1) THE MOB IS COMING...(teasers leading up to NBAW)


PHOTOS: (post with no text)
2) INTRODUCING “The M.O.B.”

WHO IS “THE M.O.B.”?
The M.O.B. (AKA Mechanisms of Burn) is wanted for 486,000 burn injuries per year in the U.S. May be disguised as common household items such as irons, candles, cup of coffee, household cleaners or electrical wires. Approach with caution!! May cause burn Injury!

MEET THE M.O.B.!
WANTED

BURNS ARE PREVENTABLE.  
#NBAW2017
For more information visit www.amerburn.com/the.mob

National Burn Awareness Week 
February 5-11, 2017
MEMBERS OF THE M.O.B....

1) Chris “Hot Stuff” Chemicals
Wanted for 16,524 burn injuries (3.4%) in the U.S. last year. May be disguised as common household items such as household cleaners, weed killers, pool cleaners, etc...

2) Christy “The Flame” Candles
Wanted for 207,036 burn injuries (42.6%) in the U.S. last year. May be disguised as fire and flame, including: camp fires, cooking flames, matches/lighter flames, etc.
#NBAW2017

3) Larry “The Steamer” Liquids
Wanted for 165,240 burn injuries (34% of all burn injuries) in the U.S. last year. May be disguised as hot liquids, such as coffee, tea, steam, bathwater, soup, etc.
#NBAW2017
4) Thomas “The Surface” Irons
Wanted for 43,254 burn injuries (8.9%) in the U.S. last year. May be disguised as hot objects and surfaces such as curling irons, clothing irons, pots, pans, etc.
#NBAW2017

5) William “The Wire” Electricity
Wanted for 17,496 burn injuries (3.6%) in the U.S. last year. May be disguised as frayed electrical wires, power outlets, batteries and power lines.
#NBAW2017
OTHER POSTS:

1) **WANTED FOR CAUSING BURN INJURY – HOUSEHOLD CHEMICALS**  
   Not all burns are caused by fire! They can also be caused by common household products like cleaners, weed killers and pool chemicals. Keep these locked away and out of reach of children!  
   #NBAW2017

2) **WANTED FOR CAUSING BURN INJURY: HOT LIQUIDS AND STEAM**  
   Not all burns are caused by fire! Did you know that scald burns (caused by hot liquids or steam) are the number one cause of burn injury for children under the age of five? For scald prevention tips, visit [www.flashsplash.org](http://www.flashsplash.org)  
   #NBAW2017
3) **WANTED FOR CAUSING BURN INJURY: ELECTRICITY**

Not all burns are caused by fire! Electricity can cause burns when a plugged-in appliance comes into contact with water, the power supply is not shut down before making home repairs, or if a child bites on electrical cords. Keep your family safe from electrical burns. #NBAW2017

![Image of electrical outlet and cords]

4) **WANTED FOR CAUSING BURN INJURY: HOT SURFACES**

Not all burns are caused by fire! Coming into contact with household items such as irons, hair straighteners, the glass front of a fireplace, or the stove can also cause devastating burn injuries.

#NBAW2017

![Image of iron, hair straightener, and stove]
5) **WANTED FOR CAUSING BURN INJURY: OPEN FLAME**

Common, everyday items such as candles, matches and lighters, and fun family activities such as campfires can cause devastating injuries!

#NBAW2017
Prevention tips – posts and tweets

1. Working smoke alarms save lives and must be installed and maintained in every home. Smoke alarms detect fires early, alert residents to escape, and cut the risk of dying in a fire in half. #NBAW2017

2. Install smoke alarms in every sleeping room, outside each separate sleeping area, and on every level of the home, including the basement. Interconnected smoke alarms on all floors increase safety. #NBAW2017

3. Test smoke alarms at least once a month using the test button. #NBAW2017

4. Replace smoke alarms when they are 10 years old or sooner if they do not respond properly to testing. #NBAW2017

5. When a smoke alarm sounds, get out fast. You may have only seconds to escape safely. #NBAW2017

6. Create and practice a home escape plan with everyone in your household, including visitors. Make sure everyone knows at least two ways out of every room and can identify an outside meeting place. #NBAW2017

7. Ensure your escape plan includes helping children, older adults, and people with disabilities that need assistance to wake up to a smoke alarm and/or escape. #NBAW2017
8. Set your water heater at 120 degrees F (48 degrees C), or just below the medium setting. #NBAW2017

9. Consider installing “anti-scald” devices on tub faucets and shower heads. Especially if children, older adults, or people with medical conditions putting them at higher risk for injury (e.g., seizure disorders, diabetes, diminished sensation in legs/feet/fingers) are in the home. #NBAW2017

