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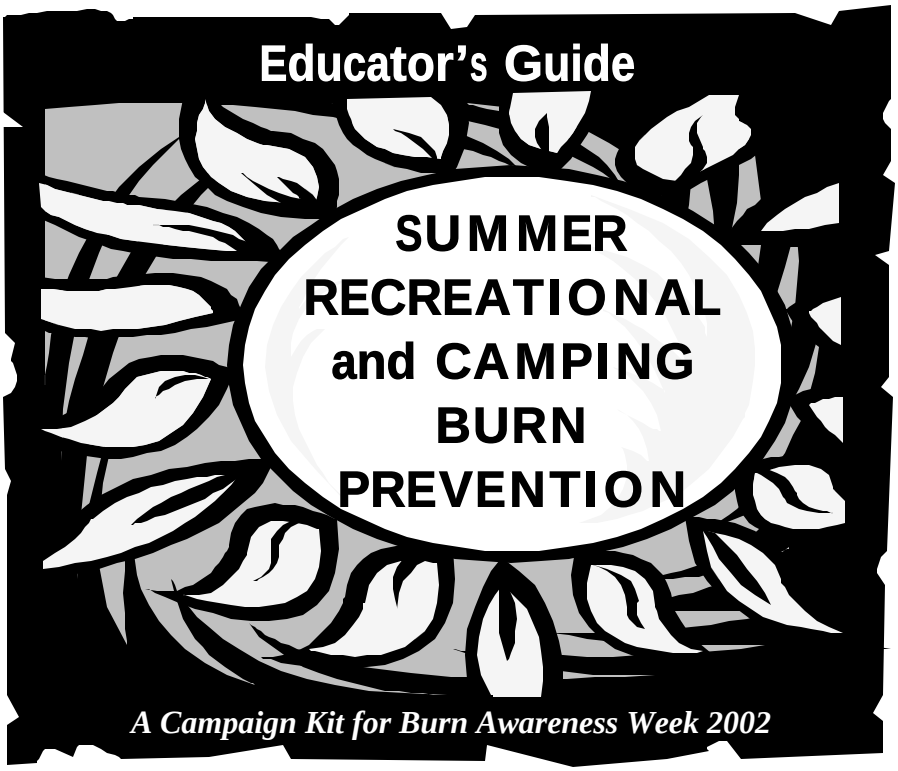

Educator's Guide
SUMMER RECREATIONAL and CAMPING BURN PREVENTION
A Campaign Kit for Burn Awareness Week 2002

INTRODUCTION AND OVERVIEW

Summer safety awareness is essential to ensure events such as family reunions, picnics, swimming and travel are injury free. Fire and burn injuries do not take a summer vacation. We all need to work together to provide a safe environment during our summer leisure time. Summer is a special time of year, a time of the year that young and old look forward to unwind, regroup and spend time outside with family and friends.

Summertime should be a time to have fun. Knowing a few safety tips and following these recommendations can help ensure it will be safe as well as fun.

The Human and Property Costs of Summer Burns

Death and injuries resulting from summer hazards can occur in several different ways. Statistically it is quite difficult to assess them all. Don't be a statistic, make burn and fire awareness a major part of your summer vacation.

In The United States:

- According to the National Fire Protection Association, in 1998 there were 6,100 reported home fires involving gas or charcoal grills, leading to $29.1 million in direct property damage. [1] Most of the gas grill fires and explosions were caused by gas leaks, blocked tubes or overfilled propane tanks. [2]
- Fireworks injure more than 11,000 Americans and are also a cause of many fires. More than half of these injuries occur during the first week of July. Even legal fireworks can be very dangerous.[2]
- Improper use of fireworks causes more than 6,000 fires and more than $8 million in property damage each year in the U.S.[2]
- Lightning is one of the deadliest of nature's forces—more deadly than any other storm. Every year about 1,200 people are struck by lightning, causing more than one hundred deaths.[3]

1. National Fire Protection Association Summer Safety Fact Sheet, Quincy, MA, 2001.
2. National Fire Data Center – USFA – "Fireworks and Barbecues Makes July a Dangerous Month" Press Release June 21, 2000.
3. United States Fire Administration – "During or after a Disaster: Summer Storms Fire Safety Facts Sheet" September 8, 1998.

Sources of Summer Recreational Burn Injuries

The first step to ensuring a safer outdoor environment is to enhance our awareness of the risks and to discover and correct potential burn and fire hazards that can turn a summer vacation into sorrow.

Camping plays an important role for people who enjoy outdoor activities. In some areas, camping season begins as early as the third week of May and lasts until the last week of October. The warm weather encourages more **outdoor cooking** and with young children playing around campsites, they become more vulnerable to burn injuries. Our **weather** plays an important part in our daily lives. Sun, lightning, rain, and hail place us in serious danger if we don't take broadcasted weather warnings under advisement. Our bright summer days may put smiles on our faces, but these smiles can turn to frowns when a young child gets ***sunburn*** from not being properly protected from the sun.

The Nature and Characteristics of Burns

A burn is damage to the skin and underlying tissue caused by heat, chemicals or electricity – a very simplistic definition for a very complex injury. Burns damage or destroy one or more layers of the skin. Deeper burns may involve the fat, muscle or bone.

The temperature to which the skin is exposed and the length of time the skin is exposed to the burning substance determine the depth of injury. Burns range in severity from minor injuries that require no medical treatment to serious, life-threatening or fatal injuries. Burns are categorized in terms of degrees, which are described below. Partial thickness injuries to the skin include first and second degree burns; full thickness injuries encompass third degree and deeper burns.

Type of Burn	Characteristics
Superficial Burn (first degree) • Causes: sunburn, minor scalds • Generally heal in 3-5 days with no scarring	• Minor damage to the skin, painful • Color - pink to red • Skin is dry without blisters
Partial Thickness Burn (second degree) • Damages, but does not destroy top two layers of the skin • Generally heal in 10-21 days • May not require skin graft*	• Skin is moist, wet and weepy • Blisters are present • Color - bright pink to cherry red • Lots of edema (swelling) • Very painful
Full Thickness Burn (third degree) • Destroys all layers of the skin • May involve fat, muscle and bone • Will require skin graft for healing*	• Skin may be very bright red or dry and leathery, charred, waxy white, tan or brown • Charred veins may be visible • Area is insensate - the person is unable to feel touch in areas of full thickness injury

*Although there are many new products and techniques available to burn centers that facilitate burn wound healing, the "Gold Standard" for the healing of a full thickness burn remains autografting—transplanting of the person's own unburned skin to the area of deep burn. Except for very small (about the size of a quarter) burns, full thickness burns will require a skin graft to heal. The patient is taken to the operating room where all the dead tissue is surgically removed. Skin is taken or harvested off an unburned or healed part of that person's body and grafted or transplanted to the clean burn area. In seven to 14 days, this grafted skin "takes" or adheres to the area and becomes the person's permanent skin. The donor site (where the skin was harvested from) is treated like a partial thickness burn and heals within 10 to 14 days.

Emergency Care for Burns

For all burns

- **Stop the burning process**
- Remove all clothing and diapers from around the burned area - these will retain heat, hide underlying burns and increase the damage to the skin. If material is adherent (stuck) to the skin, cool the area with cool water and seek medical attention. Jewelry and metal, such as belt buckles and zippers, also need to be removed.

- Run cool—not cold—water over the burn area for a few minutes.
  - **Do not** apply ice to the burn. Ice can lower the body temperature and make the burn worse.
  - **Do not** apply creams, ointments or salves. Such products may hold heat in the tissue, making the burn deeper.
  - **Do not** break any blisters unless instructed to by a physician.

- Cover with a clean, dry cloth.

- First and second degree burns smaller than the person's palm can usually be treated at home. Keep the area clean to prevent infection by gently washing with mild antimicrobial soap several times a day. Rinse thoroughly. Cover open areas with a clean, loose dressing. Consult with your family physician or local burn center if the burn does not heal in two to three days or signs of infection appear.

- **Electrical Burns** may be caused by household current, outside power lines, certain batteries or lightning.
  - Protect yourself! Do not go near or touch the victim until you are sure the power has been turned off, the plug has been disconnected from the source, or the patient is free from the electricity.
  - Know the location of the main power grid and how to turn off the electricity in your own home.
  - Once the victim is free from the source, treat the burns as described above.
  - Electricity can cause the heart and breathing to stop. CPR may be necessary.

- **Chemical Burns** can be caused by contact with many household cleansers, lawn and garden products, fresh cement or other chemicals.
  - Wearing appropriate garments (gloves, eye protection), gently brush any dry chemicals off the skin.
  - Flush the affected area with running water for at least 20 minutes or until an emergency worker tells you to stop. If the affected area continues to burn, continue to flush until the pain stops.
  - If the eyes are involved, continue to flush until medical help arrives.
  - Remove any contaminated clothing.
  - Be careful not to expose uninjured body parts or yourself to the chemical.

When to Seek Medical Attention

- All burns on the face, hands, feet, major joints or genital area and burns that are circumferential (wrap around an arm or leg) should be considered serious and need to be evaluated by a physician immediately. Call your physician or go to your local emergency department and have these burns evaluated for their severity.
- All chemical and electrical burns, including lightning injury, should also be seen by a physician; damage might not be immediately obvious.
- Burns occurring in an enclosed space, such as a house or car, may result in smoke inhalation and should be evaluated.
- Burns that are white, gray, leathery or painless should be considered serious and therefore require evaluation by a physician.
- A physician should evaluate burns bigger than the size of the person's palm.

