



BURN & FIRE PREVENTION NEWS

VOLUME 10, ISSUE 2

FALL 2014

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AMERICAN BURN ASSOCIATION

47th Annual Meeting
April 21–24, 2015

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A LETTER FROM THE CHAIR

The ABA Challenge: What Have YOU Done for Burn Prevention Lately?

News and social media venues have been buzzing non-stop with online “challenges.” Recently we’ve seen the high-risk-for-injury Fire Challenge that targets youth and young adults to saturate themselves with an accelerant and light themselves on fire (what a great idea... not!). The Ice Bucket Challenge, that while is at least for a charitable cause instead of seeking an ill-thought-out moment of fame, still has a similar overall purpose of peer-pressuring people into taking action. The ABA admirably dipped its toes in the online challenge waters by publishing the ABA Challenge statement: <http://www.ameriburn.org/MediaReleaseFireChallenge.pdf>.

In previous newsletters, I’ve analogized burn prevention with it: “takes a village,” “is a team sport,” and “is everyone’s business.” I say, let’s step it up a notch and collectively take action to exert more positive influences of peer-pressure into online challenges! Join the ABA Burn Prevention Challenge: What have **YOU** done for burn prevention lately? Whether you’re a take-baby-steps or jump-in-with-both-feet type person, you can take action now to prevent future burn injuries. Exactly how, do you ask? Read on in this newsletter and pick a prevention action that you can commit to doing. Learn about



Karla S. (Ahrns) Klas

incorporating prevention “talk” into our everyday work from our ABA President; partnering with burn survivors in prevention initiatives; participating in educational/networking opportunities with the Burn Prevention Committee (BPC) and at the spring Annual Meeting; integrating new best-practice strategies and messaging into your community preschool safety education; promoting advocacy and legislative change work on glass

fronted gas fireplaces; utilizing fact sheets on common burn injury topics to enlighten your colleagues and communities; or registering your organization to participate in the “Paradigm Challenge.” So I ask again, what have **YOU** done for burn prevention lately? Combat the negative online challenges by sharing your ABA Burn Prevention Challenge ideas on social media platforms, with me, and/or with one of the BPC members. Together we can make a positive and life-changing difference in preventing burn injuries worldwide.

Yours in prevention,

Karla S. (Ahrns) Klas, BSN, RN, CCRP
Chair, ABA Burn Prevention Committee
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Letter from the ABA President

Dear Colleague:

Thank you for your interest in the Burn Prevention mission of the ABA, and for taking the time to read this brief message. Each of us has seen a patient with a preventable burn. I dare say, the majority of burns we treat are preventable. Every patient and each situation is unique, but some patterns of needless injury are obvious.

Therefore, I have a challenge for you as an individual this year. Identify a single incidence of a preventable burn. Make it your personal project.

How? For starters, discuss it with others. Not in revealing detail (remember HIPPA rules apply to all of us). But start with your burn colleagues. Discuss it on rounds, or on break, or over lunch with your acquaintances from other wards. Talk to your family, your friends, your neighbors. It costs you nothing but your valuable time.

Why do I suggest this? Burns are not like the weather, where a humorist says, "everybody complains about the weather and nobody does anything about it." I think of preventable burns like surgical complications. It is hard to prevent an event that you do not know is possible. Therefore, my (unattainable) goal as a surgical educator is to teach residents in training about every imaginable complication without them experiencing any



Dr. David H Ahrenholz

themselves. The expectation is that if they are given the opportunity to consider the possibility of an unusual complication, they can take steps to prevent it.

The same should apply to burn injuries. If we reinforce the idea that accidental burns can be prevented, we have the opportunity to save many in our community from the painful and often long-lasting effects of these burns. Each of us has a duty to work towards that goal, because we, more than any other group, understand the significance of avoiding even one burn injury.

