pages/Treatment.aspx



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Real Life Case Studies

CHILD BURN > HOT DRINK SPILL

Lola-Madison

Lola-Madison was ten months old when she needed skin grafts for her scalded shoulder and body after, in a split second, she crawled quickly from one sofa to another, pulling herself up and at the same time pouring a hot cup of tea all over her body.

An accident that any parent fears as the effects can be so severe, Lola is now recovering well after months of treatment, skin grafts, daily massaging and physiotherapy. Although she will bear her scars her whole life. Lola had to wear a surgical pressure suit to keep her skin smooth for 18 months. She is now 5 years old and doing very well, although she still sees a physiotherapist to check her movement range, and will most likely need further surgery as she grows.

"The accident happened so quickly and you just couldn't get there to stop it, she had two adults in front of her and it still happened. Lola had only just learnt to pull herself up to standing the previous day," says Lola's mum Catherine.

Catherine continues "being in hospital when Lola was treated for her injuries we saw many children with burns and scalds and these were mainly caused by hot drinks and hot baths. We want to raise awareness to other parents of these main causes of burns and scalds to children by supporting the Children's Burns Trust."



A burns care professional says:

"The after effects of burns can have severe psychological impact on children, both for children who may remember the accident and those that don't. They may also receive problems at school from their peers as they 'look different', which may result in them feeling isolated."



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Real Life Case Studies

CHILD BURN > HOT DRINK SPILL

Miss L

Miss L, aged 3, was burnt in April 2013 when she went into the kitchen to say goodnight to one of her parents who was cooking. A series of uncharacteristic events led to a freshly poured mug of black coffee being left on the kitchen table. Miss L's mother shares their story:

"No one in the house drinks black coffee and we never usually leave them on the dining table. The second she went into the kitchen she must have gone to pick up the mug, which would have been both too hot and too heavy for her to hold. One parent was just a step away from her cooking and the other in the lounge and shouted to let the other parent know that Miss L was on her way in. The first we knew was when she screamed a scream that we had never heard before.

Being first aid trained her dad immediately ran upstairs to the shower with her and got in with her. She was wearing a poppers vest and trousers and when we took the vest off we saw the extent of the burns. We brought her out of the shower to phone the ambulance and I held her with a wet tea towel, then as instructed by the 999 team we wrapped her loosely in cling film until the paramedic arrived.



She was initially taken to the local hospital who immediately on arrival gave her morphine which calmed her down. We were then sent on to Morriston Hospital, the Welsh Centre for Burns and Plastic Surgery where we received excellent treatment and after-care following a 4-day in-patient stay.

After 2 years of applying creams and high factor sun cream she has healed fantastically.

"I want to be able to help other parents to see that not only do these things happen, but that recovery happens too."



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Real Life Case Studies

CHILD BURN > FIREWORK

Maisie Roe

On Bonfire night, November 5, 2016, four-year-old Maisie Roe sustained burns from a firework accident that took place at her home.

Stephanie, her mother, is very keen to raise awareness of the dangers of having fireworks at home. In her own words Stephanie explains the events of the evening.

We were really looking forward to going to the local pub for the professional display that they were putting on but Maisie's sister was feeling poorly and so we decided against taking them all out.

My husband had been into town and came back with a small box of silent fireworks from a newsagent to do in the field. I thought nothing of it as I had always grown up with fireworks going off in the garden at home and we'd done them ourselves before.

That evening just after 5pm my husband set the fireworks up in small field behind our house. He is a sergeant in the army and the most safety conscious person I know. My mum, Maisie and myself stood ten meters away - twice the recommended 'buffer zone' - alongside her brother and sister and waited for the fireworks to start.

The first was a small Catherine wheel, the children were distinctly unimpressed! The next was a firework



that sent small flares into the air that exploded into pink colour. The first four went up one and after the other and then a pause. The fifth flare instead of going up flew horizontally across the field and everyone started screaming. It was only as it exploded and Maisie's scarf caught fire did it become apparent the flare had become caught in her clothing.