Referral to a burn care center should take place in many instances. A listing of such burn centers can be found at the ABA website – www.ameriburn.org or by calling the ABA at 312-642-9260. Burns that should be referred to a burn center include:

- Partial thickness burns
- Burns greater than 10%
- Third degree burns
- Burn injury in patients with pre-existing medical disorders or trauma

AWARENESS AND PREVENTION

High Risk Groups

Summer recreational and camping burn injuries do not single out any particular age group, gender, or nationality. Since summer activities are so varied, anyone can get injured. Most summer injuries occur around sports or recreational activities. Incidents associated with the use of alcohol, grilling, water sports, camping and alcohol have been known to cause burn injuries. Active prevention measures should be taken. Be prepared by having the appropriate knowledge and necessary equipment and supplies available in the event of a fire or medical emergency.

Fire and burn injuries don't take vacations.

Weather-Related Burn Injuries

*The following pages provide you with **information** to help prevent injury or death to you and those you love.*

Lightning

All thunderstorms produce lightning in varying amounts. Sometimes there is just an occasional flash or two, while at other times the storms produce lightning almost continuously, with lots of flashes to the ground. It is the flashes from the cloud to the ground ("CG flashes" for short) that create problems. CG flashes typically are only a small percentage of the total flashes produced by a thunderstorm, as most lightning stays within the clouds. But it only takes one flash for someone to become injured or killed or for the lightning to cause a fire! Because the human body contains salty water, which conducts electricity better than air, a person's body may present a conduit for the lightning to reach the ground.

Although lightning is random, there are some things you can do to minimize your risks if you are caught in the open during a thunderstorm:

- **Avoid being the tallest object around.** Seek clumps of shrubs or trees of uniform height, ditches, trenches or the low ground. Get as low as you can, but don't lie prone on the ground. Go into a squat instead. Seek the best shelter you can find.

- **It is unwise to be near the tallest object around, such as an isolated tree.** Taking shelter from the rain under an isolated tree is hazardous. At high altitudes, seeking shelter among depressions in the rock, or shallow caves will not offer much protection from lightning on a mountaintop. Your best protection is to get down from the peaks as quickly as possible. Leave your gear behind; whatever it contains is not worth risking your life! You can always go back and retrieve your gear after the storm passes.

- **There is no "warning sign" that will reliably tell you that lightning is about to strike.** Do not depend on having your hair stand on end. The first sign of a CG may be the flash itself. Of course, if your hair *does* stand on end, then you should take steps to protect yourself immediately! If no suitable shelter is available, see the above two points. Most importantly, IF THERE ARE SIGNS OF LIGHTNING, IMMEDIATELY SEEK SHELTER AND GET OUT AND OFF OF THE WATER.

- The time from the flash to the thunder is a rough measure of how distant the lightning is from you. If you see a flash, count the seconds from the time of the flash to the thunder. Five seconds corresponds to about a mile. However, **there is no distance from a thunderstorm that is absolutely safe!** If you can *see* lightning, then you are under some threat. CGs can occasionally jump out of a thunderstorm and strike the ground miles away, seemingly "out of the blue." The "30-30 Rule" is currently being advocated: Take shelter if the time from seeing a flash until the time you hear thunder is 30 seconds or less, and do not resume activities until 30 minutes have elapsed from the last lightning and thunder.

- **You do not have to be directly hit by the lightning to be affected.** Lightning can travel along the ground from a nearby strike to you. It can also jump from nearby objects that are struck.

- **Avoid being near fences and power lines that lead into areas where lightning is occurring.** An electrical charge can travel along the wires and jump to you or cause an injury if you touch live wires or an energized fence.

- **If someone is struck by lightning, go or call for medical help immediately!** In the meantime, administer CPR to any victims if their heart and/or breathing has stopped. Cover the victims and do not move them. If they are conscious, reassure them and try to keep them calm. Eighty percent of victims survive the shock of a non-direct lightning strike. Lightning victims do not retain an electric charge and are safe to handle. Common lightning after-effects include impaired eyesight and loss of hearing. Electrical burns should be treated as other burns. (See Emergency Care for Burns.)

Personal lightning safety tips:
"If you can see it (lightning), flee it (take shelter)"
"If you can hear it (thunder), clear it (suspend activities)"

- **Plan your evacuation and safety measures in advance**. When you first see lightning or hear thunder, activate your emergency plan. Suspend activities and go to shelter. Lightning often precedes rain, so don't wait for the rain to begin before suspending activities.

- **If Outdoors**…Avoid water, high ground, and open spaces. Avoid all metal objects, including electric wires, fences, machinery, motors, power tools, etc. These objects may retain more water and more easily conduct an electric current. Avoid contact with two separate objects. Your body may serve as a conduit if the objects are struck by lightning. Unsafe places include underneath canopies, small picnic or rain-shelters, or near trees. Where possible, find shelter in a substantial building or in a fully enclosed car, truck or van, with the windows completely shut. If lightning is striking nearby when you are outside, you should:
    - **Crouch down.** Put your feet together.
    - **Avoid proximity** (minimum of 15 ft.) to other people. This will allow the current to go to ground more easily, making it less likely for multiple people to be injured.

- **If Indoors**…Avoid water. Stay away from doors and windows. Do not use the telephone. Take off headsets. Turn off, unplug, and stay away from appliances, computers, power tools, and TV sets. Because water may travel through and on pipes and tubing, lightning may strike exterior electric and phone lines, inducing shocks to inside equipment.

Lightning safety tips:

Lightening Safety Tips	
AVOID:	***SEEK:***
• Open spaces • Waiting under tall trees, umbrellas, or near electric power lines • Use of showers or other contact with water • Use of the telephone • Contact with metal objects • Use of electric appliances	• Clumps of shrubs or trees of uniform height • Ditches, trenches or the low ground

Lightning safety program for swimming pools

Lightning's behavior is random and thus unpredictable. Preparedness and quick responses are the best defense towards lightning.

Swimming pools, indoor or outdoors, are connected to a much larger surface area via underground water pipes, gas lines, electric and telephone wiring, etc. Lightning strikes to the ground anywhere on this metallic network may induce shocks elsewhere.

At the first signs of lightning or thunder, swimming pools and beaches should be evacuated. ("If you can hear it [thunder], clear it [suspend activities"].) Seek shelter inside the main building, or in a fully enclosed vehicle with the windows up. Pools and beaches should remain cleared for 30 minutes after the last observed lightning or audible thunder.

Sun Safety

Block the Sun, Not the Fun

It is now recognized that sunburn and sun exposure should not be taken as something insignificant. Deaths have resulted from acute sun exposure, and significant temporary disability is experienced by millions of people who are sunburned each year. Increased skin cancer risks and premature aging have also been associated with sun exposure.

Ultraviolet rays can cause serious damage to human skin, especially between 10 a.m. and 4 p.m. It is important to remember that you can still get a bad sunburn on a cloudy day, because up to 80% of the ultraviolet rays can pass through light clouds, haze and fog. Dangerous ultraviolet rays also come from sources other than sunlight, such as sun lamps.

Sunburn results when the amount of exposure to the sun or other ultraviolet light source exceeds the ability of the body's protective pigment (melanin) to protect the skin. Sunburn in a very light-skinned person may occur in less than 15 minutes of noonday sun exposure, while a dark-skinned person may tolerate the same exposure for hours.

Unlike a thermal burn, sunburn is not immediately apparent. By the time the skin starts to become painful and red, the damage has been done. The pain is worst between 6 and 48 hours after sun exposure. In severe sunburns, blistering of the skin may occur. Edema (swelling), especially in the legs, is common. Toxins are released with sunburn, and fever is not uncommon. Skin peeling usually begins between three and eight days after exposure.

Are You Getting the Most of your Sunscreen?

- If you cannot cover up, use a sunscreen, which has Sun Protection Factor (SPF) of at least 15. Make sure it has both Ultraviolet-A (UVA) and Ultraviolet –B (UVB) protection. Re-apply it every 2-3 hours, as well as after swimming, paying particular attention to the most exposed parts of your body—the face, neck, ears, shoulders, back, knees, and tops of feet.
- Read and follow the manufacturer's recommendations on the bottle or tube of sunscreen. Check for the expiration date on the product.
- If applying more than one substance (e.g., sunscreen and insect repellent) on your skin, always put the sunscreen on first and wait 30 minutes before applying the second substance.
- Always test for an allergic reaction when first using a sunscreen. Apply a small amount on your inner forearm for 2-3 days consecutively. Check for adverse reaction. Talk with your pharmacist about alternative choices if you experience an allergic reaction.
- Remember that no sunscreen offers 100% protection. Apply sunscreen and then cover up with a hat, long-sleeve shirt, and pants.

Sunbathing

Sunbathing is not as popular as it once was because of the growing awareness that spending too much time in the sun may increase the risk of skin cancer. If you do sunbathe—at a beach, in the backyard or at a swimming pool—take the following steps to protect yourself from overexposure to the sun's rays:

- Limit the time you spend in the sun. Set a timer or alarm if you think you may fall asleep.
- Do not overdo it when the weather starts to turn warm. Begin with 15 minutes a day, then slowly increase the time you spend in the sun.
- Use liberal amounts of sunscreen with an SPF of at least 15, even on cloudy days.
- Wear dark sunglasses to protect your eyes.
- If you're spending a day at the beach, the pool or working outside, cover up with waterproof sunscreen. After swimming, toweling off, sweating, and/or vigorous activity, be sure to reapply sunscreen.

