

## Prevention SubCommittee Report for BBA AGM 2021

With the enthusiasm and support of the committee we have continued to push the burns prevention message over the past year, albeit mainly in an online or virtual capacity.

Child Accident Prevention Trust (CAPT) again focussed one day of their Child Safety week on Burns and Scalds. This took place on 2<sup>nd</sup> June 2020. At our August meeting Katrina Philips from CAPT kindly provided feed back to us on how their week was managed this year in light of COVID.

We had planned a study day back in June 2020 which had to be cancelled as lockdown restrictions increased. This was postponed and held as a virtual meeting in August 2020. The meeting was well attended and had contributions from Ken Dunn (IBID data), Alison Tweddle (CBT), Kate Rivera (Raw Marketing), Katrina Philips (CAPT), Mary Kennedy (Midlands network) and Victoria Elliot (Cheshire Fire and Rescue Service).

National Burn Awareness Day was held on Wednesday 14<sup>th</sup> October 2020. Many services adapted their usual activities but continued to raise awareness in creative ways. Fire services across the country also shared the burn awareness messages. Search for #BeBurnsAware on Twitter to see some of the content shared.

Children's Burns Trust once again provided the NBAD toolkit and spearheaded the social media campaign (with help from Raw Marketing). They have reported that Facebook posts reached 279,770 (an increase of 42% from 2019) between 24<sup>th</sup> September to 21<sup>st</sup> October. Engagement and new followers also increased. Twitter posts had 72,400 impressions and 202 mentions (both an increase from 2019).

Nottingham Burns Services displayed posters at their unit door and on trust screen savers. They gave out Burns 'Safety cards' to the general public and staff. They ran a quiz and lucky dip and aim to use the answers given on the quiz to focus their awareness campaign next year.



Some examples of Alder Hey's tweets:

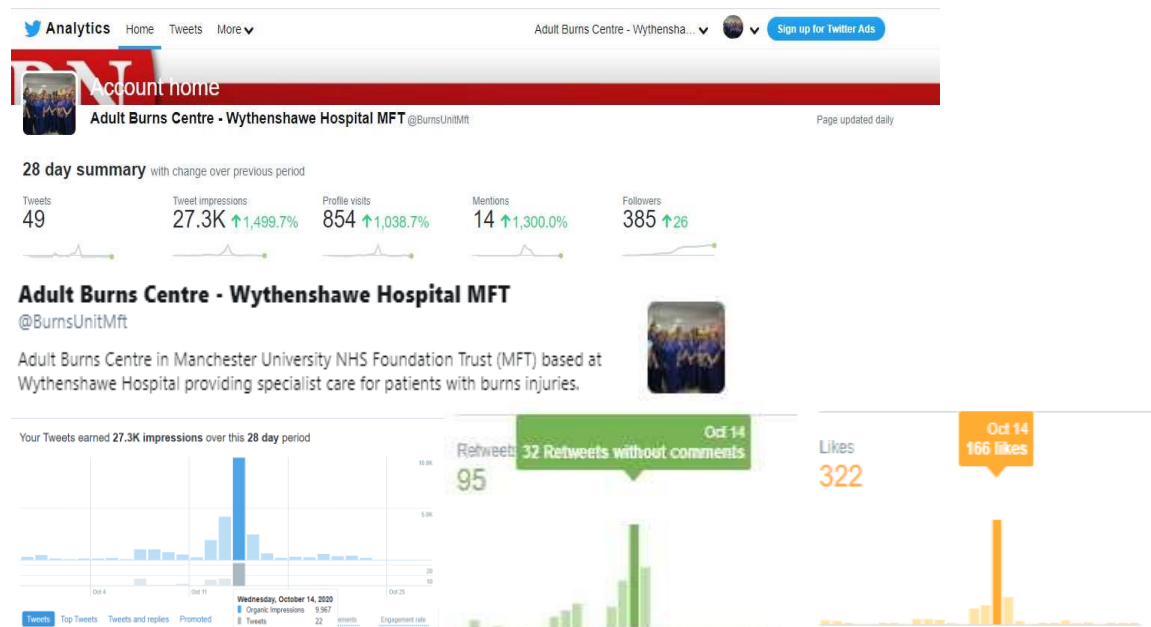


For NBAD Wythenshawe circulated a message to over a thousand email addresses and decorated the burns centre entrance with facts and figures as they were unable to have a stand in the hospital. They were also very

active on twitter sharing examples of a typical day in the burns unit.



### National Burn Awareness Day (NBAD) – Our Twitter Engagement & Analytics



Wythenshawe also produced further Burns prevention posters which have been disseminated to BBA members.



The BBA position statement on Bonfires and Fireworks has been updated and can be viewed on our website. <https://www.britishburnassociation.org/wp-content/uploads/2017/06/BBA-Position-Statement-on-Fireworks-and-Bonfire-Night-9.2.21.pdf>

A further virtual meeting was held in November 2020. Janine Evans from Swansea presented her BBA funded research project aimed at increasing burn prevention advice given to older adults. Discussions and reflections were shared on NBAD 2020, including the reach of social media activity, and Victoria Elliott fed back on Cheshire Fire services week long events. The date for NBAD 2021 has been set as 13<sup>th</sup> October.

After the AGM I will be stepping down as chair of the Prevention sub-committee and passing on the baton to Nadeem Khwaja. I wish Nadeem all the best in the role and I am sure he will take the committee in an exciting and fresh direction.

As I come to the end of my time chairing the committee, I would like to thank all those who have been involved and supported me in this role for the past 3 years. It has been a pleasure to work with many passionate staff from services across the country, as well as collaborative working with other burns charities.

Vicky Dudman