And I suspect that, in a few cases, friends and colleagues may offer an unexpected opportunity to present this education to a wider audience. I know it is daunting to speak in public, but the rewards

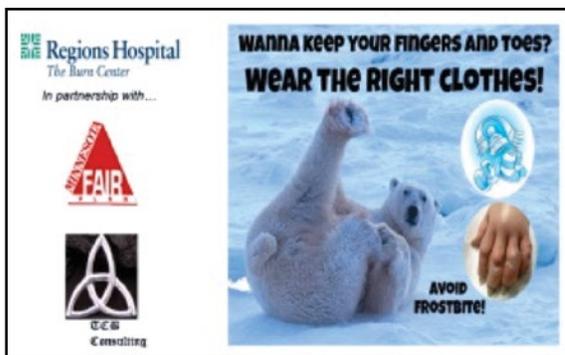
are tangible and long-lasting. And above all, if you find an effective approach to preventing a burn, please share it with us through the Prevention Committee. Or create a prevention poster for our annual meeting. Or, dare I say it, submit an abstract.

As Dr. Palmer Bessey noted last year, burn prevention is everybody's business. We have much to do.

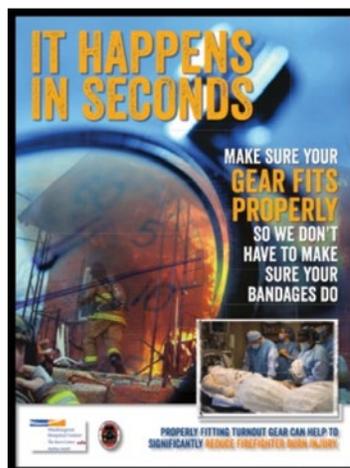
Best wishes,
David H. Ahrenholz, M.D., FACS
President, American Burn Association 2014-2015

2014 Prevention Poster Contest Winners

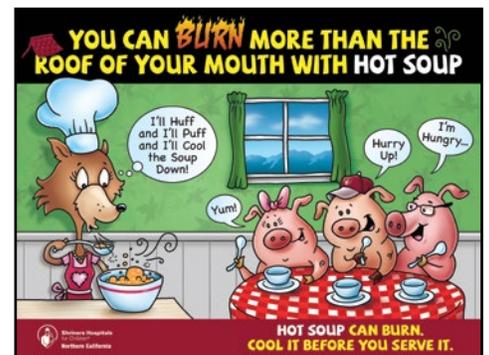
ABA 46th Annual Meeting • March 25-28, 2014, Boston



1st Place Winner
Regions Hospital, St. Paul, MN



2nd Place Winner and People's Choice Winner
MedStar Washington Hospital Center –
The Burn Center and DC Firefighters
Burn Foundation, Washington, DC



3rd Place Winner
Shriners Hospitals for Children –
Northern California, Sacramento, CA

SURVIVOR ADVOCATES: A Valuable Part of the Injury Prevention Team

Amy Acton, Executive Director, Phoenix Society for Burn Survivors

As a new burn survivor, I had a keen desire to make a difference and find meaning in my experience by trying to prevent similar injuries from occurring. Although everyone impacted by a burn injury does not gravitate to the call of survivor advocacy, there are many who do want to become involved. There are great examples of successful injury prevention and efforts to improve quality of care in our country that have been spearheaded by survivor advocates, MADD and Michael J. Fox Foundation, are just two examples that come to mind. Survivors sharing their personal stories help to humanize an issue and the importance of the interventions we share in our prevention programs. There is opportunity to more fully engage burn survivors and their families in injury prevention, but a few key steps should be considered. We need to assure we are supportive of the survivor's role and the messages we use are not counter to the burn survivor community goals. The Phoenix Society has trained over 70 advocates at our Phoenix World Burn Congress and will soon have versions of the course online to assist in preparing survivors interested in getting involved as advocates. We look forward to working with the ABA Prevention Committee on our common goals.

Some of the ingredients of a winning recipe for successful engagement of survivors in injury prevention include:

Assess Advocates Readiness – Assure they have interest, are emotionally ready to share their story, and understand and are passionate about the issue.