General Sun Safety

To avoid sunburn and the harmful effects of ultraviolet rays:

- Select shaded areas for outdoor activities.
- Wear a broad-brimmed hat, tightly woven clothing, a long-sleeved shirt (preferably cotton), long pants and gloves when you plan to spend long periods of time in the sun. If you are wearing a baseball type hat and plan to be spending a lot of time outdoors, take along a handkerchief and tuck it under the back of the hat to help prevent sunburn on your neck.
- If you are unable to cover up for some reason, use a sunscreen with an SPF of at least 15.
- Avoid tanning altogether or at least avoid tanning for long periods, particularly between 10 a.m. and 4 p.m. during the summer months.
- Avoid using sun lamps.
- Be particularly careful if you are taking prescription medication. Certain medications can make your skin more sensitive to UV rays. Consult your doctor if you have any questions about your medication.
- Apply a lip balm with sunscreen. Reapply frequently.
- It is possible to get sunburned throughout the entire year, including cloudy days. So, whether you're taking a walk, working outside, or just enjoying the out-of-doors, don't forget to block the sun year-round.
- Be cautious when using or allowing your child to play with a garden hose that has been exposed to the sun. The standing water can be extremely hot and could cause serious burns. Let the water run and pre-test the temperature.
- Be cautious of metal and plastic playground equipment that is exposed to direct sun. Contact burns can easily occur.

Infants, Children and Sunburn

Why are babies at higher risk?

Common sense tells us that babies have sensitive skin that can be damaged easily. This is especially true when babies and infants are exposed to the sun.

- Babies are not born with a developed skin protection system, so they burn more easily. Even children born to parents with deeply dark pigmented skin require maximum protection.
- Babies have more sensitive skin because the outermost layer of their skin is thinner than the skin on adults.
- A young child has more skin relative to his body mass than an adult does, so sunburn will be more serious.
- Babies cannot tell you if they are too hot or if the sun is too bright. Your baby may begin to cry and you may not know whether he or she is tired, hungry or hot.
- Babies cannot physically move themselves out of the sunlight. A six-month old on a blanket is less mobile that a one-year-old who can crawl into the shade.

Ways to protect your baby and child from sun-related injuries

- Keep babies less than one year of age out of direct sunlight to prevent skin damage and dehydration.
- Remember that a child's skin is thinner and more sensitive than an adult's and needs extra protection from damaging sunrays. If your vacation plans include spending time in the sun, you should follow these guidelines to protect yourself and your child.
- Don't let infants or young children play or sleep in the sun in a playpen, carriage, stroller, etc.
- Don't let young children stay in the sun for long periods, even when wearing a sunscreen.
- Place babies in the shade, under a tree, an umbrella or a stroller canopy. Even this will not completely protect a young child.
- Keep in mind that a wet T-shirt offers only minimal protection.
- Apply PABA-free sunscreen with an SPF of at least 30, 15-30 minutes before going outdoors. Reapply every 2-3 hours, especially if children are playing in the water. ***Do not apply sunscreen to babies under six months of age.***
- Dress young children or babies in light-colored, lightweight clothing, and always cover the head with a broad-brimmed hat. Dress your child in protective clothing. Comfortable long pants, long sleeved shirt and broad-brimmed hats offer excellent protection against the sun. Closely woven materials are best. If a fabric is sheer enough that you can see through it, then the sun's rays will get through also.
- Don't allow children to exercise outside for more than 30 minutes without a water break when heat or heat and humidity are high.
- Be sure kids drink plenty of water before, during, and after outside activity. Insist on breaks to cool off in the shade if possible.

Get your children used to wearing sunscreen and protective clothing.

Symptoms of sunburn

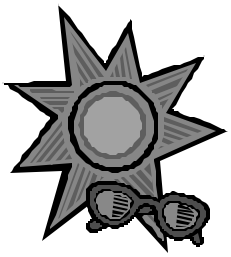
- May not appear for a few hours, and the full effect may not be obvious for 24 hours.
- Skin is red, tender and warm to touch.
- Skin may be blistered and/or swollen.
- Blistering may occur several days after exposure.
- Severe reactions (sometimes called "sun poisoning") may include fever, chills, nausea or rash.
- The sunburned skin may peel several days after the sunburn.

Sun protection for your eyes

Protecting your eyes from too much sunlight is important every time you are outdoors! Sunlight can damage the delicate tissues of your eyes. As a result, over time there may be changes in your eyes and vision because your body cannot always repair the damaged eye tissue. The more often your eyes are exposed to sunlight without protection, the higher the chance you have of developing eye problems, such as cataracts, later in life.

Eye problems from too much exposure to sunlight can be prevented. Protect your eyes when working outdoors by:

- Putting on UV blocking sunglasses or safety eyewear and wearing a hat (or hard hat) with a wider brim.
- Be choosy when selecting sunglasses for children. Do not let them use toy sunglasses. Be sure the glasses have plastic lenses that won't break and will protect their eyes from harmful UV rays.
- Select sunglasses that comply with CSA and ANSI standards on non-prescription sunglasses. Some sunglasses have a label stating the degree of UV protection they provide. Wraparound lenses keep light from entering the corners of your eyes.
- A clear UV-protective coating can be put on prescription eyeglasses. Discuss this with your eye doctor.
- Sunglasses should be worn when using contact lenses, even if the contact lenses have a UV-blocking feature.
- If you choose to use tanning beds, always protect your eyes.



Sunburn First Aid

Causes of Sunburn

Overexposure to the sun causes sunburn. The time it takes to sustain a sunburn varies widely depending on the age and skin type of the person, geographical location, altitude, time of day, time of year, and reflection of water, sand or snow. Sun lamps and tanning beds can cause severe sunburn. Some medications can make a person much more susceptible to sunburn. Treatment of sunburn is symptomatic, and prevention remains the key to avoiding the painful consequences of overexposure to the sun.

First Aid

- Apply cool compresses or take cool baths for 10 to 15 minutes several times a day. Small children may become easily chilled, so keep the water lukewarm.
- An over-the-counter pain medication such as acetaminophen (Tylenol, for example) may help to decrease the pain. (Note: aspirin should not be given to young children; or to adults using anti-clotting medications).
- Call your doctor for severely painful sunburn, fever over 101°F (38°C), sunburn in an infant less than 1 year of age, and where there are multiple blisters or blisters that appear to be infected. Seek immediate care if someone has eye pain, cannot look at lights, looks sick, is dizzy, faints when standing, or has signs of dehydration (dry mouth, no tears when crying, no urine output for eight to ten hours, or dark-colored urine).
- Moisturize affected areas liberally and often with perfume-free, alcohol-free lotion.
- On the first days of sunburn, extra fluids should be consumed to prevent dehydration. Avoid alcohol and beverages with caffeine.

Things Not to Do

- DO NOT apply petroleum jelly, ointment or butter to the sunburn. They make the pain worse and do not allow air to assist in healing.
- DO NOT wash burned skin with harsh soap.
- DO NOT use over-the-counter creams and sprays that may contain benzocaine. Benzocaine may cause an allergic reaction, especially in children.

Share your Sun Smarts!

Parents and kids can help each other remember to follow these tips all year long!

Medications That May Make You More Sensitive To The Sun

This listing is not intended as medical advice. You should consult your physician about your specific medical situation.

ANTIMICROBIALS
(Infection fighting drugs)

Ceftazidime acid
Dapsone
Isoniazid
Pyrazinamide
Quinolone derivatives
(nalidixic acid, *Dantrolene, ciproflocacin, enoxacin, * Diethylstilboestrol norfloxacin, ofloxacin)
Sulfonamide derivatives
(co-trimoxazole, sulfamethoxazole, sulfisoxazole)
Tetracycline derivatives
(chlortetracycline, demeclocycline, tetracycline)

NONSTEROIDAL ANTI-INFLAMATORY AGENTS
(Arthritis medications)

Diclofenac
Diflunisal
Ibuprofen
Indomethacin
Ketoprofen
Naproxen
Piroxicam
Sulindac
Tenoxicam
Tiaprofenic acid

OTHER MEDICATIONS

5-aminosalicylic (5-ASA)
Carbamazepine
Cholestyramine
Coal tar derivatives
Flutamide
Fluvastatin
Olsalazine
Omeprazole
Pentosanpolysulfate
Pravastatin
Psoralens
(methoxsalen, trioxsalen)
Quinine
Selegiline
Simvastatin

CARDIOVASCULAR
(Heart Medication)

Amiodarone
Angiotensin-coverting enzyme (ACE) inhibitors
(benazepril, captopril, enalapril, fosinopril, lisinopril, perindopril, quinapril, ramipril)
Diltiazem
Diuretics
(furosemide, triamterene, thiazide derivatives, indapamide)
Felodipine
Flecainide
Hydralazine
Methyldapoa
Nifedipine
Quinidine
Sotalol

HYPNOTICS
(Sleeping medications)

Pentobarbital
Secobarbital

PSYCHIATRIC DRUGS

Chlordiazepoxide
Haloperidol
Loxapine
Paroxetine
Phenothiazines
(chlorpromazine, perphenzine, promazine, promethazine, methotrimeprazine, thioridazine)

OTHER AGENTS

Antibacterials
(chlorhexidine, hexachlorophene, green soap)
Dyes
(rose bengal, methylene blue)
Fragrances
(bergamot oil, musk, 6-methylocoumadin)
Whitening agents
Sertraline
(stilbenes)
Trazodone

GOLD SALTS

Auranofin
Aurothioglucose
Sodium surothiomalate

RETINOIDS
(Eye medications)

Etretinate
Isotretinoin
Tretinoin

ORAL CONTRACEPTIVES

Source: **Ombrelle Suncare Research**

Heat-Related Conditions

Heat Exhaustion

Heat exhaustion is a health problem resulting from spending too much time in the heat. It occurs when perspiration leads to excessive loss of fluids and electrolytes. Even if not directly in the sun, a person can lose too much fluid by staying outdoors too long on a hot day or spending too much time in an overly hot house or car.