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Real Life Case Studies

CHILD BURN > FIREWORK

Maisie Roe

My husband had a bucket of water next to the fireworks and he immediately threw it over her, while my mum who is a nurse, started to pull off her clothes. I'm a police officer and have been for 10 years and I'm usually quite good in a chaos situation, but when it's your own child it's so different. I just stood there screaming. I remember my mother screaming instructions at me and the next 24 hours are a daze. I ran to get the burns kit from the barn and called the ambulance. I felt like the most awful parent in the world ringing the ambulance on bonfire night because our child had been burnt. The operator was brilliant, so calm and reassuring.

When the paramedics arrived they gave Maisie morphine immediately and said she needed to go to hospital. When they checked the dressing my mum had put on I remember thinking it didn't look that bad, that we'd probably have to stay in overnight in the local children's ward.

We went to the AE in Barnstaple and the Doctor said he thought some of the burns were full thickness so we would have to be transferred to Bristol.

We decided to drive her up, as the ambulance would have taken five hours. We went straight into the specialist burns unit which has four beds and it was then that the seriousness of the situation started to sink in, by then it was about 1.00am the next morning.

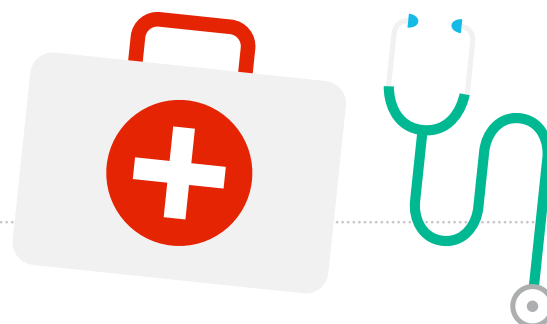
Maisie had temporary bandages put on by the nurses and was taken to her room, my husband and I slept next to her, even though she had been given morphine she tossed and turned all night. The next morning they gave her a bath to wash the burns and see how bad they were. They warned us it was going

horrible and we didn't have to stay, but there was no way we were leaving her. Horrible was an understatement, I've never heard a child scream in pain like that. My husband had to hold her down as the two nurses weren't strong enough.

Later that day she went into surgery for the first of many times to have her burns scrubbed. She came out completely covered in bandages. From there on she was in hospital for another seven days, having a total of 5 general anaesthetics. On the second night she developed a severe temperature, and I remember the doctor telling me that the burns wouldn't kill her but an infection could.

In order to check her they had to take blood and I remember her screaming, it took me and three nurses to hold her down. That morning she went back into surgery to have the thickest burns cut out because of the possibility of infection. Thus continued a day in day out routine of pain killers, medication, scrubbing, and bandage re-dressing. Day five she had the first skin grafts taken from her legs, which Maisie found more painful than the burns. Day six involved a further skin graft as the first hadn't stuck properly.

That weekend Maisie was allowed to come home temporarily as we had to attend my father's funeral. She was literally wrapped in cotton wool on the sofa and everyone was so pleased to see her. Maisie needed a cocktail of medication every couple of hours and I remember feeling completely stressed with this responsibility, having relied so heavily on the nurses to keep her as pain free as possible it was now down to us. On Sunday we took her back to the hospital for another three days, where she had a third skin graft.





17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

CHILD BURN > FIREWORK

Maisie Roe...(cont'd)

After this she came home to be treated as an outpatient and the Specialist Burn team visited her every three days over a two-week period, to change her dressings. This took place in the bath and even though she was sedated she kicked and screamed.

Now the scabbing has healed she can wear a silicon dressing. Once a month we return to Bristol for a review with her plastic surgeon. The next stage is reducing the worst of the scars as the body always over heals itself, which is why you get the lumps and the bumps. They are now talking steroids and laser treatment and it will be two years before it is going to look like the end result.