Provide Clear Expectations – Provide information about what you need upfront and the support needed to fulfill the role.

Invest the Time – Need to gain trust and build the relationship, provide emotional safety, educate them on the issue, reinforce key messages and practice with them.

Identify the Level of Engagement – Are they ready to be in front of the media's camera, speak in front of a large group of community members or would they be most comfortable sharing their story in a prevention article or PSA. Build up to more visible roles as confidence grows.

Exploiting or Empowering? – Ask yourself the question – am I utilizing a survivor's story to make a point without permission or consideration of their needs verses working together to achieve common goals.

Engaging survivors in a thoughtful and respectful way in your prevention programs requires a sensitive balance of the messages. It is important to make the distinction between the "old school" method of using a burn "victim" or their story as a scare tactic to change a behavior and the sensitive sharing of the reality of a burn injury and the recovery of the survivor advocate. You know the



days when we used disturbing pictures of bandaged children to make a point about why you need to listen to this important prevention message or this could be you. This brings to mind a poster (see insert). Although this survivor was comfortable with the message, the impact of the dual meaning of the survivor community is not ideal. It sends the message that a burn injury is worse than death. This is different than the use of real life stories of those impacted of burn injuries to support the facts of burn injuries and humanize a prevention or policy issue. Here are a couple video examples: http://www.youtube.com/watch?v=Gn2n16_NA6U and <http://www.youtube.com/watch?v=L4SNdLL3UuA>.

Survivors often are compelled to speak up when an incident happens in their community. This link is an example of when a survivor contacted the local media to try and stop teens from engaging in the "fire challenge" that was on social media a few months ago: <http://www.news4jax.com/burn-survivor-reacts-to-fire-challenge/27344066>. The survivor's story and messages of the impact of a burn injury was accurate and would serve well to reinforced prevention messages. If he had the support of an injury prevention expert we could have added prevention messages for parents and others to share. The most disturbing part of this video, though, was the media's messages of the images of scars are disturbing and warning viewers he may be too difficult to see, even though they showed several pictures of teens literally setting themselves on fire and did not warn viewers. From a survivor perspective that was not a win-win segment for prevention and the survivor community. We all know that reporters are not easily controlled but with focused and strategic engagement of the key players, including the media, we are more likely to avert messages that are counter to either the prevention expert's goals or the survivor's goals of greater awareness and acceptance of those impacted by burn injuries.

So to close, here is a list of what makes an effective advocate expert and, for that matter, a good injury prevention expert:

- Understands the issue and those who may be opposed
- Passion and commitment to cause / issue
- Emotionally ready to share their story
- Consistent communication/message
- Willing to work with partners and experts
- Persuasiveness, persistence, patience
- Flexibility and resourcefulness

As an injury prevention expert, you can share research, data, key messages and presentation skills with the survivors who are willing to share their powerful and personal story to motivate change. Together we make a "dream team" that will achieve the goals we all have of decreasing burn injuries and deaths.

Teaching Fire Safety to Children Age 3 to 5 – Part 1

Peg Carson, Education Specialist, Carson Associates, Inc.; Nancy Trench, Assistant Director, OSU Fire Protection Publications; and Sharon Gamache, Program Director, Safety Education Consultant (formerly Director of High-Risk Outreach Programs, NFPA)

Many fire and life safety educators from fire departments include in their outreach a variety of programs to teach fire-safety behaviors to preschool children. The programs may range from fire station visits, where children will learn about Fire Fighter gear and learn one or two behaviors to the implementation of comprehensive life safety programs developed and tested by national or state safety organizations.

To assess current understanding of learning characteristics, best practices in preschool education, and the relationship to what is common practice in fire and life safety education; the National Fire Protection Association (NFPA) Public Education division hosted a preschool fire safety messaging meeting in November, 2012. Experts in early childhood education joined those with expertise in fire safety and injury prevention to evaluate what new research must be done to ensure that we are teaching the correct fire-safety behaviors using developmentally appropriate practices for children age 3 to 5.