Symptoms of heat exhaustion include:

- Dizziness
- Nausea
- Light-headedness
- Severe headache
- Cool, clammy skin
- Heavy perspiration
- Shallow breathing
- Muscle tremors, cramping

If symptoms occur:

- Lay the person on their back in the coolest nearby place
- Loosen any tight clothing
- Lower head slightly
- Raise the feet
- Get medical attention immediately

Heat Stroke

Heat stroke is more serious than heat exhaustion. It is caused by overexposure to direct sunlight or excessive heat, with or without physical activity. Just sitting or lying too long in the sun can result in heatstroke. Heat Stroke is a medical emergency and can result in death.

Symptoms include:

- Headache
- Red, dry face
- Skin hot to the touch
- Body temperature of 105 degrees Fahrenheit (41 degrees Celsius)
- Increased heart rate, even up to 160 to 180 beats per minute
- Loss of consciousness in extreme cases

Heat stroke is a medical emergency. Call 9-1-1 or a local emergency number immediately.

Summer Cooking

Campfire Safety

Select a safe site

- Secure necessary permits to build a campfire.
- Scrape away grass and needles within a diameter of ten feet.
- Use a designated fire pit if available.
- Build your campfire or cooking fire downwind, far away from your tent.

Build a safe campfire

- Have water readily available prior to building your fire.
- Children should never build a fire, even with adult supervision.
- Never use a flammable liquid (especially gasoline) to start a fire or hot coals. Explosions can result.
- Strictly observe all fire laws or ordinances and regulations.
- Adults should always supervise children around fires.

Campfire cooking

- When near campfires and grills, wear snug-fitting, tightly woven, or short sleeved garments.
- Make certain that everyone knows how to put out a clothing fire: STOP, DROP and ROLL.
- When cooking or roasting marshmallows, wear appropriate footwear and shoes—no sandals or open-toes shoes.

Extinguish your fire safely

- Never leave a fire unattended.
- Before you leave your campsite, make sure the fire is properly extinguished. Douse and stir with water.
- An extinguisher of some type (e.g., a shovel, a bucket of water, or a fire extinguisher) is an essential piece of equipment for all campers. It could be a lifesaver.

When camping, exercise special care with flammable liquids and any open flame near tents. Always take the following precautions:

Tents

- Use a tent made of flame-retardant material.
- Use a flashlight or battery-powered lantern inside the tent or any other closed space.
- Heat or flame producing appliances (e.g., lights, heaters, cooking appliances) should never be used inside or close to a tent.
- Campers carrying fuel for propane/gasoline type stoves in the trunk of the car should take the precaution of opening the trunk periodically to ventilate the compartment.
- Pitch your tent at least 15 feet upwind from grills and fire pits.
- Maintain at least a three-foot clear area, free of leaves, dry grass, pine needles, etc., around grills, fireplaces and tents.

Taking a little extra caution is well worth it on a camping trip –
whether it is in the backyard or the open woods!

Charcoal Grilling (Coals)

When cooking outdoors with charcoal, the following precautions should always be taken:

- Keep children safely away from the barbecue fire.
- After applying charcoal lighter fluid to the coals, wait a minute before lighting the coals. This allows the heavy concentration of explosive vapors to disperse.
- NEVER use gasoline as a starter fluid or accelerant for charcoal grills.
- Never add lighter/starter fluid to hot or even warm coals. An explosion can result.
- When using charcoal lighter/starter fluid, place the container well away from the grill before attempting to light the coals.
- Be careful not to spill any fluid on your clothing or in the area surrounding the grill.
- Wear an insulated fire retardant barbecue mitt when lighting coals.
- If using a lighter to start the barbecue, remember the following:
  - Keep all lighters out of sight and out of reach of children.
  - Barbecue lighters (also called utility lighters or multi-purpose lighters) are easy to use around the home and are convenient for camping. Among other things, they are often used to start barbecues and to light campfires, fireplaces, wood stoves and candles. Children find it easy to use these lighters. *Barbecue lighters are made to be used by adults and are NOT safe for children.* Even a small child can figure out how to pull the trigger. *Barbecue lighters are not toys!*
  - Do not leave a lighter outside. The weather can damage the plastic and the fuel inside may leak out or the lighter may break open.
  - BEFORE you use it, read all the instructions that come with the barbecue lighter.
  - Purchase barbecue lighters that say "child-resistant" on the package.
  - Keep fire safety in mind. Show children what to do if there is a fire at home or when you are camping.

Hot Coals

It is not uncommon for children, as well as adults, to step or fall on burning coals while camping or picnicking. Parents should always keep a watchful eye on toddlers and children, and adults should be cautious of fire rings or fire pits.

Hot coals buried in the sand can retain an intense heat for up to 24 hours. Anyone who walks or falls on the hot coals can be severely burned. Life-threatening burns can occur when clothing catches fire. Hot coals should always be disposed of in designated containers at the beach or camping area. Plenty of water should be poured on coals to completely extinguish the flames and cool the coals. To avoid contact burns or clothing ignition, wear snug fitting, tightly woven, and short sleeved clothing around an open flame. No gas or flame logs should be use around hot coals. Remember, unattended fires or blowing sparks may cause a fire.

Propane Gas Grill (Outdoors)

Cooking with propane can be fun. However, propane is a flammable gas and precautions must be taken to avoid fire injuries. Most incidents happen when a grill has been left unattended for a period of time, or shortly after refilling and reattaching the cylinder. The following safety guidelines will help you reduce the risk of injury:

- When using a gas grill, check all connections leading from the fuel source to the inlet connection of the grill for leaks. Never use a match, candle or flame source to check for a gas leak. A leak can be detected be spraying soapy water at the connections. If bubbles surface, there is a leak. If this happens, SHUT THE TANK VALVE OFF and tighten all connections. If the connections continue to leak, have a certified dealer check the grill before using it again.
- Open the valve only a quarter to one-half turn before lighting.
- Always shut off the valve to a fuel source when it is not in use.
- Never start a gas grill with the lid of the grill closed. The propane or natural gas may accumulate inside and, when ignited, could explode and blow the lid off, causing injury.
- Periodically, clean the Venturi tubes that displace the gas under the grill. When insects or debris block tubes, gas is forced out somewhere else within the system. Use the manufacturer's instructions for cleaning.
- Have a BC type fire extinguisher located in the grilling area.
- Store full or empty propane tanks in a well-ventilated area away from the house or any habitable structure.
- Store propane bottles away from potential sources of flame such as furnaces, water heaters or any appliance with a pilot light.
- Wear tight-fitting or short-sleeved clothing while cooking on a grill.
- Keep children and pets away from grilling areas at all times.
- Do not smoke around a propane grill.
- The metal surface of a gas grill may remain hot for a long period of time after cooking. Keep children away to avoid contact burns.

Using Propane Safely for Camping

- Conduct a pre-season check of your propane camping appliances (e.g., campers, stove, heater, and lantern) and check them periodically throughout the season. When checking for leaks, paint each connection with soapy water and watch for telltale bubbles. If you detect a leak, call your propane supplier.
- Use only approved appliances from an approved testing laboratory such as Underwriters Laboratories (UL).
- Make sure your camper is adequately ventilated.
- DO NOT store propane cylinders indoors or in temperatures above 120° F (49° C).
- Propane is heavier than air. The vapor will descend to the lowest point, for example, your basement. Avoid entering these areas when a leak is suspected.
- Only properly trained personnel should handle modifications or alterations to your propane system. Tampering with the system may cause a potentially dangerous situation.
- Never use an open flame to test for propane leaks.

Carbon Monoxide Poisoning

Carbon monoxide is a colorless, odorless, tasteless gas resulting from incomplete burning of organic substances, such as gasoline, coal products, tobacco and building materials. Have your propane system checked by a professional if you have any of the following symptoms of carbon monoxide poisoning: ***headaches, dizziness, loss of muscle control, vomiting, or watering of the eyes. Immediately exit the area if you have any of these symptoms and seek medical attention.***

Steps that can be taken to prevent carbon monoxide poisoning include the following:

- Never use range burners as space heaters.
- Never use propane heaters indoors that are not intended for indoor use.
- Never use a barbecue grill indoors.
- Have all propane appliances tested regularly by a qualified technician.
- Always make sure there is plenty of ventilation.

Portable Camp Stove and Propane Grill Safety Tips

- Locate your stove in an open, well-ventilated area away from your camper, tent, sleeping bags, dry wood and shrubs.
- Secure the stove on a level, non-flammable surface.
- Before you light the stove, inspect it for cleanliness. If it needs to be cleaned, use paper towel or a sponge dipped in warm, soapy water. NEVER IMMERSE THE STOVE IN WATER.
- Check all connections. Before connecting the stove to the propane cylinder, make sure the valve is in the "OFF" position.
- If ignition doesn't occur immediately, turn off the gas and wait for fumes to clear, then try again. Always keep your hands and fingers to the side of the burner.
- Do not use the stove as a heater or leave it unattended.
- Follow the manufacturer's recommendations.
- Always detach the propane cylinder before transporting the stove.

Propane Camper Cooking/Range stoves
If you smell the familiar "rotten egg" odor of propane:

- Exit your camper immediately.
- If there is an outside tank, turn off the gas valve.
- Call your propane supplier or fire department from a phone outside the immediate vicinity of your campsite.
- Extinguish all open flames and immediately leave any area where propane fumes are suspected. Do not light matches or use any electrical equipment.
- Avoid touching or turning on electrical switches or appliances when a leak is suspected.

Plan for a safe and enjoyable barbecue season

Hotel Fire Safety

With roughly 1,000 fires in hotels and motels annually, travelers need to pay close attention to fire safety as well as location and amenities when planning a trip. When traveling, it is important to become familiar with your surroundings. To ensure your trip is safe, follow these safety guidelines.

