National Burn Awareness Day 2017

TOOLKIT

18TH OCTOBER 2017

#BeBurnsAware

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

www.cbtrust.org.uk  www.britishburnassociation.org
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 2017.

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 2017.

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.
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

On National Burn Awareness Day 2017, 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 Fire Kills campaign and the National Fire Chiefs Council.
## Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Message from our Patron, Amanda Redman MBE</td>
</tr>
<tr>
<td>5</td>
<td>Children’s Burns Trust website and social activity</td>
</tr>
<tr>
<td>8</td>
<td>Press Release templates</td>
</tr>
<tr>
<td>12</td>
<td>Facts and Figures to support your activity</td>
</tr>
<tr>
<td>13</td>
<td>First Aid advice</td>
</tr>
<tr>
<td>15</td>
<td>Safety Guidance in the home</td>
</tr>
<tr>
<td>16</td>
<td>Activity suggestions and ideas</td>
</tr>
<tr>
<td>18</td>
<td>Useful Links</td>
</tr>
<tr>
<td>19</td>
<td>Real life case-studies - children, teenage and adult burn survivors</td>
</tr>
<tr>
<td>27</td>
<td>Feedback</td>
</tr>
<tr>
<td>28</td>
<td>Additional materials available on request</td>
</tr>
<tr>
<td>29</td>
<td>Donations</td>
</tr>
<tr>
<td>30</td>
<td>Supporters</td>
</tr>
</tbody>
</table>
Message from Children’s Burns Trust Patron
Amanda Redman, MBE

“I will be supporting National Burn Awareness Day on the 18th October 2017. I know firsthand the impact a burn injury can have on a child and their family. As a small child, I pulled a pot of boiling soup over myself and received severe burns over my entire body.

While my injury and resulting scar on my left arm didn’t stop me achieving my ambition to be an actor, I know from personal experience how a burn injury can have long-lasting effects.

Crucially, there are simple steps we can all take to reduce the chance of us or our families suffering from burns and scalds. I want to thank the Children’s Burns Trust and the British Burn Association for their work to raise awareness of the all-important message of prevention.”

In 2016 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).
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.

<table>
<thead>
<tr>
<th>Page</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information about National Burn Awareness Day</td>
<td><a href="http://www.cbtrust.org.uk/national-burn-awareness-day">www.cbtrust.org.uk/national-burn-awareness-day</a></td>
</tr>
<tr>
<td>Facts and Figures to support National Burn Awareness Day (annual &amp; monthly)</td>
<td><a href="http://www.cbtrust.org.uk/infographics/2016">www.cbtrust.org.uk/infographics/2016</a></td>
</tr>
<tr>
<td>Learning Zone with access to FREE resources for Early Years, Key Stages 1 – 4 and parents, carers and professionals</td>
<td><a href="http://www.cbtrust.org.uk/learning-zone">www.cbtrust.org.uk/learning-zone</a></td>
</tr>
<tr>
<td>First Aid</td>
<td><a href="http://www.cbtrust.org.uk/burn-prevention/first-aid">www.cbtrust.org.uk/burn-prevention/first-aid</a></td>
</tr>
<tr>
<td>Case Studies</td>
<td><a href="http://www.cbtrust.org.uk/category/burn-survivors">www.cbtrust.org.uk/category/burn-survivors</a></td>
</tr>
</tbody>
</table>

Downloadable resources

We have put together a selection of downloadable digital resources to help you support National Burn Awareness Day 2017. The following assets will be available to download from 18th September at:

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 2017.

More resources are available towards the end of this Toolkit.
18TH OCTOBER 2017 #BeBurnsAware

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 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 Burns 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: 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 2017 on the 18th October. Are you? www.cbtrust.org.uk/national-burn-awareness-day  #BeBurnsAware

- Children and the elderly are especially vulnerable to burns and scalds #BeBurnsAware http://bit.ly/1ufnLE1

- Know how many burn injuries occur in your area? http://www.cbtrust.org.uk/burns-database/#BeBurnsAware

- Average cost to the NHS for a major burn = £168,155 – but what is the cost to the individual & family? #BeBurnsAware http://bit.ly/1ufnLE1

www.cbtrust.org.uk  www.britishburnassociation.org

COOL the burn with running tap water, CALL for help, COVER with cling film
Suggested Social Posts (...cont)

Statistics

- More than 11 toddlers experience severe burns & scalds in the UK every day. This can be avoided #BeBurnsAware http://www.cbtrust.org.uk/burn-prevention
- 250 children a month require admission to an NHS Burns Service following injury with hot liquids #BeBurnsAware http://www.cbtrust.org.uk/national-burn-awareness-day/
- 612 children a month require admission to an NHS Burns Service following a burn or scald injury. #BeBurnsAware http://www.cbtrust.org.uk/national-burn-awareness-day/
- 4,081 children under 5 were so badly burnt they were admitted to a NHS specialist burns service in 2016 - 11 toddlers every day #BeBurnsAware http://www.cbtrust.org.uk
- The most common place of injury is the home for children (77%) and the elderly (81%). For adults, it’s the workplace #BeBurnsAware

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 http://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
- Irons & Hair Straighteners take longer than you think to cool down - 680+ children (0–14 yrs) in 2016 were treated for burns from them http://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
- Check out this great app on the @HWBLF1 website http://www.hotwaterburns.org/#!hotspots/j248q #BeBurnsAware
Today, on National Burn Awareness Day 2017, latest statistics show an alarming number of UK children are experiencing life-changing burn injuries every single day. 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 2017.

