



# FIRE & BURN PREVENTION NEWS

MARCH 2011

## A LETTER FROM THE CHAIR

B. DANIEL DILLARD,  
CHAIRMAN ABA PREVENTION COMMITTEE

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### POSTER ABSTRACT REQUIREMENTS

- Who is the target audience (Classmates, school children, parents?)
- Why the topic was chosen (For the evidence look at ...National Safe Kids, Consumer Product Safety Commission; National fire Service web sites, journal articles, or Fire Marshal statistics).
- How the poster will be used in the author's burn prevention activities.

When was the last time you heard someone say, "What a great day it was today ... I didn't get burned!" It never happens. More likely, we empathize with a survivor who laments, "If only I knew that hot tap water could do that much damage." Whether "prevention" is front-of-mind, or even consciously acknowledged in our everyday life does not decrease its vital role in sustaining our well being. Knowing that, I am so very proud of the many practitioners who labor daily to educate their communities regarding fire safety and burn injury prevention. Notable among those are the members of the ABA Prevention Committee!

Our committee has prepared a dynamic line-up of programming for this year's Annual Meeting. They have done so in partnership with the Federation of Burn Foundations, the International Association of Fire Fighters Burn

Foundation and the International SafeKids/Home Safety Council. The breadth and depth of these programs is amazing and includes sessions including: *The Roll-out of a National Scald Prevention Campaign; Juvenile Fire-setting, a community-based treatment model; Social Media as a Prevention Outreach Tool; the Relative Merits of Ionization and Photo-electric Smoke Alarms; and The Impact of Evolving Building and Fire Codes on Firefighter and Occupant Safety.*

More so, we will operate an interactive, resource rich Prevention Booth on the Conference Exhibit Floor and moderate the presentation of best practices projects at our Prevention Correlative Sessions.

Finally, we are interested in learning what you, our fellow ABA members, know and practice about prevention in your

careers and daily life. Toward that end, we will initiate a member assessment survey. Come visit the Prevention Booth for more information and to participate.



Welcome to Chicago

## ABA BURN PREVENTION POSTER CONTEST

Each year 15-25 burn prevention posters are submitted to the ABA Burn Prevention Committee for judging in the annual poster contest from around the nation and sometimes from across the world. They are created by personnel from burn units (e.g., nurses, physicians, and/or therapists), firefighters, burn foundation personnel or students. The posters may address any single burn

or fire prevention problem, a specific population, or multiple problems.

Some of the contest rules are: The poster must relate to burn or fire prevention (e.g., scalds, abuse, novelty lighters, smoking); it must meet the specified size and be laminated; a PowerPoint compatible version of the poster on a CD is submitted with an abstract prior to the annual meeting

(usually in January); the author(s) must obtain written photo consent from each person depicted; and the content (both verbal and graphic) of the poster cannot portray any illegal activity.

The judges are the appointed members of the ABA Burn Prevention Committee, who judge the PowerPoint version of the poster and poster abstract on

## UPDATE FROM THE NATIONAL SCALD PREVENTION CAMPAIGN

Scalds are the leading cause of burn injury in young children, aged 0-5 years old. The causes of scald injuries are primarily from stove top/heat, hot beverage spills, hot tap water, steam and excessively hot food. The majority of scalds occur in the home. A higher incident of scald injuries occur in lower-income households, as well as single parent households. Hospitalized fire and burn injuries total \$1 billion each year, with scalds be-

ing the leading cause of burn injuries. Despite these statistics, there is a severe lack of awareness among the public of the risk, prevalence and severity of scald burn injuries. There is also a significant discrepancy between the public's recognition of the risk of burn injuries, and the rate of those who actually take preventative actions to reduce those known risks at home.

Together with established coalition partners, the American Burn Association Burn Prevention Committee (ABABPC), Federation of Burn Foundations (FBF), Home Safety Council (HSC), International Association of Fire Chiefs (IAFC), the IAFF Burn Foundation developed turnkey tools in a toolkit to help fire fighters and fire and life safety educators educate their communities about scald prevention. The

Foundation also worked with the partners on the compilation of scald data from national sources and burn registries. Focus groups and a webinar were hosted in order to gather feedback from all the groups around North America so that everyone had an opportunity to give feedback on the tools developed. Long term the hope is to bring awareness to this issue and make a measurable difference in this area of prevention together.