Begin At Home

- Begin preparing for a hotel/motel fire before you leave home.
- Pack a flashlight with fresh batteries. The flashlight can guide you through a dark and smoky hall or may be used to signal rescuers.
- Pack a portable smoke alarm. A battery-operated smoke alarm, placed on a hanger at the top of the door of your room will alert you to possible fires at night when you are sleeping.
- When making reservations, request rooms closer to ground level and ask if the hotel/motel has smoke alarms and sprinklers.

Check the Exits

- At check in, identify all exits, stairways and escape routes.
- Read the fire evacuation plan carefully. If one is not posted in your room, request one from the front desk. Familiarize yourself with the posted escape routes.
- Locate the two exits closest to your room.
- Count the number of doorways between your room and the nearest exit.
- Locate the fire alarms on your floor.
- Notice which side of the hall the exit is on and whether an ice machine or other objects block the way.
- Notice how the door opens and familiarize yourself with how the locks work.
- Check windows for operation. Check to see if there is a roof or deck that you could safely jump on to in the event of a fire.
- Keep your room key and eyeglasses on the nightstand or somewhere else where you can find them easily.

In Case of Fire

- If the fire is in your room, get out quickly. Close the door, sound the alarm and notify the front desk.
- If the fire is not in your room, roll out of bed and crawl to the door.
- Take your room key so you can get back in to take shelter if necessary.
- Feel the door. If the door is hot, do not open it. If the door is not hot, open it slowly and be prepared to close it quickly if smoke enters.
- Check the hall. If it is clear, walk to the fire exit and get out and away from building. If there is smoke in the hall, crawl to the exit and get out. If there is fire and thick smoke at lower levels, go back into your room.
- Knock loudly on other doors as you pass them to alert others who may not be aware of the danger.
- Never attempt to go to the roof of a building using the stairs because the exit to the roof may be locked.
- Use stairs to escape. Do not use the elevator.

Motor Vehicle Burn Safety

People traveling in motor vehicles need to be aware of the hidden dangers of heat-related injuries, especially for children and seniors, on high temperature days. These dangers can surface even after short periods of time spent in a hot vehicle.

One example of the danger exists when outside temperatures reach 93 degrees Fahrenheit (34 degrees Celsius). Even with the window cracked, the temperature inside the vehicle can reach 125 degrees Fahrenheit (52 degrees Celsius) in just 20 minutes and approximately 140 degrees Fahrenheit (60 degrees Celsius) in as little as 40 minutes.

Vehicle trunks are not a play area for children. They are extremely dangerous in hot weather, especially for children. Heat stroke may result and could lead to permanent disability or death in a matter of minutes.

As the temperature rises, remember these safety guidelines:

- Never leave a child in a vehicle with the windows closed in hot weather.
- Teach children not to play in, on, or around vehicles.
- Pay particular attention to children when loading and unloading vehicles, to be sure they have not entered the car or trunk.
- When traveling, always make sure all passengers have exited the vehicle once you reach your destination. Do not overlook a sleeping passenger.
- Avoid hot surfaces in your vehicle. (e.g. safety belt buckle and latch plates, vinyl or leather seats, child passenger seats, dashboards and sides of vehicle) that can cause contact burns.
- Use window shades in the front and rear windows. Place a light covering or shading over seats to reduce heat build up in the vehicle.
- Before entering, run the air conditioner to help cool off vehicle.
- Keep the vehicle doors and trunk locked at all times, especially when parked in the garage or driveway or near houses. Children may become trapped while playing inside the passenger compartment or trunk of a car.
- Rear seats that fold down for trunk access should be kept closed (and locked if possible) to prevent children from entering the trunk from inside the vehicle.
- Be aware of child resistant locks and teach older children how to work the driver's door locks if they should become locked unintentionally in the vehicle.
- Contact your local automobile dealership about getting a trunk release retrofitted in the trunk of your vehicle.

Emergency actions for heat-related vehicle injuries

- Remove the person from the vehicle.
- Place the person in a cool environment.
- Call 9-1-1 or your local emergency number.
- Reassure the patient and keep him or her calm. (You must remain calm also.)
- Treat contact burns as described in the Emergency Care for Burns Section of this kit.

Vehicle Radiator Burns

As construction cones and barrels become visible, you know that a routine 15-minute commute may become a 30 to 45 minute commute. This can cause you stress and also can put stress on your vehicle in the form of over-heating. When a vehicle is running and the radiator is functioning properly, the temperature of the fluid is normally between 195 degrees Fahrenheit (90 degrees Celsius) and 220 degrees Fahrenheit (103 degrees Celsius). That is hot enough to cause serious scald burns in less than one second. When the radiator overheats, the temperature of the fluid increases drastically and pressure builds. When the cap is removed, the liquid boils or even explodes out, potentially causing serious burn injuries. Common injury sites, primarily to adult males, are to the hands, face, arms and chest. In addition to scalds, radiator fluid contains antifreeze that may cause chemical burns.

If you are vacationing by car, follow these safety guidelines to ensure a safe trip:

- Before any long trip, have your vehicle serviced.
- Map out alternative routes in case of heavy construction, to minimize the risk of your car overheating.
- Never open a hot radiator cap! Allow radiator to cool before removing cap.
- Never look into or lean over the radiator opening.
- Carry a first aid kit in your vehicle.

Emergency Actions

- Stop the burning process.
- Remove all wet clothing.
- Flush eyes and affected areas with cool water for at least 20 minutes.
- Cover with clean dry dressing.
- Seek medical attention.

Motorcycles, All-Terrain Vehicles, and Boats

When the sun is shining and the temperature is rising, everyone wants to be in less clothing when participating in outdoor activities. Riding a motorcycle or an all-terrain vehicle requires more, not less, clothing for safety. Common burn-related injuries include burns from muffler contact, having the vehicle turn over, trapping a person and having gasoline spill on them, causing a chemical burn or igniting, and of course road rash. To make your ride a safe and fun one, follow these safety guidelines:

- Have all vehicles serviced prior to any outings.
- To protect from road rash, wear proper clothing and attire in addition to safety helmets.
- Follow all safety rules for riding.
- If riding off the road, make sure your family/friends know when to expect you back and where you are riding.
- Children should be kept away from hot surfaces such as mufflers.
- Do not smoke while refueling the vehicle.
- Do not drink alcohol and attempt to drive.

Shipshape is Fire Safe

Everyone who owns or operates a boat should practice fire safety. Each year, boating fires and explosions injure hundreds of individuals and cause millions of dollars in property damage. While there is a greater chance for a fire or explosion on a boat than on land, most of these accidents can be prevented. Fuel and fuel vapors are two of the leading ingredients in all boating accidents involving fires and explosions. Most fires and explosions happen during and after fueling. To prevent an accident, be alert for damage to your boat's fuel system. Over time, fuel fittings and fuel hoses wear out. Inspect these regularly, especially near the engine where heat and vibration can accelerate deterioration. Refer to your owner's manual for guidance on inspecting for leaks in valves and connections.

Before casting off

- Do the "sniff test." Sniff around to make sure there is no odor of gasoline anywhere in the boat. Usually your nose is the best fuel/vapor detector.
- Operate the bilge power blower for at least four minutes before starting an inboard engine.
- Make sure all passengers know the location of your fire extinguishers and how to operate them.
- Never use a match or lighter to check fuel connections.

When refueling

- Close all hatches, ports and other openings.
- Shut off all engines and motors as well as all electrical equipment, radios, stoves and other appliances.
- Do not use cell phones during the refueling process because of the build up of static charges.
- Extinguish all smoking materials!
- Portable tanks should be refueled ashore in a well-ventilated area on the ground.
- Gasoline on contact with the skin can result in a chemical burn. Wash all skin exposed to gasoline thoroughly.

After refueling

- Wipe up or wash off any excess or spilled fuel.
- Open all hatches and ports and let the boat air out.
- Do not start the engine until all traces of fuel vapors are eliminated.
- Remember that gas on the water surface can still burn because of the vapors emitted.

Fireworks Precaution

The American Burn Association recommends attending professional rather than amateur or personal firework displays to reduce the potential of a burn injury. The ABA does not recommend the personal use of fireworks. According to the Consumer Product Safety Commission, (CPSC) approximately 4,700 children age fourteen and under suffer from fireworks-related injuries every year in the U.S. Burns from improper use of sparklers and other legal fireworks, as well as from illegal fireworks, usually involve the hands, face, arms, and chest.

It is preferable to leave fireworks to the professionals, but if you choose to use fireworks at your home, the following safety guidelines can help keep your July holiday activities enjoyable, fun and safe.

- Observe state and local laws. Check with your local police or fire department to determine what fireworks can be legally discharged in your area.
- Never build or experiment with homemade fireworks.
- Only adults should handle fireworks.
- Read and follow all instructions with fireworks. All fireworks must carry a warning label that contains necessary safety precautions.
- Make sure spectators are out of range before lighting fireworks.
- Never place your face or any other part of your body over fireworks.
- Never try to re-ignite fireworks that have malfunctioned. Soak them with water and throw them away.
- Keep a bucket of water, a garden hose or a fire extinguisher handy.
- Only light fireworks on a smooth flat surface away from houses, dry leaves and any other flammable materials.
- Never throw, point or shoot fireworks towards people, pets, buildings, or vehicles. Do not use fireworks in wooded areas, especially if the weather has been dry.
- Never hold or get close to any lit fireworks.
- Loose clothing can catch fire and, therefore, should not be worn while handling fireworks. Wear tight-fitting or short-sleeved clothing when watching fireworks.
- Never let children play with or handle sparklers. The temperature of the ignited tip can reach 1200 degree F or greater.

Know what to do if there is an incident

- "Stop, drop and roll" if clothing catches fire.
- Remove clothes from the area of the burn and cool the burn for 5 to 10 minutes while the skin is still hot. Wrap the burned area in a clean, dry dressing or warm blanket.
- Call 9-1-1 or your local emergency number for help.
- If there is bleeding, apply pressure to the area.

