



BURN & FIRE PREVENTION NEWS

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AMERICAN BURN ASSOCIATION

48th Annual Meeting
May 3-6, 2016

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A LETTER FROM THE CHAIR

Prevention is the Vaccine (and Cure) for the Epidemic Disease of Injury

Did you know that unintentional injury is the leading cause of death of 1-44 year olds in the United States?¹ Sadly, this leading cause has not changed during the past decade. Moreover, despite advances in technology and safety regulations, the death rate from fire in the U.S. remains higher than many other industrialized countries.² Stop for a moment and think about this...If any other disease were killing young people at this alarming a rate, there would be a public outcry and a proverbial rallying of the troops!

Since prevention is the only 100% effective vaccine and cure for injury, what can we do to increase its widespread adoption and dissemination? Implementing a comprehensive multidisciplinary collaborative strategic approach is critical, and that is exactly what the ABA's Burn Prevention Committee (BPC) has been tirelessly working on! Join the national effort to administer the "Prevention Vaccine" by:

- Improving epidemiology, incident, and prevention intervention data: Submit your manuscript for the newly established annual "Burn Epidemiology/Prevention Best Paper Award." (Details on page 2.)
- Planning ahead to attend the ABA's BPC meeting (Monday) and Prevention SIG and Workshop (Tuesday) during the 2016 ABA Annual Meeting.
- Partnering with other organizations to collaboratively provide comprehensive



Karla S. (Ahms) Klas

all-injury prevention education (e.g., burn/fire, falls, helmets, motor vehicle safety, etc.). Network with the ABA-BPC to find out more...and how!

- Promoting advocacy by raising awareness and supporting legislative action, such as the glass-fronted gas fireplace initiative: www.ameriburn.org/Prevention/GasFireplacesCanBeDangerousFinal_AAP_ABA.pdf and <http://aapnews.aappublications.org/content/36/1/23.4.full>
- Incorporating fire safety and burn prevention in your own home, in burn patient and family education, and in community outreach activities.³ Read the article and see what we as burn professionals can do better!
- Creating prevention messages based on trends in your local area by submitting a poster to the annual contest: www.ameriburn.org/preventionPosters.php
- Helping expand international burn prevention outreach. (Details on page 6).
- Providing safety education and disseminating prevention information: Numerous materials have been recently developed to support you in this endeavor!
 - Teaching handouts and fact sheets on multiple topics: www.ameriburn.org/preventionEdRes.php

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1. Centers for Disease Control and Prevention National Center for Injury Prevention and Control. WISQARS 10 Leading Causes of Death by Age Group, United States - 2013. Accessed on August 31, 2015 at <http://www.cdc.gov/injury/wisqars/leadingcauses.html>
2. The Geneva Association. World Fire Statistics Bulletin No. 28, October 2012. Geneva: The Geneva Association, 2012.
3. Klas KS, Smith SJ, Matherly AF, Dillard BD, Grant EJ, Cusick-Jost J. Multicenter assessment of burn team injury prevention knowledge. J Burn Care Res 2015;36(3):434-9.

Letter from the ABA President

Dear Colleague:

Burn injury continues to inflict major physical, social and psychological damage to the most vulnerable members of our society, particularly the very young and elderly individuals. Tragically, many of these injuries are preventable. However, the frequency of preventable injuries such as scald burns in children, home oxygen and bath tub burns in the elderly are all too common in burn centers. Unfortunately, often a gap exists between the burn team which provides care for the injured and the members of our communities, who are ideally located to assist in instituting the measures necessary for lasting improvement in burn prevention.

Thus, conventional members of the burn team need to reach out to individuals in our communities to help them understand the injuries our patients suffer and the preventable components of burn accidents, which we are made witness to after the fact. Identifying which injuries the burn team sees that are preventable and then seeking out the individuals in our communities who could assist us in developing a specific burn prevention plan and acting on it, is the responsibility of all members of the burn team. Unlike conventional burn treatment, prevention of



Dr. Edward E. Tredget

burn injuries requires the inclusion of fire fighters, legislators, social workers and others to our team to make good ideas a reality.