— Tony Burke,  
IAFF Burn Foundation

## THE IMPORTANCE OF CONSISTENT FIRE SAFETY AND BURN PREVENTION MESSAGES

Is it “Stop, Drop and Roll” or “Stop, Drop, Roll, Cool and Cover”? Do you teach young children to cover their faces when they roll or leave their arms at their sides? Is it a “Smoke Detector” or “Smoke Alarm”? Or does consistency in your messages even matter to your target audience? Your answer should be an emphatic “Yes!”

There are many ways to teach fire safety and burn prevention and many factors contribute to the efficacy of our messages. One of the most important con-

siderations is providing consistent messages based on evidence and facts, not history. The examples above are just a few of the messages that have been identified as consistently inconsistent in the literature, at conferences, during public education presentations and in conversation.

Why is consistent messaging so important? When multiple agencies provide different messages to the same target audiences it causes confusion and may result in lowering the cred-

ibility of the person (in many cases you) providing the message. Consistent, positive, clearly defined messages presented in a unified voice build trust, are more powerful, and leave a lasting impression.

Flexibility is important when designing presentations or publications to be target audience, age and ability appropriate but the messages must be specific, consistent and clear. Educators must also be knowledgeable

*Does consistency in your messages even matter to your target audience?*

*Your answer should be an emphatic “Yes!”*

about why changes in messages are being made. More information on the most recent updates of the NFPA current messages, please read the accompanying article on NFPA and the Educational Messages Advisory Committee (EMAC).

Janet Cusick Jost, RN, MS and  
Ernest J. Grant, RN, MSN

- ⇒ **Terminology** – for example, when discussing residential fire safety the term smoke “alarm” implies danger and the need for action whereas “detector” does not.
- ⇒ **Frequency** of an action such as changing the batteries in your smoke alarm annually vs. every 6 months. The old “Change Your Clocks, Change Your Batteries” is no longer applicable since there are 8 months between the change to daylight savings time from standard time and only 4 months in reverse. And, batteries are designed to last longer than 6 months unless they are being actively used.
- ⇒ **The need to update** messages as technology changes (i.e. addressing how often to change your smoke alarm batteries when long-life alarms are installed).

## AN ATTEMPT TO STANDARDIZE FIRE SAFETY AND BURN PREVENTION MESSAGES: NFPA AND THE EMAC

In an attempt to minimize mixed and confusing messages the National Fire Protection Association's (NFPA) Educational Messages Advisory Committee (EMAC) was created several years ago. The purpose of the EMAC is to produce NFPA Educational Message Documents (EMDs) thus providing the

NFPA, fire department public educators and other fire and burn safety advocates with a guide for presenting standardized burn prevention messages to the general public.

The EMAC meets annually to review NFPA's fire safety education messages. The messages are used throughout NFPA's educa-

tional programs, curricula, and handouts. Since its inception, a number of agencies at the local, state and federal levels have adopted these standardized messages. The ABA Burn Prevention Committee has taken steps to ensure that its messages are consistent with the EMAC guidelines.

*Janet Cusick Jost, RN, MS and Ernest J. Grant, RN, MSN*

## ABA POSTER CONTEST

*continued from pg. 1*

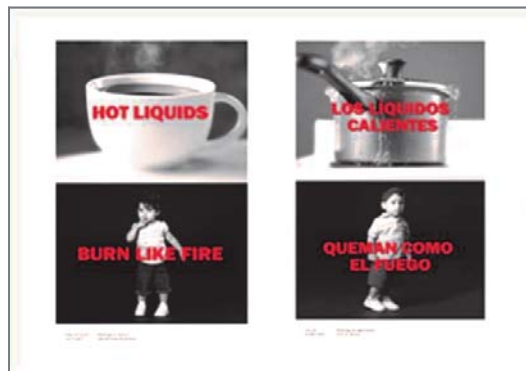
either the Monday or Tuesday of the annual ABA meeting. Evaluation criteria includes rating posters on: the originality of the idea; the creativity of the poster; the quality of the verbal and graphic message; the clarity and positive tone of the poster message; and the composition and other elements of design which are present. The poster abstract is a brief description (about one page) covering three things (see box on the first page).

Completed posters are displayed at the ABA Burn Prevention Booth and the winners are announced at Wednesday's plenary session. A hint, the poster which often wins is the one which is the simplest in design. Please come to look at this year's entries, and we hope to see your poster entry next year.