Candle Safety

A candle is an open flame and can easily ignite any nearby combustible material. Unfortunately, power outages caused by summer storms lead some people to use candles during this time as a light source. Such occurrences may increase the possibility of an unintentional burn injury or fire.

During power outages:

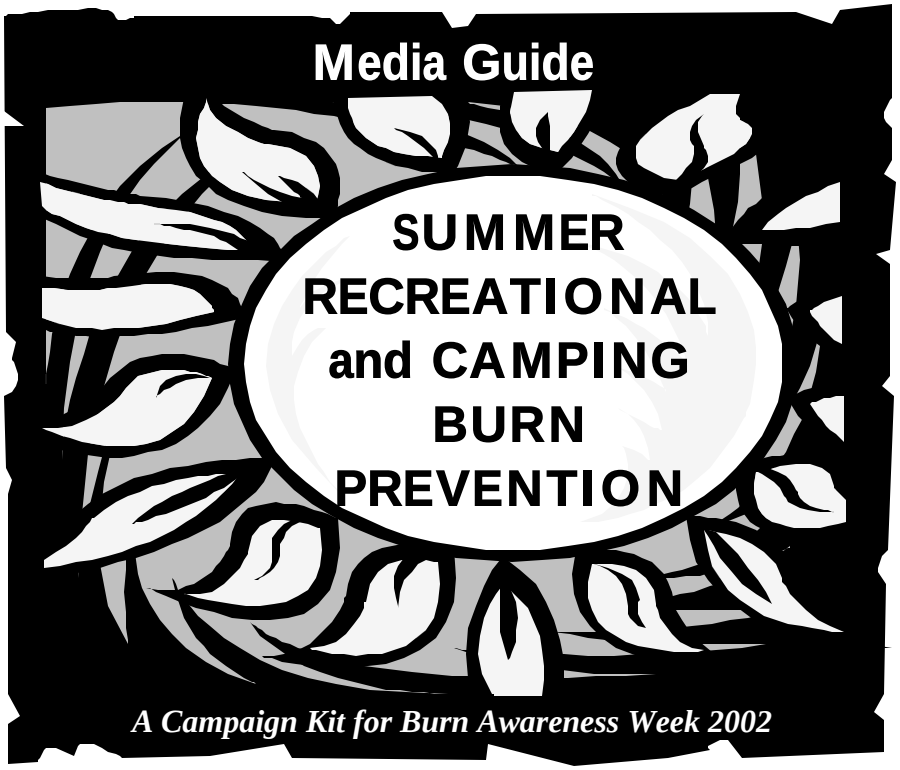
- Flashlights and other lights generated by batteries are much safer light sources than candles.
- Try to avoid carrying a lit candle.
- Do not use a candle to go into a closet to look for things.
- Never use a candle for light when fueling equipment such as a kerosene heater or lantern. The flame may ignite the vapors.
- Extinguish all candles when leaving the home or when going to sleep.

The National Fire Protection Association and National Candle Association offer the following tips for safe use of candles:

- Use candles only with constant adult supervision.
- Keep candles well away from items that can catch fire, such as flammable materials or liquids, clothing, books, paper, curtains, etc.
- Avoid putting candles in drafts to prevent rapid, uneven burning and excessive dripping. Drafts can blow lightweight curtains or papers into the flame, where they could catch fire.
- Place candles on a heat-resistant surface in sturdy holders that will not tip over. Make sure candleholders are non-combustible and are big enough to collect dripping wax.
- Do not place lit candles in windows, where blinds or curtains can close over them.
- Keep wicks trimmed to ¼ inch. Discontinue the use of a container or votive candle when ½ inch of unmelted wax remains. This will prevent possible heat damage to the counter/surface and prevent glass containers from cracking or breaking. Extinguish taper and pillar candles when they get down to within 2 inches of their holders or decorations.
- Candles should be placed at least three inches apart so they don't melt one another.
- The best way to extinguish a candle is to use a special candlesnuffer or candle quencher. Do not use your fingers.
- Keep candles in places where they cannot be knocked over by children or pets.

When young children are present:

- Keep candles up high, out of the reach of children.
- Never leave a child unattended in a room with a candle. A child should never sleep in a room with a lit candle.
- Keep all matches and lighters up high and out of the sight and reach of children, preferably in a locked cabinet.


Media Guide
SUMMER
RECREATIONAL
and CAMPING
BURN
PREVENTION
A Campaign Kit for Burn Awareness Week 2002

WORKING WITH THE MEDIA

The media is one your most powerful links to the community. One media story can reach more people than the hardest working volunteers could ever reach in person or at local health fairs. By gaining the interest and respect of the media, you can build awareness among parents and others. You will also gain support for your summer recreational and camping burn and fire safety injury prevention campaign.

You may find that reporters react as positively to your Summer Recreational and Camping Burn Prevention campaign as they do to such programs as bike helmet safety or child passenger safety. The issue of summer recreational burn injuries has received very little media attention primarily because the problem has not been effectively brought to their attention. A key factor determining the success or failure of your burn prevention campaign is your ability to generate media interest and news coverage.

The media will be more interested in your campaign activities if you augment national statistics with local data on summer recreational burn injuries. Summer recreational and camping burn injury data, however, do not have to be statistics alone. Information about the experiences of being burned, the pain of treatment and rehabilitation and the long-term emotional effects of burns are also compelling and meaningful. Your first step should be to gather this and other data. This will enable you to create your own local ***"Summer Recreational and Camping Burn Prevention Fact Sheet."***

Publicizing the Summer Recreational and Camping Burn Prevention Campaign

There are many ways to publicize your Summer Recreational and Camping Burn Prevention campaign. The ABA recommends the following:

- Hold press conferences and provide written supplemental information.
- Sponsor an event (e.g., a safety fair at a local camping or recreation area).
- Suggest story ideas to your newspaper's health beat reporters.
- Send timely news releases to reporters and media contacts.
- Use media support materials included in this packet.
- Offer to do guest appearances on local radio or TV talk shows.
- Maintain a list of burn survivors who are willing to share their experiences and who have the attributes necessary to make good spokespersons.

The ABA strongly encourages you to plan a local event and to hold a press conference at the beginning of your campaign. You may want to hold your press conference to kick off National Burn Awareness Week (the first full week in February each year). It must be emphasized however, that this "week" is only a kick off—burn awareness must continue to be promoted all year long. Don't stop at doing just one event. Perhaps you can plan a quarterly event and thereby reach the public four times a year.

Tips on Working with the Media

In working with the media, keep the following tips in mind:

1. It is very important to establish a close relationship with all varieties of news media in your region—newspapers, magazines, radio and television (especially cable). If you do not already have a media list, develop a complete list including the names, addresses, telephone and fax numbers, and email addresses of all media contacts. Be sure to get the name of the media representative at that publication or station that handles health and medical issues. These people change positions and/or responsibilities quite often, especially in the larger cities, so try to update the list at least twice a year. (Note: Your organization's public relations department may already have this information, which could be made available for you to use).

2. Establish deadlines with each contact. Know how much lead-time they need to receive articles for publication, for calendar listings, and for news conferences.

3. Be concise but informative when using press releases. Make it of interest. Use local statistics when possible. Use quotes of key people involved. Be certain to include the date, contact names, and telephone numbers for further information.

4. Allow sufficient time for a news release to be received and then follow up by telephone. Also, offer additional information if needed. You can make it easier for the interviewer (fewer notes) by providing supplemental written information or press packets. This also reduces the likelihood that you will be misquoted.

5. Sample public service announcements (PSAs) have been included in this campaign kit. Issue these and/or build your own (using local and/or regional data or incidents when possible). A quote from the medical director of your local burn center and your local fire chief will definitely add credibility and interest to the PSA.

Press Conferences

In scheduling a press conference, be sure to plan ahead, and try to ensure that your press conference does not conflict with any other event if possible. Plan your conference at a convenient time, so that reporters, photographers and camera crews will be able to meet publication deadlines and scheduled news programs (e.g., the noon news and the nightly news).

Issue a "media alert" notifying the media of the press conference, the reason for it, the names and organizational affiliations of those who will be attending, as well as the date, time, location, and other details surrounding the conference. If possible, combine forces with other concerned groups; for example, a burn center, a fire department, a police department, or a school district. Because they are able to draw from personal experience, burn survivors can speak effectively about the pain and suffering associated with burns, and they are able to capture and hold the media's interest. Although both burn survivors and their families are newsworthy, it is important to make certain they are willing to be interviewed and are prepared for the questions they may be asked. Do not add to their trauma by placing them in a situation for which they are not emotionally prepared.

Other tips to keep in mind for press conferences include the following:

- Prior to the press conference, try to determine who is planning to attend and which media they represent. Make sure you have a sufficient number of informational packets on hand to distribute.

- If circumstances call for it, have your own photographer on hand and who can quickly develop photos for distribution to press members who were not accompanied by a photographer. If advance photographs can be made available, this will add to the speed with which the news can be printed.

- Set an agenda, distribute it, and follow it. Allow for questions and answers at the end of the conference—not during it. If necessary, limit the number of questions from a reporter and/or the amount of time it takes to answer.

- Be sure to follow up with each person who attended the news conference. This will give you an opportunity to provide them with additional information they may need and also to determine when their story will run. Also, once their story has run—and especially if it was a favorable item—be sure to thank the reporter, either by telephone or with a brief note.

Sample Public Service Announcements and Press Releases

Sample Public Service Announcement (PSA)

Subject	**Contact**
Gasoline Related	Name: _____
Burn Injury Prevention	Organization: _____
	Telephone: _____

Start use: Immediately
Stop use: Indefinitely

READING TIME: 10 Seconds

"Gasoline-related burn injuries can injure the people you love." Call the (insert local identification) for free gasoline burn prevention tips at (phone number).