Children under the age of 5 are at increased risk to fire death and injury

According to the Centers for Disease Control (CDC), 77,512 fire and burn injuries to children under the age of six were reported in 2012. This accounted for 2.4% of all unintentional injuries in this age group. In the National Fire Protection Association report “Characteristics of Home Fire Victims”, by Marty Ahrens, Manager of Statistical Analysis and Services, at NFPA, to be released later in 2014, children under the age of five have a fire death rate of 1.1 compared to the population at large. However, Black children under the age of five were 2.7 times the risk of dying in a fire as the population at large.

In 1994, the Consumer Product Safety Commission (CPSC) requirement for child resistant lighters was instituted. This along with increased efforts to educate consumers and parents about the danger of child fire-play contributed to a decline in the relative risk index for home fire deaths for children under age five. According to the NFPA report referenced above, the share of home fire deaths

accounted for by children under age five declined from 18% in 1980 to 6% in 2011. Engineered and enforced solutions such as this have made a great impact. However, a concerted effort is still needed to further reduce the needless and preventable fire injury and death toll on young children. Programs that educate young children and their parents and caregivers using developmentally appropriate methods are essential to this continued effort.



Consistency is important in safety education

In the 1990's many safety organizations, including, NFPA, were developing new or updating existing fire-safety education programs for young children. There was an effort by the developers to ensure that the messages and behaviors taught in the program were consistent from one program to another. For example, the Sesame Street Fire Safety program which was one of the first programs developed before the 1990's had used the message “to give a grown-up matches and lighters

if you find them.” This message was updated when NFPA created the Learn Not to Burn Preschool Program while also reviewing the Sesame Street program. The new message was “tell a grown-up when you find matches and lighters.” Experts in all the programs being developed kept the message consistent.

By bringing together the major organizations with preschool fire safety programs in 2012, NFPA's goal was to work toward consistency in messaging. Where there were still gaps in research, it was hoped that the programs leaders would agree on what future research was needed to ensure that we are teaching the right messages.

To prepare for the roundtable, Carson Associates did literature and program search for the roundtable members to read ahead. Also, all safety messages were listed in a grid to make it easier for roundtable members to compare messages.

It is the opinion of the early childhood education experts and fire safety education experts participating in the NFPA Preschool Messaging Meeting that the following messages should be taught consistently.

Know the sound of the smoke alarm

Preschool children need to know the purpose of a smoke alarm. With changes to the standard frequency requirement, it becomes even more important for children and adults to recognize the sound of the alarm. It is important to know about each preschool group before sounding the alarm. Some developmentally delayed children are really afraid of loud sounds. Head Start home visits could and usually do check smoke alarms. Due to ordinances in some communities for CO alarms, make certain messages are consistent, for example, appreciate that the sound of an alarm means to get out. Teach complimentary messages for preschoolers and their families.

For parents/caregivers: Have a home fire escape plan. Draw a map. Practice your escape.

For preschool children: Know what to do when the alarm sounds.

Stay away from hot things

This is a primary prevention message and something that preschool children can learn to do. It is a positive message that can empower young children to take actions that lead to safety.

Don't touch matches/lighters – tell a grownup, never touch

This could be included with the above message, “stay away from hot things,” but because it is so important, the recommendation from this group is to keep it a separate message. Make this a primary message for parents/caregivers. From the developmental perspective, this gives children a positive action to perform and reinforces the role of being safe. It is a more difficult message for a 3-year old. Although “don't touch” is a negative message, the opinion of this group was that it is appropriate in this case.

Learn about Fire Fighters – community helpers

The intended outcome is that children are not afraid of Fire Fighters. This would be true whether an emergency fire call or a school visit. Introducing Fire Fighters as community helpers allows this lesson to fit into an existing unit of study. Preschool children need to see the Fire Fighter in turnout gear. Other positive things can happen, e.g., a lost child could be more comfortable if they need to go into a station for help.