Maisie is doing really well and the amazing thing has been her resilience and positive spirit. In January she went back to school. At first she wasn't allowed out to play, but now she is completely back to normal.

The doctors say that Maisie was very lucky - if it had gone a few inches either way, she could have been blinded or have had breathing difficulties for the rest of her life.

I wanted to tell Maisie's story so if anyone considers having fireworks at home to think again and instead attend their local firework display. I remember in the past we didn't think twice about having fireworks at home and when one firework whizzed off in the wrong direction it was funny. Now when I hear of kids throwing them at each other in the street it makes my heart sink.

I wouldn't want another family to have to go through what we have. When I think how relatively minor her burns are and how much pain she has been through it's terrifying. Also how long the route is going to be to get her back to normal, it's very scary. I always try to remember it could have been so much worse. We will certainly never, ever have fireworks at home again.





17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

CHILD BURN > BURN SURVIVOR INSPIRATION STORY

Darren Hughes

Darren Hughes started boxing at the age of 11 and became the Amateur Boxing Association Champion by the age of 13, going on to become the British, European and World Karate Champion. What the majority of people don't know about Darren is as a toddler he suffered third degree burns to over 50% of his body and was hospitalised for a long period of time, nearly losing his life twice.

As a result of his injuries, as a small boy, he was unable to stand up straight due to the skin being tight across his chest and arms, and he was in and out of hospital until he was 21 years old. He still has regular appointments with his consultant to this day. Here Darren tells his story for the first time...

How old were you when you sustained your injury?

I was around 19 months old and I was at home with both my parents. I was apparently a very energetic child, walking and running around - into everything!

How did the accident happen?

As far as I'm aware, as both my parents still won't talk about the accident, I reached up to the work surface in the kitchen and poured a teapot of boiling water all over me.

Aside from the treatment itself, what was the hardest thing about spending so much time in hospital at such a young age?

I was so young and in the 1970's hospitals were big and lonely places, especially for a small child. I missed my Mum and Dad and I was extremely scared at the thought of the upcoming procedures I had to go through. I would go into hospital on a Monday but the operations wouldn't take place until Wednesday, for some reason, so the feeling of apprehension was

terrible. Hospitals these days are much more geared towards patient care.

I had skin graft procedures for over 13 years of my life, which involved 15 surgical procedures. When I was a teenager they started to use tissue expanders which made a huge difference as this stretched normal skin which they then used in my operations.

How did it impact your relationships with friends and family?

My family have always been extremely supportive and my friends at school were nice. I was bullied at school as I looked different to everyone else and bullying wasn't managed in the same way it is now. I had to deal with all of it myself and had zero support from the school. However, the friends I did have accepted my injuries, as a child once they accept your differences they don't see them anymore.

What has been the biggest lesson you have learnt about yourself?

It has taught me to be a survivor and has given me the drive to succeed. Obviously going through all the surgical procedures at such a young age I was enduring more pain than the majority of other children ever experience, but it's made me the person I am today.



17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

CHILD BURN > BURN SURVIVOR INSPIRATION STORY

Darren Hughes...(cont'd)

People talk about bad days, but I now look upon these as character building. Nothing can be as bad as what I've already been through.

What do you think it is about sport which has been so transformative and helpful for you and your recovery?

For me, sport gave me an outlet, it gave me the chance to prove that I wasn't different to anyone else - actually it gave me the drive to be faster and stronger than everyone else. I would do everything I could to achieve that. Most of the way through my childhood the hospital advised me to not do any physical activity and to lie still in bed, however I ignored this and took part in heptathlons and pentathlons. I then got involved in boxing which allowed me to release some aggression in a controlled environment, it was then that combat became the rest of my life.

Have you met any other burn survivors through the course of your treatment? Does it help to talk to other people about their experiences?