READING TIME: 20 Seconds

Gasoline related burn injuries can injure the ones you love. The (insert local identification) reminds you to use gasoline wisely by keeping it locked up and away from the reach of children. For free gasoline burn safety tips, call (insert local identification) at (phone number).

READING TIME: 30 Seconds

Gasoline and flammable liquid related burns are preventable. That is just one of the messages the (insert local identification) wants you to remember this week. According to the United States Fire Administration, there are an estimated 400 gasoline-related burn injuries each year. Remember, never use gas or other flammable liquids around a flame source. Always store the container in a cool and well-ventilated area.

The (insert local identification) has free gasoline-burn-related safety tips that will keep your family safe from burns. For more information, call (local phone number).

Sample Public Service Announcement (PSA)

Subject

GENERAL SUMMER SAFETY
FIRE AND BURN

Contact

Name: _____
Organization: _____
Telephone: _____
E-Mail: _____

Start use: Immediately
Stop use: Indefinitely

READING TIME: 10 SECONDS

Barbecues, swim parties and rides in convertibles. Ah, summer is here again. Call the (insert local identification) at (phone number) for ways to keep your family safe from burns this summer.

READING TIME: 20 SECONDS

Sunbathing, backyard barbecues, fireworks, boating, and motorcycling are a sure sign that summer has arrived. So, too, is thunder and lighting. Unfortunately, with summer comes an increased risk not only for sunburn, but for other types of burns. Call (insert local identification) at (phone number) for tips on how to keep your family safe from burns this summer.

READING TIME: 30 SECONDS

With summer comes sunny days, convertible tops down, schools out, short sleeved shirts and vacations. It's a time to relax and enjoy family and friends while attending backyard barbecues, swimming parties and fireworks demonstrations. But with all these summer activities comes the increased risk of sunburn and other, more serious burn injuries. Keep your family safe by contacting (insert local identification) at (phone number) for tips on how to keep your family safe from burns this summer.

Sample Public Service Announcement (PSA)

Subject

SUMMER SUNBURN AND HEAT EXPOSURE PREVENTION

Contact

Name: _____
Organization: _____
Telephone: _____
E-Mail: _____

Start use: Immediately
Stop use: Indefinitely

READING TIME: 10 SECONDS

Barbecues, swim parties and rides in convertibles. Ah, summer is here again. Call the (insert local identification) at (phone number) for ways to keep your family safe from sun and heat-exposure this summer.

READING TIME: 20 SECONDS

Sunbathing, backyard barbecues, fireworks, boating, and motorcycling are a sure sign that summer has arrived. Unfortunately, with summer comes an increased risk not only for sunburn but for also for heat exhaustion and heat stroke. Call (insert local identification) at (phone number) for tips on how to keep your family safe from sunburn and over-exposure to heat.

READING TIME: 30 SECONDS

With summer comes sunny days, convertible tops down, short sleeved shirts and vacations. It's a time to relax and enjoy family and friends, while attending backyard barbecues, swimming parties and fireworks demonstrations. But with all these summer activities come the increased risk for sunburn, as well as heat exhaustion and heat stroke. So keep your family safe by contacting (insert local identification) at (phone number) for information on how to prevent sunburn and over-exposure to heat.

Sample Public Service Announcement (PSA)

Subject

SUMMER VEHICLE BURN PREVENTION

Contact

Name: _____
Organization: _____
Telephone: _____
E-Mail: _____

Start use: Immediately
Stop use: Indefinitely

READING TIME: 10 SECONDS

School's out and now it's time to take that familiar road trip in your family vehicle. Contact (insert local identification) at (phone number) for safety tips on how to prevent burns associated with your car or other family motor vehicle.

READING TIME: 20 SECONDS

School's out and now it's time to take that familiar road trip in your family vehicle. Although you're probably used to taking the time to plan your route and your recreational activities, it's even more important that you take the time to increase your chances of having a safe, injury free trip. Call (insert local identification) at (phone number) for free summer vehicle safety tips to help make your trip free from burn injuries.

READING TIME: 30 SECOND

Temperatures rising, children outside playing, and your family vehicle parked in the driveway with the doors open . . . could this be a formula for disaster? Yes, children trapped inside vehicles in the summer can be disastrous. To protect your family from this tragedy, call (insert local identification) at (phone number) for free vehicle summer safety tips.

Sample Public Service Announcement (PSA)

Subject

CAMPING FIRE AND BURN SAFETY

Contact

Name: _____
Organization: _____
Telephone: _____
E-mail: _____

Start use: Immediately
Stop use: Indefinitely

READING TIME: 10 SECONDS

The car is loaded, the children are buckled up, directions to the campsite are in hand, and pets are secured. What have you forgotten? The Camping Fire and Burn Safety Checklist. Call (insert local identification) at (phone number) for your free safety checklist.

READING TIME: 20 SECONDS

The tent's up, the children are down by the lake, you're reading a book . . . everything seems perfect for your camping experience, but have you included your camping safety check? Contact (insert local identification) at (phone number) to get your to get your free copy of the Camping Fire and Burn Safety Checklist.

READING TIME: 30 SECOND

Summertime brings out family fun and activities. Camping is one way for families to get back to nature and enjoy some quality family time. As you plan your family camping activities and think about what you'll need to make your vacation enjoyable, don't forget to spend some time to plan for a safe trip as well. (Insert local identification) would like to remind you to include safety in your camping trip. To get your free copy of the Camping Fire and Burn Safety Checklist call (insert local identification) at (phone number).


Fact Sheets
SUMMER
RECREATIONAL
and CAMPING
BURN
PREVENTION
A Campaign Kit for Burn Awareness Week 2002

Fact Sheet
Heat Illness

In the summer, the combination of high heat, high humidity and smog can be very dangerous. You need to be extra careful if you:

- Drink alcohol beverages
- Take certain prescription medications
- Are elderly
- Have heart or lung condition

Some medications make it harder for your body to control its temperature or make it more likely for you to get a sunburn. If you are on two (2) or more medications, you may be at even greater risk for heat-related illness.

Here are some things you can do to keep from getting sick from the heat:

- Drink lots of water and juice, even if you don't feel thirsty.
- Try to stay out of the sun, especially in the middle of the day. If you have to be outside, stay in the shade as much as possible.
- If you have a hat, wear it.
- Wear loose fitting, light weight clothing.
- Try to take it easy and rest as much as possible.
- If you have to walk a long way, try to do it in the early morning or evening.
- Try to spend time in cool places with air conditioning.
- Take a cool shower from time to time.
- Try to spend some time near the lake or waterfront where it is cooler.

Seek medical attention if you have the following signs of heat illness:

- Rapid breathing
- Weakness or fainting
- More tiredness than usual
- Headache
- Confusion

You can help someone with heat illness by doing these things:

- Call for help
- Take extra clothing off the person
- Cool the person with cool water by sponging or bathing
- Move the person to a cooler place
- Give the person sips of cool water, not ice cold water

If you become ill, faint, have trouble breathing or feel confused, call 911 (in most places) or seek transport to your doctor or nearest hospital immediately.

Fact Sheet
Sunscreen

Are You Getting the Most from Sunscreen?

Although the best choices for sun protection are to cover as much of your body as possible with clothing, to wear a hat and, whenever possible, to seek shade, sunscreen is helpful too. Here is a checklist for effective sunscreen use. How many can you check?

- Choose a sunscreen with a Sun Protection Factor (SPF) of 15 or higher. Make sure it has both Ultraviolet-A (UVA) and Ultraviolet –B (UVB) protection. If you have fair skin, light-colored eyes and hair, freckles, or spend a lot of time outside, use sunblock with an SPF 30 or higher.
- Read and follow the manufacturer's recommendations on the bottle or tube. Check for the expiration date on the product.
- Apply sunscreen 20-30 minutes before going outside to allow time for the active ingredients in the sunscreen to reach the protection level.
- For sunscreen to be effective, it must be applied generously to dry clean skin. Don't forget your ears, nose and the back of your neck. Use a SPF 15 sunscreen (the standard recommendation for sunscreen is a SPF 15 or higher).
- Reapply sunscreen every 2 to 3 hours, after perspiring, or after the skin becomes wet, to maintain maximum effectiveness.
- If applying more than one substance (e.g., sunscreen and insect repellent) on your skin, always put the sunscreen on first and wait 30 minutes before applying the second substance.
- Use a sunscreen even on cloudy, hazy or foggy days.
- Always test for allergic reaction when first using a sunscreen. Apply a small amount on your inner forearm for 2-3 days consecutively. Check for adverse reaction. Talk with your pharmacist about alternative choices.
- Remember to apply lip balm with a SPF of at least 15 frequently and reapply after eating or drinking.

Remember, no sunscreen provides 100% protection.
So, apply sunscreen and then cover up with a hat, a long-sleeve shirt and long pants.

Fact Sheet
Block the Sun, Not the Fun!

Watch the Clock
Try to limit the time you're in direct sun between 11 a.m. and 4 p.m. Set an alarm clock or take a timer with you if you are at risk for falling asleep in direct sunlight.

Make a statement with shades hat, and a wild t-shirt
A cool pair of UVA/UVB-blocking sunglasses protects your eyes like nothing else. As for your hat if you get really hot, dunk it in water, and then pull it on (but make sure it's a wide-brimmed hat). Of course, a long-sleeve T-shirt is a must for summer fun.

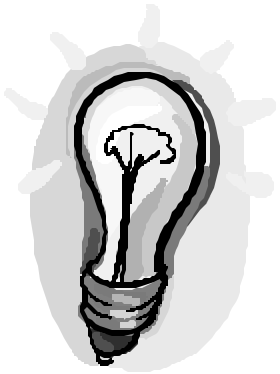
Block the sun year round
It is possible to burn all year (that includes cloudy days). So whether you're walking to school or outside playing, don't forget to block the sun year round.