— *Carlee Lehna*



First Place 2010



Second Place 2010



Third Place 2010

### How You Can Provide Input Into the Messages

The EMAC seeks input yearly from fire, burn and life safety educators from across the US and Canada. If you have evidence-based suggestions regarding the messages, consider submitting a comment to have a message changed or updated. Anyone may submit a comment to revise or amend an existing or proposed message. The submitter may access a form at the NFPA's website ([www.nfpa.org](http://www.nfpa.org)).

There is no limit for the number or amount of forms that you may submit. The committee may take one of the following actions: It may accept; reject; accept in principle but with changes in the proposed wording; accept in part; accept in principal in part by changes in the proposed wording of the part. Any actions on a comment will be substantiated by the committee in writing.

**The deadline for any submissions this year will be 5:00PM EST, May 13, 2011.**

## THE BATTLE RAGES ON: ADOPTING BUILDING CODES FOR RESIDENTIAL FIRE SPRINKLERS

Those working in burn centers know that the most devastating burn injuries we see are often the result of home fires. So it is critical that we actively support the adoption of the building codes for new housing that includes fire sprinklers. California and Pennsylvania were the first states to adopt the 2009 building codes which include fire sprinklers in all new home construction as of January 1, 2011. There are several local communities who have successfully adopted and require fire sprinklers in new construction. These gains in fire safety are being threatened.

Advocates worked very hard to fight off the home builders' effort to strip fire sprinklers from the building code in PA. Fortunately, the facts and concern about life safety remained the bottom line in PA not the

concern over the profits of one interest group. The code went into effect January 1. Now with a new legislature in place PA advocates are again fighting an uphill battle to keep fire sprinklers in the code. The coalition has been successful so far because a strong group of fire fighters are leading the charge with growing help from the survivor community, burn center and foundation staff. They have been able to counter the errant messages of the home builders at the state capital. But they need our help.

The burn community must weigh in on this public debate about fire sprinklers. We must share our knowledge and expertise regarding the tremendous cost to our communities when citizens are burn injured in home fires. The focus has been on the

deaths but there are over 12,000 people who are burned each year in home fires. Adding this part of the story helps officials understand the broader impact and costs to their communities. The cost of just one day of critical care on the average burn center is more than the cost to sprinkler an average size new home. We need to be sharing this information with the public in Op-Ed pieces, in our local papers, testifying at code hearings, writing letters to code officials or legislators because our voice must be heard if we are to help counter the builders powerful state lobbying efforts. As the burn experts we need to join the battle.

*Amy Acton,  
The Phoenix Society*

## New Resources

### Common Voices:

[www.fireadvocates.org](http://www.fireadvocates.org)

### NFPA:

[www.firesprinklerinitiative.org](http://www.firesprinklerinitiative.org)

### Home Fire Sprinkler

#### Coalition:

[www.homefiresprinkler.org](http://www.homefiresprinkler.org)

### Phoenix Society for Burn

#### Survivors:

[www.phoenix-society.org](http://www.phoenix-society.org)

## ABOUT HOME STRUCTURE FIRES

Fire departments responded to an estimated 362,500 home structure fires in 2009.

These fires caused:

- 2,565 civilian fire deaths
- 12,650 civilian fire injuries
- \$7.6 billion in direct damages

Roughly 85% of all civilian fire deaths in 2009 resulted from home structure fires.

Nationwide, once every three hours someone is fatally injured in a home fire.

Sources: [Fire Loss in the United States During 2009](#) (PDF, 324 KB), Michael J. Karter, Jr., NFPA, Quincy, MA. August 2010; [Home Structure Fires](#) (PDF, 662 KB), Marty Ahrens, NFPA, Quincy, MA, March 2010

# THE PREVENTION TRACK

## Monday, Mar 28

**9:00 AM - 5:00 PM**

*Prevention Committee Meeting*  
Williford B

**6:00 - 8:00 PM**

*Federation of Burn Foundations Meeting* (Room TBA)

## Tuesday, Mar 29

**7:30 AM - 11:30 AM**

*Burn Prevention and Federation of Burn Foundations SIG*  
Northwest Hall 4

**1:00 PM - 4:00 PM**

*Burn Prevention Workshop*  
Northwest Hall 4

## Wednesday, Mar 30

**6:30 AM - 7:45 AM**

*Sunrise Symposia*

**10.** Community Outreach: Firefighters and Burn Units Working Together  
Conference Room 4D

**13.** Burn Prevention for a Geriatric Population  
Conference Room 4M

## Wednesday, Mar 30 (cont)

**10:00AM - 12:00PM**

*Firefighters Course I*  
Smoke Alarms - Photo-Electric, Ionization, Combination: What is the Safest Tool to use in your Home?  
Boulevard Room