This is going to sound strange but I haven't met any other burn survivors. It's only in the last year or so that I have started talking to the outside world about my injuries and found that charities like the Children's Burns Trust existed. I didn't have any support services to turn to when I was a child and I'm so pleased that there are charities and professionals available to burn survivors today. I haven't talked to any counsellors or specialists; the person I have to thank for helping me through is my amazing wife. She has to take all the credit, she's such an amazing and supportive woman and has propelled me into talking to others about my story.

I also have two wonderful children who don't see my burn injuries and are just so accepting, I honestly couldn't be luckier.

During my life I've been extremely guarded and I've hidden away all my achievements - all my combat trophies are gathering dust in the loft - and it's only now, with the help of my family, that I feel it's time to talk about my story and I'm really looking forward to it. Even the gym that I've trained at for years didn't now about my burns until last year.

You've become a motivational speaker; how do people respond to your inspirational story?

I'm very lucky, I've had some great responses so far. Everyone is interested to hear my story and journey. The story I tell is of a small child moving forward every day, when life knocked me down I made sure I landed on my back so I could look up! There does seem to be lots of requests to see me kick and punch - the world loves a fighter apparently!

If you could give one message, or piece of advice, to other burn survivors what would it be?

Quite simply - never give up and always strive to achieve. You're no different to anyone else. What doesn't kill you makes you stronger and the wisest people in the world are those that have been through adversity. It gives you more of an understanding about life and allows you to identify with other people.



17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

CHILD BURN > TAP/BATH WATER

Lizzie

Being a 13-year-old with burns is hard as people can be pretty mean and I am struggling with my confidence, I may look and sound like a normal happy teenager but I am not. I can't be the same, and I never will.



Some people can just take in the fact they're burnt and they will never go away but my mind won't let me accept them, I hate them. But they make me ME and who I am today, so here goes, this is my story. I was about 18 months old and was bathing with my older sister, she was only young too. My oldest sister was washing her – as she took her eye off me for a second to wash my other sister I turned the tap on myself. By the time she could get me out of the bath I was already burnt on my arm, my legs and feet. It was an accident, one that could have happened to anyone but it happened to me.

How I deal with my burns

To be honest I am not very good, I am scared of people – I am so scared of what they might say or think, I don't want to be different so I hide them. Only my close friends have seen them. I never wear shorts without tights, or a dress/skirt. I always hide them away on holiday. I hate to wear bikinis, I think people are looking.

Also I am scared to get changed in the same room, in PE I go in the toilets. I can't go on school camps because people will see them. Some people are different and others don't understand them. So, I don't go, because I am scared.

But I get help from my nurses and Burns Camp.

Burns Camp is the best thing that's helped with my burns. When I go to camp I fit in, even if it is only for the weekend, but I don't feel the outcast or different because we all have them, so we show them off like a medal. They're something that's been given to us so we show them off. There are some people at camp with really bad burns, or some that are hardly noticeable, but we're all the same and camp has helped so much with my confidence. I was a lot worse, and I love going – I look forward to it all year and just going and seeing all my friends, and how much they have changed in the last year.

So that's my story about my burns.



17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

ADULT BURN SURVIVOR > BURN SURVIVOR INSPIRATION STORY

Perry Burns

Perry Burns was 13 years old when he was involved in an airplane accident which led to life changing injuries. Here he tells his story, and explains why his burn scars haven't defined him, but made him.

Saturday 1st June 1968 dawned bright and clear. A beautiful English summer's day. And I was about to fulfil a boyhood dream. My family was enjoying a long weekend at a caravan rally on a farm with friends. The only cloud on the horizon was that my father's business partner had to pop in to the office for an hour or so. No problem except we were in Sussex and the office was in Bedfordshire. But still no problem; his small 4-seater plane was parked at Gatwick Airport, just down the road. We'd be there and back before tea. What excitement!

The thrill of getting into that plane at Gatwick. The flight up to Leavesden. The boredom of sitting in the office while he messed about with endless files. And then back to the airfield. As we climbed into the clear blue-sky Ronnie said "I've got a surprise for you"; could this day really get any better? "The farm has a field just right for landing so I called your Dad before we left and told him we would be landing right next to the caravans."

