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Dear Prevention Partner:

With the release of the 2006 annual ABA Prevention Committee Campaign, I would like to alert you to our planned changes in how these campaigns will be produced.

With the widespread availability of burn and fire prevention information on the internet, it makes little sense to create one large annual campaign on a topic that may not be universally applicable to all areas of the country. Beginning in 2007, the Committee will switch from production of one large annual campaign to the development of multiple smaller campaigns on a variety of topics. At the same time, existing campaigns will be revised and updated as needed. The existing campaigns will then be distributed to over 33,000 firehouses in the United States funded by a FEMA Prevention Grant.

In the coming year, we plan to create a prevention-specific website to complement the regular ABA website. The website will contain both the existing campaigns, and a variety of newer and smaller campaigns. By making these changes, we will enable burn prevention educators to choose topics relevant to their own communities, rather than be tied to the one topic chosen for the annual campaign. We solicit your input on what topics and formats would be most useful for your prevention programs.

The first of these smaller campaigns will be on the topic of home fire safety at the woodlands (wildlands) / urban interface. This will be released in time for Burn Awareness Week 2007. After this point, there will be no specific Burn Awareness Campaign produced. Instead, we invite you to visit the website and download what will work best for you during Burn Awareness week, and during the rest of the year.

Details of the new website will be distributed as our new endeavor evolves. We look forward to our continued partnership in prevention.

Sincerely,

David J. Barillo, MD, FACS
Chair, ABA Prevention Committee