## Thursday, Mar 31

**6:30AM - 7:45AM**

*Sunrise Symposium*  
20. Burn Prevention for a Pediatric Population  
Conference Room 4A

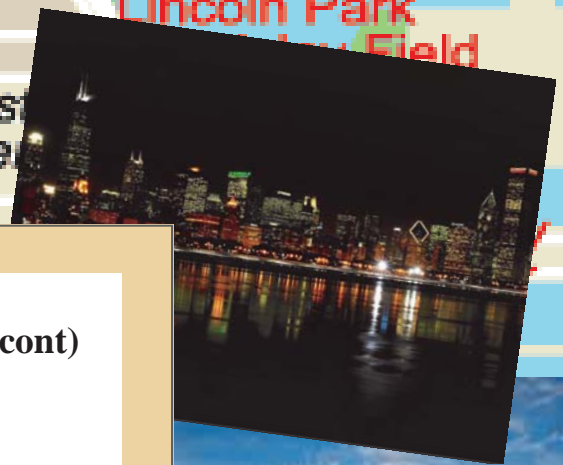
**10:00AM - 12:00PM**

*Firefighters Course II*  
Firefighter Safety Through the Building Codes - Can We Ensure a Safer Work Environment for Our Firefighters?  
Boulevard Room

## Friday, Apr 01

**10:00 AM - 12:00 PM**

*Correlative*  
XIV. Prevention  
Northwest Hall 2



Burn prevention is firefighter protection.



## The ABA Prevention Committee

The Burn Prevention Committee is charged by the American Burn Association (ABA) to provide leadership in the area of burn prevention; gather and disseminate information related to burn awareness, prevention, and survival; assist in the development of burn prevention programs on the local, regional, national and international levels; and to serve as a resource to members and affiliated organizations in the field of burn prevention. Members of the Committee are selected and appointed by the President of the ABA from within its general membership. They are credentialed as burn care support professionals, public safety professionals, education specialists and corporate and non-profit managers. The focus of the committee's work is in North America.

[ameriburn.org/prevention.php](http://ameriburn.org/prevention.php)

American Burn Association  
Burn and Fire Prevention  
Newsletter

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## YOU WON'T WANT TO MISS . . .

**Tuesday March 29, 2011**

**8am-12pm (Room – NW Hall 4)**

**Joint Special Interest Group (SIG) Meeting of the Federation of Burn Foundations/IAFF Burn Foundation/Burn Prevention Committee/Home Safety Council**

**Agenda**

|               |  |
|---------------|--|
| 8-8:10am      | Welcome/Overview   |
| 8:10-9am      | Juvenile Firesetting and Scare Tactics – Kirsten Balding; Oregon Burn Center   |
| 9-10am        | “Forensic Mental Health Services for Juvenile Fire Setters - A community-based model” – Dr. Ronn Johnson, University of San Diego  |
| 10-10:15am    | Break  |
| 10:15-11:45am | <u>Panel Discussion</u> : National Juvenile Database – Is It Needed, Can It Be Done? Panelists include: Judy Okulitch (Office of the State Fire Marshal); Paul Schwartzman (Finger Lakes Regional Burn Association); Martin King (West Allis Fire Dept.); Paul Zipper (Massachusetts State Police) |
| 11:45-12pm    | Federation of Burn Foundations Update & Scholarship Presentation   |

**Tuesday, March 29, 2011**

**1pm–5pm (Room – NW Hall 4)**

**Burn Prevention Workshop**

The Burn Prevention Workshop will feature a presentation on “Social Media and its Role in Community-Based Outreach.” The meeting will also feature an update on the National Scald Prevention Campaign – including training and education on local fundraising and media outreach for Campaign participants.

The Workshop will also include the sharing of “Success Stories,” where participants will be given the opportunity to make a 10 minute presentation featuring programs and activities that they are conducting in their local areas.

**Agenda**

|          |   |
|----------|---|
| 1-1:45pm | Social Media and its Role in Community - Based Outreach (Speaker TBD) |
| 1:45-3pm | National Scald Campaign – Update and Training                         |
| 3-4:30pm | Sharing of Success Stories  |
| 4:30-5pm | Wrap-up/Conclusion  |