The Burn Prevention Committee of the American Burn Association is a tremendous, hard working and productive broader team of such individuals who have developed many guidelines for burn prevention such as home oxygen burns, scald injury, youth fire setting prevention and fire safety teaching for children, as well as many other initiatives. These are very worthy programs which should be embodied in our approach to treating burns which, by necessity, should carry with it the moral obligation of each of us to consider how we could have prevented many of the injuries we treat. Most importantly, we must continue to support burn prevention initiatives and exploit

the efforts of the Burn Prevention Committee to initiate the steps needed to change our home environments for the safety of our communities.

Best wishes,

Edward E. Tredget, M.D., FRCS(c)
President, American Burn Association 2015-2016

2016 Burn Prevention Award Nominations

Do you know someone who has been the catapult for a local, statewide or nationwide prevention effort? Do you know someone whose prevention model benefits other prevention programs within your organization, your local region, statewide or nationwide? The Burn Prevention Award is awarded at the ABA Annual Meeting to a current ABA member for contribution in burn prevention. Any individual is eligible for this annual award if the work is new and significant and continues to fulfill at least one of the above criteria. The award, under the auspices of the ABA Burn Prevention Committee, includes an honorarium of \$1,500. Individuals wishing to nominate an ABA member for this award must submit the completed nomination forms by December 31, 2015. Form MUST be completed for nominee to be considered.

<http://ameriburn.org/preventionAwards.php>

ANNOUNCING NEW ABA AWARD

Burn Epidemiology/Prevention Best Paper Award

The Burn Epidemiology/Prevention Best Paper Award recognizes original research studies which may address any single burn or fire prevention problem, a specific population, multiple etiologies, or epidemiology. This ABA award is generously underwritten by the International Association of Fire Fighters (IAFF) Charitable Foundation Burn Fund for the next five years. The IAFF has been extremely involved in many prevention initiatives along with the ABA and other important stakeholders. Some of these programs would not have been possible without the help of FEMA Assistance to Firefighter Grants. Physicians, non-physicians, and students from all disciplines are encouraged to apply. The award recipient receives a \$500 honorarium and an engraved plaque.

**ANNUAL
ABA BURN
PREVENTION
Poster
Contest
2016**

CALLING ALL MEMBERS OF THE BURN TEAM!

Here's your chance to increase awareness of burn hazards by creating your own prevention message. Three monetary awards in the amounts of \$500, \$300, or \$200 will be awarded to the top three posters. All awards are paid to the institutions represented. Winners will be announced during the ABA Annual Meeting in Las Vegas in 2016. For consideration, abstract must be received no later than April 1, 2016. Late entries will not be accepted.

<http://ameriburn.org/preventionNews.php>

2015 Prevention Poster Contest Winners

American Burn Association 47th Annual Meeting • April 21-24, 2015, Chicago



1st Place Winner

Regions Hospital, The Burn Center

Candyce Kuehn, RN; Jody Rood, RN; Mark Johnston, RN; Beth Franzen, OTR; Michelle Foss, RN; Kristine McGlennen, RN; Mikki Rothbauer, MSW, LICSW; Frederick Endorf, MD; Wm. J. Mohr, MD; Shonette Doggett, EMT; Daniel Bernardy, FF



2nd Place Winner

Finger Lakes Regional Burn Association with the Fairport Central School District Martha Brown Middle School

Paul Schwartzman, Executive Director, Finger Lakes Regional Burn Association; Christine Harris, Student Advisor, Martha Brown Middle School



3rd Place Winner

University of Michigan Trauma Burn Center Injury Prevention and Community Outreach

Karla Klas, BSN, RN, CCRP, Managing Director; Kate Reed, Program Coordinator; Sarah Taylor, MSN, RN, ACNS-BC, Clinical Nurse Specialist; Andrew Hashikawa, MD, Assistant Professor Emergency Medicine/Pediatrics; Mark Hemmila, MD, Burn Surgeon/Associate Professor of Surgery



People's Choice Award

Nebraska Medicine, Nebraska Medical Center

Debra Reilly, MD, FACS; Judy Placek, MSN, APRN; Megan Novero, RN, BSN; Katie Circo, RN, BSN; Anna Gleichman, RN, BSN

WHAT ARE THEY THINKING? Kids and Social Media

Kathi Osmonson, Juvenile Firesetter Intervention Coordinator, Minnesota Department of Public Safety State Fire Marshal Division

Our children and grandchildren are so connected to video games, communication devices and social media, it seems like they're born more techno-savvy than we can ever hope to be.