Wow! My friends were going to be sooooo jealous. We cleared the London Terminal Manoeuvring Area and checked in with Gatwick Control who cleared us to land on the unlicensed field. In line with standard practice, Ronnie reported Souls on Board and vital statistics including the amount of fuel we were carrying (a lot!). The details of the final approach are of interest to aviation enthusiasts but suffice to say that having found the farm, buzzed the caravans to let them know we were there we found ourselves on final approach.

Something went wrong! Too slow on approach. Stalled. A Wood. A tree. Impact. Crashing, Tearing. Tumbling.

Silence.

I opened my eyes and all I could see was the colour orange. Everywhere. Just Orange. I was 13. I was dead. Obviously. Clearly when you die everything goes orange. Doesn't it? I heard Ronnie screaming to my right. Which was odd, because he was sitting next to me on my left. I turned my head and then I saw the blue flickers in the orange.

OH MY GOD.

FIRE.

And with all that fuel on board. I need to get out. Fast. I dropped to the ground and found myself in a tube consisting entirely of flame. But, the first of many miracles that day, there was a tiny exit route. I didn't need a second invitation. I dived through it and amazingly got clear of the fireball almost instantly. My jeans were ablaze and my shirt was gone. I rolled over and tried to get clear of the intense heat. Ronnie emerged a second or so later. He was on the other side of the inferno but I couldn't get to him. He was ablaze from head to foot. I screamed at him to rollover. He went down and I lost sight of him in the undergrowth.

My father had somehow managed to get into the wood and started running into the wreckage screaming my name. I called to him and he ran over and started smacking my bottom. "It wasn't my fault" I cried. I found out later that I was still ablaze and he was putting out the flames with his bare hands.



17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

ADULT BURN SURVIVOR > BURN SURVIVOR INSPIRATION STORY

Perry Burns (Cont...)

A farm hand carried me out to the farm manager's cottage. There were 3 doctors on the Caravan rally and miraculously they had morphine with them. So there I was. Half my body weight. Black. Bloody from an injury to my eye (I recovered my sight 2 months later), stinking of aviation fuel, a big red "M" on my forehead, bewildered and trying to understand what had just happened.

Astonishingly there was an ambulance from Worthing Hospital returning empty from transferring a patient to London, which was passing the farm when we crashed. They took me to Worthing where I was stabilised and then on to The McIndoe Burns Unit at East Grinstead.

I remember arriving there and them working on me all night. To assess a burn patient's survivability, the doctors multiply the percentage of full thickness burns by the victim's age. If the number is more than 600 the patient is made comfortable and given only palliative care. I was 13 and had 45% burns. 14 or 46% and this story would have ended in 1968.

I have no recollection of the next three weeks during which time Ronnie sadly passed away. His final words were "I'm sorry. I didn't see that Bloody Tree".

The next two months were characterised by pain, indignity, a never-ending procession of operations and a hospital-based teacher who insisted that I was to continue with my education notwithstanding my injuries. On the first day I met her, she asked me to do some assessment tests. But I was ill, only had 3 working fingers on my left (non-dominant) hand and felt that if there was any upside to this sorry mess, it was at least that I was missing school. When she arrived in my sterile room the next day, I pleaded

sickness. She wasn't having any of it. And truly I think she started my mental rehabilitation. She explained that either my disfigurement could define me or I could define it. She made me write "I must do my homework" ten times by the next day. And I did.

3 months later I was told I was ready to go home. My scars were livid, vivid and sore. Each morning I woke wondering when I would be back to normal. No one ever explained that I was scarred for life. I didn't realise that for weeks.