The latest figures, released by the two leading organisations in burn prevention and support, show that in 2016 more than 600 children a month required admission to an NHS Burns Service following a burn or scald injury. Shockingly, this figure only relates to the more serious injuries and does not include the thousands who were seen for more minor burns in A&E departments up and down the country.

The Children's Burns Trust, whose work is focused on children and their families, have highlighted that of the figure admitted to a specialist paediatric burns service, over 50% were under 5. That's more than 11 toddlers every single day.

Ken Dunn, Consultant Burns and Plastic Surgeon, and chair of the British Burn Association’s Prevention Committee, said:

“The vast majority of burn injuries are accidents, and whether suffered by adults, children or the elderly, most are entirely avoidable. If people take away one key message from National Burn Awareness Day 2017, it is that prevention and good first aid are the vital ingredients in reducing the number of burn-related accidents across the UK.”

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):

www.cbtrust.org.uk/burnprevention/database

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**COOL** the burn with running tap water, **CALL** for help, **COVER** with cling film
Latest statistics show hot drinks responsible for majority of daily burns among UK children

Today, on National Burn Awareness Day 2017, 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 2017.

The latest figures, released by the two leading organisations in burn prevention and support, show that in 2016 more than 3000 children required admission to an NHS Burns Service following an accident with tea and coffee cups, as well as kettles. That’s more than 250 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 2017 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 will be supporting National Burn Awareness Day on the 18th October 2017. I know firsthand the impact a burn injury can have on a child and their family. As a small child, I pulled a pot of boiling soup over myself and received severe burns over my entire body.

While my injury and resulting scar on my left arm didn't stop me achieving my ambition to be an actor, I know from personal experience how a burn injury can have long-lasting effects.”

Crucially, there are simple steps we can all take to reduce the chance of us or our families suffering from burns and scalds. I want to thank the Children’s Burns Trust and the British Burn Association for their work to raise awareness of the all-important message of prevention.”

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) www.cbtrust.org.uk/burnprevention/database
Notes to Editors:

For more information about the above event contact:
[insert your details here]

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 | 020 7881 0902

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 on 18th October 2017 is the fourth one organised by the BBA Prevention Committee.

About the Children’s Burns Trust (CBT):

The Children’s Burns Trust is 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.
Useful quotes which can be used for raising awareness.

“National Burn Awareness Day is a vitally important event. Not only does it help to raise awareness of the alarming number of burn and scald injuries taking place in the UK each day, but we want to bring home the all-important message of prevention. The vast majority of burn injuries are accidents, and whether suffered by adults, children or the elderly, most are entirely avoidable. If people take away one key message from National Burn Awareness Day 2017, it is that prevention and good first aid are the vital ingredients in reducing the number of burn-related accidents across the UK.”

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

“I think that what people overlook the most is the danger of hot domestic water. A cup of tea will still severely scald a child 20 minutes after it has been made, and hot water from the tap will cause a dreadful scald in a matter of seconds. The young and elderly are especially vulnerable as their skin is thinner, so burns quicker, and they have less ability to remove themselves from the scalding water.”

Paul Fuller
CBE QFSM Chairman of Trustees, Children’s Burns Trust and Chief Fire Officer, Bedfordshire Fire & Rescue Service.

“National Fire Chiefs Council (NFCC) fully supports National Burn Awareness Day and is keen to ensure we do all we can to reduce the number of incidents which cause, in some cases, a lifelong impact on victims and their families. We ask people to be aware of the everyday risks in the home and make sure they know what to do if an accident should happen. A burn may not always look very serious so it is important that people administer the correct first aid and seek medical advice. Remember: COOL the burn with running tap water, CALL for help, and COVER with cling film; and if your clothes are on fire, STOP, DROP and ROLL.”

Stewart Edgar
Prevention Lead at the NFCC.

“It is an uncomfortable truth that the vast majority of burn-related incidents in the UK involve something as innocent as a cup of tea or coffee. In 2016 more than 3000 children alone required admission to an NHS Burns Service following an accident with tea and coffee cups, as well as kettles. That’s more than 250 children every single month, impacted by serious accidents that are entirely avoidable. These figures don’t include A&E admission; it’s estimated that one third of all injuries seen each day in A&E are the result of a burn or scald.”