Technology is changing their world, our world, and everybody's future at a pace that's difficult to keep up with. (An informative YouTube video — search “Did you know 2014” — will fill you in on just how fast things are happening.) Their familiarity with the online world will serve our kids well someday — but right now a lot of discussion about kids and social media is focused on negative behavior.

Take the fire challenge, for example. During this cyber-epidemic in August and September 2014, children videotaped themselves or others as they lit the flammable liquids they had applied all over their bodies. Then they posted the videos online. Interestingly, the youths appeared to be surprised when the burning hurt. In one high-profile case, a mother taped her son doing the fire challenge; she was subsequently arrested.

Fortunately, the fire challenge was short-lived, and by November 2014 the only sites where fire challenge videos appeared were running documentaries on how stupid the whole thing was.

But *why* do kids do things like that? We assume that children think they are invincible and nothing bad will happen to them. However, studies show they are just uninformed.

According to Sue Sheff, author and parent advocate, they want to see how far they can go and what they can accomplish. Read more about the invincibility theory among teens on her website at www.sueschleffblog.com.

Typically, social acceptance is most important to youth before their ability to think logically is well developed, which means that often, online relationships and hits on YouTube can define their identity. Being popular was always popular; these days, it happens virtually.

Video games contribute to this virtual phenomenon because they're getting so realistic that the line between what's real and not real can become blurred. For youth who have chaotic home lives, social media and video games offer welcome escape. It's important, though, for parents, teachers, fire-department personnel, police and other community leaders to know what kids are up to — what they're seeing and experiencing in their virtual activities. *Parent Magazine*, Jan. 2015 has a useful article about preventing children

from abusing these opportunities to escape from their real lives online.

Other kids are scheduled so heavily during the day with classes and after-school activities meant to keep them out of trouble, they have no time for in-depth, in-person relationships. Some make time after bedtime hours, privately, on their phones or other devices, with classmates or virtual girl/boyfriends — and then comes the opportunity for sexting and other inappropriate virtual behavior. (The Nov. 1, 2014 issue of *Atlantic Magazine* has a detailed article on this topic, titled “Why Kids Sext.”)

Sharing a private sext on a public website is considered cyberbullying. Bullying, in life and online, is an ongoing issue with youth firesetting. The Minnesota State Fire Marshal Division is aware of student firesetting incidents that were attempts to eliminate bullying by burning down a school. Bullying has caused suicides, broken hearts, ruined reputations, community feuds and permanent damage to important relationships. For more information, go to www.stop-bullying.gov.

But not all social media is bad.

The Paradigm Challenge is an annual, online competition sponsored by the American Red Cross and others to inspire youths from seven to 18 to affect positive change. The first annual Paradigm Challenge goal is to generate new ideas to prevent injuries and fatalities from home fires, which the Red Cross calls America's #1 disaster threat. Project Paradigm will award cash grants from a pool of \$100,000 or more to educational, youth, and fire organizations based on registrations, winning entries, and other demonstrated support for The Challenge. For more information, visit www.projectparadigm.org.

St. Paul Neighborhood Network (SPNN) also encourages students to succeed online by “making media” to make change. Their definition of “media” encompasses YouTube and other online opportunities, along with public television and documentary movies. For more information visit www.spnn.org

Social media is a new landscape for us to navigate, and we need to stay in tune with what our citizens are doing there. Our awareness of the dangers and benefits of social media is tied to our ability to continue saving lives and property, through fire prevention education and every other life-safety effort we can provide.



Firesetting is Not “Just a Phase.”

Kathi Osmonson, Juvenile Firesetter Intervention Coordinator, Minnesota Department of Public Safety State Fire Marshal Division

Supporting an orange Mohawk might be a phase. Obsession with personal grooming is usually a phase. Those periods of fascination with specific subjects or behaviors that we refer to as “phases” take kids in one direction for a while, and then they come back. Deliberate fire setting is not like that; it’s much scarier. Without intervention, children who set fires tend to continue setting fires. Children who get caught and punished often continue, too; in fact they may retaliate by setting more fires.