For months I had to wear elastic bandages to help with the blood flow in my legs, dress the skin grafts with emollient cream every day and deal with sub cutaneous infections. As an outpatient I was under the immediate care of the Burns Unit at Mount Vernon but still visited East Grinstead twice a year where I sat in the waiting room with members of the Guinea Pig Club. These brave men were WW2 pilots many of whom had been terribly burned by dashboard fires aboard Hurricanes and had the most horrific burns to their faces. Their surgeon, Archibald McIndoe was a pioneer of burns surgery and set out the framework for treating them (and as it turned out, me). I am incredibly fortunate that my disfigurement is only to my arms and legs. Whenever I found myself feeling sorry for myself I thought about sitting in that waiting room. I really had nothing, whatever, to complain about.

After a few weeks at home it was time to go back to school. My classmates had written to me (judging by the brevity of some of the letters, somewhat reluctantly and under instruction) and although I was hardly the most popular boy in class (bit of a swat to tell the truth) I was looking forward to my return...



17TH OCTOBER 2018 #BeBurnsAware

Real Life Case Studies

ADULT BURN SURVIVOR > BURN SURVIVOR INSPIRATION STORY

Perry Burns (Cont...)

On arriving in the playground I was a bit puzzled as this wasn't the usual 'first day of term' routine. In fact it wasn't. It was the second day. On the first day there had been a special assembly telling them that I was an invalid and had to be treated with special care as my skin grafts were still very fragile. It doesn't take a genius to work out what happened.

True I wasn't subjected to physical abuse but I got plenty of "Go on then Burns, show us your scars – yer cripple!", "not so flash now are you fly boy" and my personal favourite: "show us yer burns then Burns". Fourteen-year-old boys aren't supposed to cry and I didn't. But I seethed. It got worse when I was excused Rugby and football. I had to do the long muddy cross country runs though. Out of misplaced kindness or an early awareness perhaps of "Health and safety", I was allowed to go around the water 'jump' rather than through it. This 'skiving' made it even worse. I bitterly resented the cat calls and I HATED swimming (still do). The undisguised stares were awful and I did everything I could to keep out of harm's way – first in, last out of the pool etc.

My maths teacher, Eric Blindt was a friend of my parents and I think he had even been on the caravan rally at the time of the accident. I was academically reasonably bright but he could see that I was miserable and that the abuse was going to harm my education. So, he did something wonderful. He spoke to the Sports master and got permission for me to skip games altogether and play badminton with him and some of the other teachers on games afternoons. Not only did I love the game but of course I learned that you can turn up on court in shorts and tee shirt and decent people don't follow you secretly with their eyes when they think you're not looking. Later I transitioned to squash, joined a club and again found

that when you behave as if there is nothing wrong, then other people do too.

These days 50 years later, I don't hesitate to wear tee shirts and shorts. People hardly ever stare and if they do I simply look at them straight in the eye, shrug my shoulders and say "Plane Crash". I have friends who have known me for years, have seen my scars and yet have no idea how I got them. Every now and again someone will come up to me and say something like "Is it true you were in a plane crash?". My stock answer is "Yup, and if you want to hear the story it'll cost you 3 beers!".

In 1972 I spent the summer volunteering on a Kibbutz in Israel. We worked from six in the morning until midday and then, after lunch lounged around by the pool until it was time to start the evening shift. There wasn't much else to do, and I still hated swimming but I wasn't going to surrender and mope around in my room. So, I manned up and put up with the sideways glances and surreptitious stares. After about 4 weeks a second group arrived and whilst my crew had more or less got used to me by then, now it started all over again and I had to break the new lot in. All except one person. She never looked at my arms or legs – just me. We married 2 years later and had three wonderful children who in turn have presented me with even more wonderful grandchildren.

The burns didn't destroy me. They made me. And gave me the most precious gift I could ever have received.