Ken Dunn
BSc FRCS(Lond) FRCS(plast) FRCS(ed), Consultant Burns and Plastic Surgeon. Medical Trustee, Children’s Burns Trust.
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;

- 612 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 (2016 figures);

- 270 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 (2016 figures);

- Sunburn is a notable cause of injury in the 5 – 14 year age group, alongside seasonal activities such fireworks and bonfires;

- The average cost to the NHS for a major burn is £168,155 – but what is the cost to the individual and their family?

- 4,081 children under the age of 5 were so badly burnt that they had to be admitted to a NHS specialist burns service in 2016 – more than 11 toddlers every single day;

- Irons and Hair Straighteners take longer than you think to cool down – more than 680 children (0 –14 years) in 2016 were treated for severe burns from them;

- The most common place of injury is the home for children (77%) and the elderly (81%). 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 2016/17 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.

Estimates of burn injuries seen in Accident & Emergency (A&E) by collecting detailed information from a small number of A&E Departments extrapolations of the number of burn injuries 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 injuries seen each day.

The vast majority of all these injuries are preventable.
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:

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.

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
Treat burns with cool running water for 20 minutes.

Cool the burn with running tap water, call for help, cover with cling film.
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.

**DO**

- 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

**DON’T**

- 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

COOL the burn with running tap water, CALL for help, COVER with cling film
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 2017. These will be available to download from 18th September here:
  www.cbtrust.org.uk/national-burn-awareness-day

• Active on Social Media
  Twitter: @CBTofficial
  Twitter: @BritishBurn
  Facebook: @childrensburnstrust
  Instagram: @childrensburnstrust
  LinkedIn: @childrensburnstrust

  Be sure to follow us, and get stuck in! Whether re-tweeting or liking Children’s Burns Trust and British Burn Association’s posts, or sharing your own, see suggested posts in this Toolkit.

• 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. 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 18th October we’d love to hear what you did and how it went ......
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 2017 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.

www.cbtrust.org.uk www.britishburnassociation.org

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

18TH OCTOBER 2017 #BeBurnsAware
18TH OCTOBER 2017 #BeBurnsAware

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
  The campaign to stop scalding by hot water from your taps and shower.

- **Changing Faces**
  www.changingfaces.org.uk
  @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
  Committed to reducing the number of children and young people killed, disabled or seriously injured in accidents.

- **Children’s Burns Trust**
  www.cbtrust.org.uk
  @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
  Practical help for adult burns survivors.

- **Electrical Safety First**
  www.electricalsafetyfirst.org.uk
  @ElecSafetyFirst
  Ensuring that everyone in the UK understands the importance of electrical safety.

- **Link to the Beauty Burns campaign**

- **Fire Kills**
  https://www.gov.uk/firekills
  @Fire_Kills
  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
  Making it easier to live with burns and scars.

- **National Fire Chiefs Council**
  https://www.nationalfirechiefs.org.uk
  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
  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
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.”

www.cbtrust.org.uk  www.britishburnassociation.org
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 inpatient 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.”
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 a 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.
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.
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 lazar 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.
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.
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 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.
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.
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 18th October 2017, to: info@cbtrust.org.uk subject: NBAD 18.10.17 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 (e.g. 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.
Additional Material Available

We are keen to support any activities that you organise for National Burn Awareness Day on 18th October 2017. 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:

<table>
<thead>
<tr>
<th>Pack Type</th>
<th>Included Items</th>
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<tr>
<td>CBT Under 5’s Resource Pack</td>
<td>• Burn and scald prevention guidance for Parents &amp; Carers of the Under 5’s*</td>
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<td>• National Burn Awareness Day Poster*</td>
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<td>• Case histories of burns survivors*</td>
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<td>• Case history of parent-led hot drinks pledge*</td>
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<td>• 25 x A5 Hot Water Burns Like Fire Leaflets*</td>
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<td></td>
<td>• Lizzie’s Accident story book</td>
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<td>• Whoops! Child safety project booklet</td>
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<td>CBT Schools Prevention Pack (Primary)</td>
<td>• Burn and scald information*</td>
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<td>• Case histories of burns survivors*</td>
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<td>• Hazard Kitchen poster*</td>
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<td>• 25 x A5 Hot Water Burns Like Fire Leaflets*</td>
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<td>• Phil the Fire Engine – The House Fire – story book</td>
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<td>CBT Fundraising Pack</td>
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<td>• Fundraising ideas and sponsorship information*</td>
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<td>CBT – Corporate Pack</td>
<td>• Commercial support, fundraising ideas, and sponsorship information*</td>
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<td>BBA Cool Call Cover – Powerpoint slides</td>
<td>• National Burn Awareness Day Poster and banners</td>
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www.cbtrust.org.uk  www.britishburnassociation.org

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

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: 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.
18TH OCTOBER 2017 #BeBurnsAware

Supported by:

[Logos of various organizations]

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