Arsonists are not born; they evolve. Most serial arsonists started in childhood and continued without intervention because responsible adults may have been afraid to over-react. It was only a small fire, they’d tell themselves, and if the child was identified as a fire-setter it would reflect badly on parents and other caregivers.

In fact, all fires start small. And the more fires a child sets; the more “normal” the behavior seems, and the more daring the young firesetter becomes. Even if setting fires started as curiosity or simply imitating adult behavior, setting fires may become a habit, it may become a passion, or it may become a calming mechanism. It may create a sense of power over fire for children who feel they have no power over anything else in their lives. In some cases, firesetting is a way to call attention to a child’s needs. Whatever the motivation, the behavior typically continues until adequate intervention stops it and helps the child heal.

There are adults who tell stories about how they started fires when they were young and turned out just fine. That may be so, depending on motivation. But the stakes are higher now. Modern homes are filled with petroleum-based products, including our furniture, carpeting, clothing and appliances. Our lives are filled with media that inaccurately portray the way fire behaves, and show irresponsible uses of fire that are intriguing and easy for kids to imitate. We don’t use fire to heat our homes or cook our food anymore so children often have no other experience with fire other than what they see in the media. They haven’t learned to respect the power of fire.

Emergency personnel who respond to a child-set fire may resist getting a child in trouble — but a child who sets fires, even small ones, is already in trouble. The child who gets caught starting a fire has typically started several already. By doing our jobs — including writing up that extra report and referring the child to a youth-

firesetting prevention and intervention program — we can save lives and property...and possibly, a child’s future.

To be effective, intervention requires a team approach. Social services and mental health care professionals can help firesetters overcome feelings of powerlessness and other negative motivators. They can identify potential special needs and help them to cope with them safely. Fire service members can provide fire prevention education.

Law enforcement and juvenile justice officers can help young firesetters get into a program by making intervention/diversion mandatory.

Looking at youth firesetting behavior as something that can be outgrown does both the child and society a disservice. As fire fighters, burn clinicians, and prevention professionals, the juvenile arson fire, which may result in arrest, is one we can fight before it starts by being realistic, knowledgeable and compassionate — and making sure that youth who misuse fire get the help they need.

A Letter from the Chair (continued from page 1)

- National Scald Prevention Campaign: www.flashsplash.org
- Reading this newsletter issue (and past ones at: www.ameriburn.org/preventionNews.php) to learn about other trending burn prevention issues and initiatives.

Together we can spread the only effective vaccine and cure for the disease of injury...prevention!

Yours in prevention,

Karla S. Klas, BSN, RN, CCRP

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INTERNATIONAL OUTREACH:

Prevention and Care with a Global Focus

Gretchen J. Carrougner, RN, MN



Burn injuries are the eleventh leading cause of death among children and the fifth leading cause of nonfatal childhood injuries in the world. ABA members – physicians, nurses, therapists, nutritionists and others have worked tirelessly to educate and improve the care of those who sustain a burn injury in resource-limited countries. We have done so with the support of our NGO partners and colleagues from around the world. Yet, our ability to make a sustainable impact is often limited due to the unique challenges of surgical and educational outreach programs/missions.

Despite these challenges, many agree that a necessary element of any international outreach effort must include *injury prevention*. Furthermore, since most pediatric burn injuries are caused by scald and occur in the home, scald injury prevention and first aid are crucial in international burn outreach. What better way to achieve a sustainable and relevant impact than with primary prevention education and effort? In 2014, the American Burn Association Prevention and International Outreach Committees agreed to work together to identify injury prevention education and strategies that could be employed during future international outreach missions. We seek to share the results of this ongoing effort with our ABA membership and collaborators.

Another new initiative that impacts burn care in resource-limited countries, and thus, ABA international outreach efforts is the development of the International Society for Burn Injury (ISBI) Clinical Practice Guidelines. These guidelines are currently still ‘in development’ but will be available in 2016. A special forum during the ABA Annual Meeting will be used as a means to update the membership on this effort: Friday, May 6, 2016 from 2:00 - 4:00 p.m.

Fire fighter plays a crucial role in advocating for home fire sprinklers

Fred Durso, Jr., Communications Manager, Fire Sprinkler Initiative, National Fire Protection Association (NFPA)

Phil Tammaro was only two years old when he was significantly burned in a home fire. His painstaking recovery lasted 39 years, well into his fire service career. However, he refused to let his injuries define him or limit his abilities as a fire fighter.