10. Cooking is the #1 cause of home fires and injuries, caused most often by leaving it unattended. If you leave the kitchen for even a short period of time, turn off the stove. #NBAW2017
11. Use oven mitts when cooking or handling hot foods and drinks. #NBAW2017

12. If a pan of food catches fire, slide a lid over it and turn off the burner. When in doubt, get outside and call the fire department. #NBAW2017

13. Stir and test foods cooked in the microwave before serving. Open lids away from your face, to prevent burns from escaping hot steam. #NBAW2017

14. Smoking is the #1 cause of home fire deaths. Always smoke outside. Never smoke while lying down, when drowsy, or while under the influence of alcohol or medications that can make you sleepy. #NBAW2017
15. Give smokers deep, sturdy ashtrays and ask them to wet cigarette butts and ashes before throwing them out or bury them in sand. #NBAW2017

16. Check electrical cords often and replace any that are cracked or damaged. #NBAW2017

17. Do not overload outlets. Extension cords are for temporary use only. #NBAW2017

18. All heaters need space: Keep things that can burn (paper, bedding, furniture) at least 3 feet away. #NBAW2017

19. Closely supervise burning candles; keep them out of reach of children and pets who may knock them over; never leave candles burning while sleeping. Use sturdy, safe candleholders. #NBAW2017
20. Wear rubber gloves when using chemicals or cleaners. Store these in original containers and avoid mixing them. #NBAW2017

21. When cooking use back burners and turn pot handles toward the back of the stove so children cannot pull them down. #NBAW2017

22. Keep children away from the stove when cooking by using a safety gate for younger children and marking with tape a 3-foot “no-kid zone” for older children. #NBAW2017

23. Keep hot drinks and food away from table and counter edges. Avoid using tablecloths and placemats. #NBAW2017
24. Use a travel mug with a tight-fitting lid for all hot drinks. #NBAW2017

25. Never hold an infant or child while cooking, drinking a hot liquid, or carrying hot items. #NBAW2017

26. Keep children away from electric cords and outlets to prevent shock, burns or electrocution. Use plastic covers for all outlets. #NBAW2017
27. When using appliances that get hot (such as an iron, curlers, crockpot, coffee pot), make sure the device and cord are placed out of the reach of children. #NBAW2017

28. Teach children that matches and lighters are tools for adults only. Older children may only use them (after obtaining permission) in a safe manner and while under proper adult supervision. #NBAW2017

29. Keep matches and lighters high out of the reach and sight of children, in a locked cabinet. #NBAW2017

30. Closely supervise older children when using microwaves, or have them prepare non-hot food. Many burn injuries occur from children pulling hot foods and soups out of microwaves. #NBAW2017
31. Teach children to fire, stop, drop, and roll if their clothes catch fire. #NBAW2017

32. Test the water before placing a child in the tub. Fill the tub or sink by running cool water first and then adding hot water. Seat the child facing away from the faucets. #NBAW2017

33. Glass doors on gas fireplaces (GFGF) can remain hot enough to cause deep burn injuries up to 1 hour of being shut-off. Fit GFGF with protective barriers, maintain a 3-foot no-kid zone, and keep wall switches and remote controls out of the reach of children. #NBAW2017
34. Encourage parents, caregivers, and babysitters to ask for assistance when they are feeling frustrated or overwhelmed. Instruct them to set a child down, walk away, deep breathe, count to ten, and ask for help if they feel they can’t control their anger or are having thoughts of harming a child. #NBAW2017

35. Leave fireworks shows to the pros! Do not allow children to play with fireworks. Sparklers, often erroneously considered “safe,” burn at about 1,800°F or 8.5 times hotter than boiling water! #NBAW2017

36. Wear short, close-fitting or tightly rolled sleeves when cooking. Loose clothing can dangle onto stove burners and catch fire. #NBAW2017

37. Make sure that anyone with a disability is included in your escape planning and determine what assistance they would need to get out of the home in case of an emergency. #NBAW2017

38. Install smoke alarms and alert devices called accessories (strobe lights or bed/pillow shakers) for people in your home who are deaf or hard of hearing. #NBAW2017
39. Memorize the emergency number to call in case of fire, usually 9-1-1 or the fire department. #NBAW2017

40. Consider having a medical alert button for access to help in an emergency. #NBAW2017

41. Test the water before bathing or showering because older adults’ skins thin with aging, making them at higher risk for burn injuries. #NBAW2017

42. Keep all flame sources (candles, stoves, lighters, cigarettes, etc.) away from medical oxygen. Do not allow anyone to smoke in a home where medical oxygen is used. #NBAW2017
43. When using a heating pad or electric blanket, choose one that has a timer that will shut off the device automatically. Avoid placing it directly on the skin. #NBAW2017