Practice your fire escape – go outside

Participants felt this message is important because children are accustomed to practicing their fire escape at preschool.

The group agreed that the following messages should be taught with conditions

Stop, drop, and roll

Teach this with teacher or safety educator assistance. Change “if your clothes catch fire” to “if fire gets on your clothes.” Some educators have stopped teaching this behavior because it is widely reported that preschool children repeat the phrase, “Stop, Drop, and Roll,” as their response when asked what to do in any fire or burn situation. Some educators are teaching to “rock” rather than “roll” back and forth. This group did not agree with that suggestion.

Have a home fire escape plan

Teaching this message requires guidance and demonstration. It should be a primary message for parents and accompanied by guidance for regular practice at home.

Get low, get outside

This message is too complex for 3-year old children. “Go outside” is an appropriate behavior for response to the sound of the smoke alarm.

Call 911

There is evidence that preschool children have successfully called 911, particularly in a medical emergency where evacuation is not necessary. Guided practice is most important to understanding and appropriate use of 911.

The group agreed that the following messages **ARE NOT APPROPRIATE** to teach young children

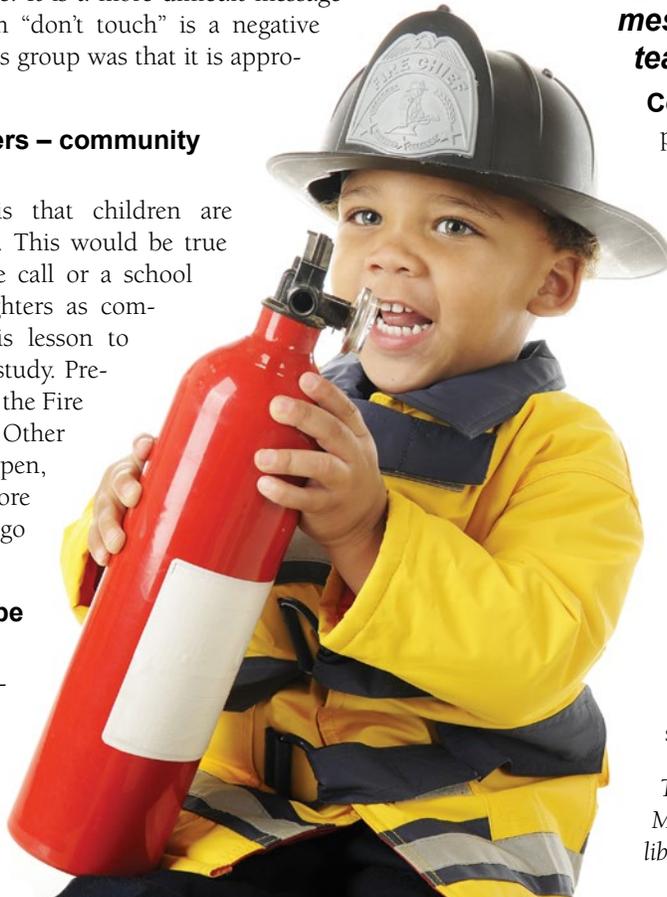
Cool a burn – This is a primary message for parents.

Anything about **fire extinguishers** or **escape ladders** is not appropriate for young children.

Research is needed

The meeting participants also identified areas where more research is needed. They felt it most important to determine the most effective means for educating parents of young children. Our current thinking may change when new communication technologies and a greater number of single parent homes are taken into consideration. There was also agreement from the group that research is needed to know what information and the preferred format for training fire department personnel, so they are comfortable and competent making fire safety presentations to young children.

To read the entire report on Preschool Fire Safety Messaging, go to: <https://www.usfa.fema.gov/data/library/catalog/exchange.html>.



Attention Burn And Injury Prevention Colleagues!