Instead, Tammaro, a member of the Billerica Fire Department in Massachusetts, used his story to exact change. He learned that as a fire fighter, his voice is a powerful tool in the push for home fire sprinklers across North America. “It’s important that we advocate and increase awareness of fire sprinklers and the benefits of them, not only how they help protect our citizens but keep our fire fighters safe,” he says. “It’s very important that all fire fighters champion this and do anything they can to get involved.”

Tammaro is now a member of NFPA’s Faces of Fire, a component of NFPA’s Fire Sprinkler Initiative that underscores the human impact of fire and the life-saving impact of home fire sprinklers. (NFPA linked up with Tammaro through partnering organization the Phoenix Society for Burn Survivors.) Since fire fighters have an up-close-and-personal interaction with fire, Tammaro is using this platform to convince North American fire service members and burn/safety professionals that their voice is a crucial tool in convincing decision makers of the necessity of sprinklers in new homes.



Phil Tammaro

NFPA’s Fire Sprinkler Initiative is an effort to increase the use of home fire sprinklers in North America through the adoption of sprinkler requirements in new construction. The initiative provides resources for safety advocates who want to demonstrate the need for home fire sprinklers. For more information, visit FireSprinklerInitiative.org.

THE POWER OF PARTNERSHIPS:

Fairport Martha Brown Middle School Students Partner with the Finger Lakes Regional Burn Association (FLRBA) to

Prevent Burn Injuries with Winning Poster and Support Burn Survivors

Paul Schwartzman, M.S., L.M.H.C., D.A.P.A.,
Finger Lakes Regional Burn Association

Every year the Martha Brown Middle School Student Council holds a talent show which is a fundraiser for a local charity that the students select each year. This year the beneficiary was FLRBA. The talent show was a huge success. Every seat was full and the student talent was impressive. They also raised over \$2000 to support FLRBA Programs including Camp Courage, a summer camp for burn injured youth. Paul Schwartzman, FLRBA Executive Director and Lindsay Gill, a FLRBA Board of Director and a burn nurse at the Kessler Burn and Trauma Center along with some burn survivors attended the show. The FLRBA mission and programs were highlighted in the show program as well as in the introduction of the evening. Mr. Schwartzman stated that these students are exceptional in their talent and especially in their sense of community.

Prior to the show, Mr. Schwartzman visited the school and met with the Student Council and the Helping Hands group which does community service to orient them to all the FLRBA programs. The students also continued their research on burn injury and prevention and discovered the American Burn Association Annual Poster Prevention Contest.

The ABA Poster Contest's usual participants are burn foundations and burn centers from around the world but primarily North America. The Martha Brown students, specifically Julia Polino, Monica Krym, Dakari Williams, Sean Waddington, and Cam Bernabei were not intimidated and decided to partner with FLRBA to prepare a joint submission to the contest. This is the first time youth have partnered with a burn foundation in the history of the contest.

Paul Schwartzman assisted the youth by sharing guidelines regarding what makes a poster effective in terms of graphics, layout and clear messaging. He also provided some statistics regarding burn injuries so that their message would be most relevant. The students took it from there.

They decided that middle school students are taking on more responsibility in terms of caring for younger children and cooking so that their poster would focus on cooking safety. It is well-established that cooking injuries account for many serious burn injuries.

There were 31 entries from around the world and the ABA committee judged the FLRBA/Martha Brown poster worthy of 2nd place! The poster is on the American Burn Association website to be shared and utilized in burn prevention programs across the country. The 2nd place finish also comes with a \$300 reward which also will be applied to FLRBA prevention efforts in western New York.

The poster can be viewed and downloaded at the Finger Lakes Regional Burn Association website: www.flrba.com or on Facebook at www.facebook.com/flrba. We hope sharing this success story will encourage others to submit collaborative poster entries.



COOKING SAFELY HELPS PREVENT BURNS!

Stay in the kitchen when you are frying, boiling, grilling or broiling food.

Always use DRY potholders and oven mitts. Hot cookware can heat moisture in a hot pad resulting in a scald burn.

For younger children, a "kid free zone" of at least 3 feet (1 meter) away from oven and cooking areas is strongly recommended.

Escaping steam can cause burns. Open microwaved food away from the face.