Use a Sunblock with an SPF of at least 15
If you have fair skin, light-colored eyes and hair, freckles, or spend a lot of time outside, use sunblock with a SPF 30 or higher. Apply sunblock 15 to 30 minutes before you go out. Reapply after prolonged swimming, vigorous activity, sweating, or toweling off.

Remember your ears, nose, neck, hands and feet
These areas may seem small but they can burn big time. Always cover these areas with sunblock.

Waterproof your skin
If you're spending a day at the beach or at the pool, cover up with waterproof sunblock. After swimming, toweling off, sweating, and/or vigorous activity, be sure to reapply sunblock.

Share your sun smarts!
Parents and kids help each other remember to follow these tips all year long!



Fact Sheet
Camping Safety

The incidence of children, as well as adults, being burned by campfires and burning coals at the beach and at camping areas is a serious but often overlooked problem. For example, hot coals buried in the sand can retain an intense heat for up to 24 hours. Anyone who walks or falls on hot coals can be severely burned. Fire rings or fire pits present more obvious and apparent risks for burns. Burns can be life threatening if clothing ignites. Adults should be cautious when a campfire or hot coals are present, and parents should always keep a watchful eye on toddlers and children. Special care should be exercised with flammable liquids and around any open flame near tents.

The American Burn Association recommends that the following precautions be taken to reduce the risk of camping-related fires and burns:

Tents

- Use a tent made of flame-retardant material.
- Use a flashlight or battery-powered lantern inside the tent or any other closed space.
- Heat or flame producing appliances (e.g., lights, heaters, cooking appliances) should never be used inside or close to a tent.
- Campers carrying fuel for propane/gasoline type stoves in the trunk of the car should take the precaution of opening the trunk periodically to ventilate the compartment.
- Pitch your tent at least 15 feet upwind from grills and fire pits.
- Maintain at least a three-foot clear area, free of leaves, dry grass, pine needles, etc., around grills, fireplaces and tents.

Select a safe site

- Secure necessary permits to build a campfire.
- Scrape away grass and needles within a 10-foot diameter.
- Use a designated fire pit if available.
- Build your campfire or cooking fire downwind, far away from your tent.

Build a safe campfire

- Have water readily available prior to building your fire.
- Children should never build a fire, even with adult supervision.
- Never use a flammable liquid (especially gasoline) to start a fire or hot coals. Explosions can result.
- Strictly observe all fire laws or ordinances and regulations.
- Adults should always supervise children around fires.

Campfire cooking

- When near campfires and grills, wear snug-fitting, tightly woven, or short sleeved garments.
- Make certain that everyone knows how to put out a clothing fire: STOP, DROP and ROLL.
- When cooking or roasting marshmallows, make certain appropriate footwear and shoes are worn—no sandals or open-toes shoes.

Extinguish your fire safely

- Never leave a fire unattended.
- Before you leave your campsite, make sure the fire is properly extinguished. Douse and stir with water.
- An extinguisher of some type (e.g., shovel, bucket of water, fire extinguisher, etc.) is an essential piece of equipment for all campers. It could be a lifesaver.

Fact Sheet
Children and Sunscreen

Are your children getting the most from sunscreen?
Although the best choices for sun protection are to limit your time in direct sunlight by staying in the shade and covering up, sunscreen is helpful too. Here is a checklist for effective sunscreen use. How many can you check? Be sure to teach your children these tips for getting the most from a sunscreen.

- Choose a sunscreen with SPF 15 or higher that gives protection from both UVA & UVB rays. Apply the sunscreen 15-30 minutes before going outdoors. If your children are going to be outside for longer than 2-3 hours, an SPF of 20-30 might be a better choice. (Note: Sunscreens are not recommended for infants under six months of age).
- Read and follow the manufacturer's recommendations on the bottle or tube. Check for the expiration date of the product. Discard after the expiration date.
- Apply sunscreen 30 minutes before going out. This is important. It allows time for the active ingredients in the sunscreen to reach their protection level.
- Apply sunscreen generously to dry clean skin. Sunscreen must be applied to dry clean skin generously and thoroughly to be effective. Don't forget ears, nose, back of neck and backs of legs. Also use an SPF 15 sunscreen lip balm for lips.
- Reapply every 2-3 hours and after perspiring. Sunscreen (including waterproof varieties) should be re-applied every 2-3 hours and after skin becomes wet to maintain maximum effectiveness.
- If applying more than one substance (e.g. insect repellent) on the skin, always put the sunscreen product on first, then wait 30 minutes. Then apply the second substance. (Note: Insect repellants not recommended for children under age 2).
- Use a sunscreen even on cloudy, hazy, foggy and cool days.
- Always test for allergic reaction when first using a sunscreen. Apply a small amount on your child's inner forearm for 2-3 days consecutively. Check for adverse reaction.

Remember, no sunscreen is 100% effective. So apply sunscreen and then cover up with a hat, long-sleeve shirt and pants.

Fact Sheet
A Message to parents:

What myths are your children learning about the sun?	
Myth 1: Are your children learning that a suntan is a sign of health?	**Fact:** A suntan is a sign that your skin is trying to protect itself against the sun's damaging rays. The tan will fade but damage to your skin cells remains and adds up over the years.
Myth 2: Are your children learning that you can't get a sunburn on a cloudy or cool day?	**Fact:** Up to 80% of the sun's rays can pass through light clouds, haze, mist and fog. The UV Index can be high even if the temperature for the day feels cool. You can get a sunburn even on cloudy and cool days. Sunburns increase your risk for skin cancer.
Myth 3: Are your children learning that only fair skinned people are at risk from too much exposure to sunlight?	**Fact:** Too much sunlight can damage eyes leading to cataracts, and the skin, leading to sunburn, premature skin aging and skin cancer. Everyone, regardless of skin color, needs protection from the sun.

Our children *face a risk of developing skin cancer during their lifetime. The key to preventing skin cancer in your children's future is to teach them to* ***protect themselves today!***

Fact Sheet
Protect Your Eyes

Protecting your eyes from too much sunlight is important every time you are outdoors!

Sunlight can damage the delicate tissues of your eyes. As a result, over time, there may be changes in your eyes and your vision because your body cannot always repair the damaged eye tissue. The more often your eyes are exposed to sunlight without protection, the higher the chance you have of developing eye problems, such as cataracts, later in life.

Eye problems from too much exposure to sunlight can be prevented. Protect your eyes when working outdoors by:

- Putting on UV blocking sunglasses.
- Wearing a hat (or hard hat) with a wider brim (7.5cm/3 inch brim if possible).

When choosing a pair of sunglasses, make sure they:

- Block out both UVA and UVB rays and are free of distortion.
- Have lenses that are medium-to-dark gray, green or brown in color (Be aware that the darkness of the lens does not indicate the amount of UV protection).
- Fits snugly to your face (even when perspiring) have warp-around frames for additional protection.

Be sure to have regular complete eye examinations. It is an excellent way to check your eye health, maintain good vision and keep informed about new and better options to protect your eyes from too much sunlight.

Resources and Websites*

Summer Recreation & Camping Burn Prevention
A Campaign Kit for Burn Awareness Week 2002

American Burn Association (ABA) –
www.ameriburn.org

National Weather Service –
www.nws.noaa.gov

United States Fire Administration –
www.usfa.fema.gov

Environmental Protection Agency –
www.epa.gov

American Academy of Dermatology –
www.aad.org

Environment Canada –
www.msc-smc.ec.gc.ca/cd/brochures/warning_e.cfm

Sunscreen –
www.city.toronto.on.ca/health/sun/sunsafety_screen.htm

Parent's Guide –
www.hc-sc.gc.ca/ehp/ehd/catalogue/general/sun_safety/protection.htm

Firefighters Safety Magazine –
www.safety-network.com/ffsm/e.html

**Other websites may be available, please contact your local government agencies, hospitals or fire department.*

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Burn Awareness Week Campaign Subcommittee 2001-2002

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User Survey

Summer Recreational and Camping Burn Prevention

A Campaign Kit for Burn Awareness week 2002

We appreciate your suggestions and recommendations for future Burn Awareness Week campaigns. Please use the backside for additional comments. Please complete this form and return to the American Burn Association, 625 N. Michigan Ave., Suite 1530, Chicago, IL 60611 (Fax: 312-642-9130). Thank you.

Date: _____

Profession (Please Check): Nursing ___
Fire/Life Safety Educator ___
Public Health Educator ___
Other _____

1. Did the content covered in the campaign kit meet your learning needs?
   Yes **No**
   If you answered **no**, please specify what we can include to meet your needs.

2. Was the length of the subjects adequate to cover all information you feel you needed?
   Yes **No**

3. Were the handouts and resource materials helpful?
   Yes **No**

4. What did you like most about the campaign?

5. What did you like least about the campaign?

6. How did you hear about the Burn Awareness Week Campaign Kit?
   (Please check all that apply)
   ___ ABA website
   ___ Journal of Burn Care and Rehabilitation
   ___ Postcard mailed to institution
   ___ Word of mouth
   ___ Other: _____

7. How did you obtain the materials?
   ___ Requested hard copies from the ABA Central Office
   ___ Downloaded from the ABA website
   ___ Other: _____

8. What pieces of the campaign kit did you use? Please check all that apply.

   Educator's Guide
   ___Statistics
   ___What is a burn?
   ___Emergency care for burns
   ___Publicity guide
   ___Public Service Announcements
   ___PowerPoint slide presentation/instructor guide

   Public Education Materials
   ___Fact Sheets
   ___Newsletters
   ___Press Releases