Perry Burns

Chairman & Managing Director Working Capital Partners Ltd.



www.cbtrust.org.uk



www.britishburnassociation.org



17TH OCTOBER 2018 #BeBurnsAware

Feedback

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 email your answers to the following questions as soon as possible after 17th October 2018, to: info@cbtrust.org.uk
subject: [NBAD 17.10.18 Feedback](#)

- **What activity** did you run/participate in on National Burn Awareness Day?
- What was your **main aim**?
- Who were your **target audience**?
- How many people did you **directly engage** with?
- How many people might you have **indirectly engaged** with (eg through local media coverage or through umbrella organisations?)
- **How many staff/volunteers** were involved in your activity?
- Did you **achieve your main aim**?
- How much **media coverage** did you achieve?
- **How useful** was the information received from the Children's Burns Trust before the event?
- What **additional information or support** would have been helpful?
- **Any other comments ...?**

**ALL FEEDBACK WILL BE PASSED BACK TO THE BRITISH
BURN ASSOCIATION'S PREVENTION COMMITTEE.**



www.cbtrust.org.uk



www.britishburnassociation.org

COOL the burn with running tap water, **CALL** for help, **COVER** with cling film




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Additional Material Available

We are keen to support any activities that you organise for National Burn Awareness Day on 17th October 2018. While much of the material is already included in this toolkit, information & activity packs can be sent to you free of charge – if you require larger numbers we would be grateful if you could contact us to discuss a donation towards postage and packing. Items marked with an asterisk can be supplied electronically, and therefore free of charge.

Each pack would include:

CBT Under 5's Resource Pack	<ul style="list-style-type: none"> • Burn and scald prevention guidance for Parents & Carers of the Under 5's* • National Burn Awareness Day Poster* • Case histories of burns survivors* • Case history of parent-led hot drinks pledge* • 25 x A5 Hot Water Burns Like Fire Leaflets* • Lizzie's Accident story book • Whoops! Child safety project booklet
CBT Schools Prevention Pack (Primary)	<ul style="list-style-type: none"> • Burn and scald information* • National Burn Awareness Day Poster* • Case histories of burns survivors* • Hazard Kitchen poster* • 25 x A5 Hot Water Burns Like Fire Leaflets* • Lizzie's Accident story book • Phil the Fire Engine – The House Fire – story book
CBT Fundraising Pack	<ul style="list-style-type: none"> • Fundraising ideas and sponsorship information*
CBT – Corporate Pack	<ul style="list-style-type: none"> • Commercial support, fundraising ideas, and sponsorship information*
BBA Cool Call Cover – Powerpoint slides: Available in English, Polish, Punjabi, Somali and Urdu	
National Burn Awareness Day Poster and banners	<ul style="list-style-type: none"> • National Burn Awareness Day Poster and banners



17TH OCTOBER 2018 #BeBurnsAware

Donations

The Children's Burns Trust receives no government funding and is only able to continue the work we do as a result of our own fundraising efforts and supporters. As with many charities, our income has suffered enormously in recent years. We greatly appreciate all donations – whatever the size.

Pledge £2 to help us support children and their families

On National Burn Awareness Day 2018 we are launching our 'Pledge £2' campaign. If everyone who downloaded this toolkit donated just £2, we could raise enough money for new play and exercise equipment for a burns ward, or run an extra Family Therapy Weekend.

Click here to visit our JustGiving campaign: www.justgiving.com/campaign/childrensburnstrust-pound-pledge

Donations can be made by cheque, made payable to CBT and sent to:

Children's Burns Trust
2 Grosvenor Gardens, London
SW1W 0DH

via our website: <https://www.cbtrust.org.uk/donate/>

or by BACS to our Barclays Bank:

Account No 90755362
Sort Code 20-21-78

In the name of Children's Burns Trust, reference 'Donation NBAD'

Thank you in advance for your support.



www.cbtrust.org.uk



www.britishburnassociation.org

COOL the burn with running tap water, **CALL** for help, **COVER** with cling film



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NFCC
National Fire
Chiefs Council



And the Government's National Fire Safety Campaign



www.cbtrust.org.uk



www.britishburnassociation.org

COOL the burn with running tap water, **CALL** for help, **COVER** with cling film