The ABA Poster Contest's usual participants are burn foundations and burn centers from around the world but primarily North America. The Martha Brown students, were not intimidated and decided to partner with FLRBA to prepare a joint submission to the contest. This is the first time youth have partnered with a burn foundation in the history of the contest.

Campus and Dorm Fires

Going to college is an exciting time for students and their parents. Living in a new “home away from home” not only gives young adults more freedom to make their own choices, but it also puts upon them an increased level of personal responsibility while at school. Whether looking for a place to live or moving into a new space, when it comes to on- and off-campus housing, it's important for students and parents to keep fire safety top of mind.

Campus fire safety by the numbers

- The number of reported fires in campus dorms has increased by 24% over the last decade!"
- Structure fires in dormitories, fraternities, sororities, and barracks are more common during the evening hours between 5 and 11 p.m., and on weekends.*
- In 2009-2013, U.S. fire departments responded to an estimated annual average of 3,870 structure fires in dormitories, fraternities, sororities, and barracks.*
- In 2009-2013, 86% of the reported structure fires involved cooking equipment. 83% of fires were specifically reported as contained or confined to cooking equipment.*
- From 2000-2015, 89 fires that killed 126 people have occurred on a college campus, in Greek housing or in off-campus housing within three miles of the campus. Of these:
 - 76 off-campus fires caused 107 deaths
 - 7 on-campus building or residence hall fires claimed 9 victims
 - 6 fires in Greek housing took the lives of 10 people
- Of these 89 fires, 38 of them resulted from unattended cooking, unsupervised or improper candle use or from an electrical problem.**

The infographic is presented as a page from a spiral-bound notebook. At the top, there are four colored tabs: pink for 'FAR', orange for 'Safety Tips', teal for 'Campus & Dorm Room Fire Safety', and purple for 'Facts'. The main title is 'DORM FIRES' in large, bold, black letters. Below the title, a subtitle states: 'The number of reported fires in dorms on campus has increased by 24% between 2003 and 2013.' The infographic is divided into several sections, each with a warning icon (a red exclamation mark inside a blue circle) and a small illustration. The first section is titled 'Fires are more common during the evening hours, between 5-11 pm, and on weekends.' and includes a clock illustration. The second section states 'Fire departments respond to an average of 11 dorm fires EACH DAY!' and features a row of flame icons. The third section says 'Cooking equipment is involved in 86% of reported dormitory fires.' and shows illustrations of a stove and a microwave. The fourth section notes 'Dormitory fires cause an annual average of 1 civilian death, 32 civilian fire injuries, and \$14 million in direct property damage.' and includes illustrations of a money bag and a piggy bank. The fifth section states 'From 2000 - 2015, 89 fires have occurred on college campuses, in Greek housing and in off-campus housing, and these fires killed 126 people.*' and has a small asterisk note: '*Source: The Center for Campus Fire Safety'. At the bottom, there is a 'Safety Tips' section on a yellow notepad background with three items: 'Use battery operated flameless candles that look and feel like the real thing!' (checked), 'Do not leave the kitchen while cooking!' (crossed out), and 'Make sure smoke alarms are present and working in your room.' (checked). The NPPA logo and website 'www.nfpa.org/campus' are at the bottom left, and a small fire department logo is at the bottom right.

DORM FIRES
The number of reported fires in dorms on campus has increased by 24% between 2003 and 2013.

⚠ Fires are more common during the evening hours, between 5-11 pm, and on weekends.

⚠ Fire departments respond to an average of 11 dorm fires EACH DAY!

⚠ Cooking equipment is involved in 86% of reported dormitory fires.

⚠ Dormitory fires cause an annual average of 1 civilian death, 32 civilian fire injuries, and \$14 million in direct property damage.

⚠ From 2000 - 2015, 89 fires have occurred on college campuses, in Greek housing and in off-campus housing, and these fires killed 126 people.*

Safety Tips

- ✓ Use battery operated flameless candles that look and feel like the real thing!
- ✗ Do not leave the kitchen while cooking!
- ✓ Make sure smoke alarms are present and working in your room.

*Source: The Center for Campus Fire Safety

NPPA www.nfpa.org/campus

* Source: NFPA's Fire Analysis & Research Division
** Source: The Center for Campus Fire Safety