The American Red Cross, Project Paradigm Foundation, and Phoenix Society are launching an innovative initiative to engage youth in addressing the global issue of injury prevention.

The Paradigm Challenge's mission is to inspire youth innovation to improve health and safety through prevention, preparedness, and resilience while enhancing each person's awareness of his or her ability and responsibility to affect positive change in the world.

Collaboration with leading national and local fire, youth, and educational organizations is critical to the success of The Challenge. The Challenge will focus on the prevention of injuries and fatalities caused by residential fires.

Project Paradigm will award cash grants to effective organizations through an application process based on registration referrals, association with winning entries, and other demonstrated support for The Challenge.

The strategy is to create a visible coalition across fire, youth, and educational organizations to improve health and safety through prevention, preparedness and resilience, while enhancing each person's awareness of his or her ability and responsibility to affect positive change in the world.



Together we can:

- Reduce fatalities and injuries from residential fires
- Increase youth awareness of the importance of prevention and preparedness
- Inspire youth innovation to improve health and safety
- Enhance youth awareness of the ability and responsibility to affect positive change in the world
- Foster creativity, kindness, and collaboration

A special Burn Community launch of the Paradigm Challenge was held at the Phoenix World Burn Congress Remembrance Walk on October, 22 in Anaheim, CA. About 900 plus attendees will be present to help promote the challenge throughout the year to engage youth in finding innovative solutions to the residential fire problem.

The challenging issue of preventing injuries requires creative ideas, engaging communities, mentoring youth and relying on our important partnerships. Of special note, there are significant cash award prizes for youth. This is a great way to engage our younger population and entice them to get involved and be creative. So be active, get on board and join the Paradigm Challenge!

2016 Burn Prevention Award Nominations

Do you know someone who has been the catalyst 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 an ABA member for contribution in burn prevention with these in mind. 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>

ANNUAL ABA BURN PREVENTION Poster Contest-2015

*Calling all members of
the burn team!*

Here's your chance to increase awareness of burn hazards or 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 Chicago, IL. For consideration, abstract must be received no later than April 3, 2015. Late entries will not be accepted.

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

National Scald Prevention Campaign Update

B. Daniel Dillard, Burn Prevention Network, Executive Director, CEO, Allentown, PA

Significant progress has been made on the completion of a resource kit to propel the launch of the National Scald Prevention Campaign in Spring 2015. This collaborative, multi-year project is the work of the American Burn Association, the International Association of Fire Fighters, the International Association of Fire Chiefs, FEMA/Department of Homeland Security, NFPA, Safe Kids Worldwide, United States Fire Administration and Children's National Health System.

"We are now completing the final components of the Campaign portfolio," stated Project Coordinator, Dan Dillard. "Partnering organizations and the public will have access from a dedicated web portal to all of these resources," continued Dillard.

The Coordinating Group expects to conduct a public launch of the Campaign via social media platforms in March 2015. The Campaign components have been designed to accommodate local, regional and national partner organization co-branding. "Everyone is welcomed at the table," stated Dillard. "After all, this initiative is intended to make a measurable difference. To be effective, it must become everyone's campaign – not just that of the coordinating team!"

Campaign components will include: An educational video; multiple video PSAs; a graphic-rich Scald Fact Sheet; Scald Prevention Brochure; Group Administrator's Guide & Educator's Guide; and protocol for local co-branding and engagement.

After decades, scalds remain the number one cause of burn injury to young children. Help us make a positive change for safety!



National Youth Fire Setting Database Update

Phil Tamaro, Fire Fighter, IAFF Burn Foundation, Washington, DC

The International Association of Fire Fighters Charitable Foundation Burn Fund has been awarded a FEMA Fire Prevention and Safety Grant to develop a national youth fire setting (YFS) database that will fill a significant gap in information about this nationwide problem. For two years, a group of YFS professionals have been working on laying the groundwork of this project and the end result will be a database that can be used by local and national education and intervention specialists. Currently, no such standardized database exists on a national level that can be used by all of these professionals.

