



#NBAW

**National Burn
Awareness Week**

FEBRUARY 2-8, 2020

311 S. Wacker Drive
Suite 4150
Chicago, IL 60606
312-642-9260
www.ameriburn.org

Observing National Burn Awareness Week

National Burn Awareness Week, the first full week of February, is a window of opportunity for burn care organizations, burn survivor support groups, public safety, and injury prevention professionals to increase awareness among the general population of the frequency and causes of burn injury in America, and the advances in and sources of burn care available today.

Our 2020 NBAW Theme is: **Contact Burns – Hot Surfaces Damage Skin!**

The American Burn Association annually develops educational resources to assist in this task and have placed them on their website, under the Prevention tab.

Here are just some ways your center/organization can use these resources within its service area:

- **Secure a Local/State Proclamation** – Use the Proclamation Template provided to localize one from your Mayor/Congressman/Governor.
- **Create Social Media Posts** – We have provided an inventory of ready-made posts for you to include on your own social media pages.
- **Conduct a Press Conference** – Develop a “Press Kit” using copies of the materials provided and supplement with an announcement about your organization’s advancements, annual census, plans for the future, etc.
- **Conduct a Special Event** – Invite the public and/or co-workers to an open house or to view an exhibit set up at your institution. Use the Fact Sheets and Teaching Sheets we have prepared and co-brand them with your logo.
- **Recognize a Special Survivor** – Bring attention to the marriage between burn care and life after the burn. Recognize a survivor who has dedicated his/her life to helping other burn survivors navigate the path to regaining function and purpose post recovery.
- **Get Creative!** You can do it! Host a reunion of survivors; launch a burn prevention campaign; celebrate the tenure of long-standing members of the burn care team, and on and on!