In addition to being used by local officials to help in managing cases, the end result will be a national repository of anonymized data that can be used in developing evidence-based intervention strategies. This information will not be for tracking individuals but will provide a wealth of information that can be used in identifying factors that contribute to the youth fire setting problem and assist in developing strategies based on these factors.

This project has brought together experts from the fields of fire, mental health and law enforcement. There has been extensive work

already completed that includes developing the specific items that will need to be collected and an exhaustive review of existing databases to learn more about issues relating to data collection.

"This project is clearly answering a need," said IAFF 3rd District Burn Coordinator and Project Manager, Phil Tamaro. "With FEMA's support, the IAFF Foundation has been able to bring together a wide range of experts and stakeholders involved in youth fire setting intervention with one common goal-to create a mechanism for capturing information and data that will help us develop evidence-based strategies that will work."

The project is moving forward with an aggressive schedule to launch the database in a year and will be working with Visionary Services, Inc., a database development firm with experience in developing fire-related database applications. The web-based database will be pilot tested in selected communities across the nation prior to launch and it will be made freely available.

For more information on the project, please contact Phil Tamaro at 3rddistrictburnfoundation@iaff.org.

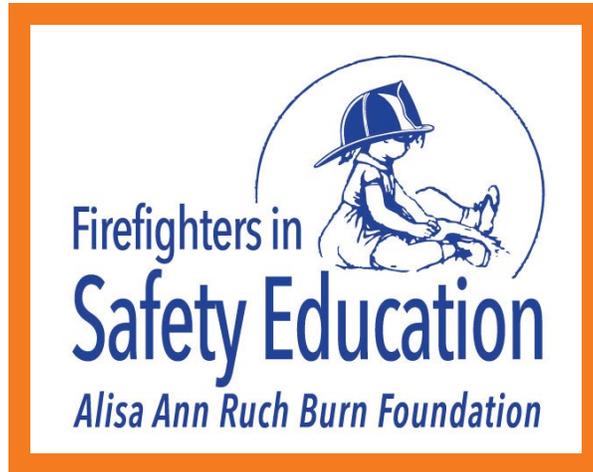
THE POWER OF PARTNERSHIPS

Jennifer Radics, MBA, Alisa Ann Ruch Burn Foundation Partners with Masons of California for Burn Prevention Education

The Alisa Ann Ruch Burn Foundation is so proud to partner with the Masons of California in bringing burn prevention education through AARBF's Firefighters in Safety Education (FISE) program to more than 70,000 students throughout California in the 2014-2015 year!

Masons have championed many great causes throughout history, but perhaps none as far-reaching, or as personal, as public education. Masons started some of the first public schools in America and advocated for legislation to help make education accessible to everyone. In addition, California Masons are committed to making a profound difference in our communities. By partnering with respected organizations, like the Alisa Ann Ruch Burn Foundation, the California Masonic Foundation provides meaningful support where there is a critical need. These partnerships touch the lives of thousands of Californians each year.

The Alisa Ann Ruch Burn Foundation's *Firefighters in Safety Education (F.I.S.E.)* offers California Masons the unique opportunity



to partner with a statewide nonprofit organization making profound change in communities throughout California through a public burn prevention education program. The *Firefighters in Safety Education* provides free burn prevention education and materials to thousands of elementary school students every year.

The goal is to bring burn prevention education to "each child, each year" in California schools. The FISE curriculum teaches key skills including: Stop, Drop, & Roll; Cool-A-Burn; Crawl Low and Go; Hug A Firefighter; Importance of Smoke Alarms; Toys vs. Tools; How to Dial 911; Personal

Responsibility; Home Escape Plan; Degrees of Burns and Consequences. The program is a 30-minute presentation taught by active firefighters who volunteer to be trained and to bring lifesaving information to their communities. Students complete five-question multiple choice tests before the presentation (pre-test) and within the day following the presentation (post-test). For more information visit: aarbf.org.

