



Burn Awareness Week
Preventing Burn Injuries

Burn Awareness 2010

Preventing Gasoline and Scald Burn Injuries

Feb. 7-13 is Burn Awareness Week, and during this week, Shriners Hospitals for Children® will kick-off a year-long campaign focused on preventing gasoline and scald burn injuries. A special Web site has been developed for the campaign, www.burnawarenessweek.org.

Preventing burn injuries and burn awareness education should be an ongoing effort, not just a week-long campaign. Shriners are encouraged to share gasoline burn prevention messages throughout 2010 using materials developed specifically for this effort.

Shriners International and Shriners Hospitals for Children® have been participating in Burn Awareness Week for nearly 20 years, and the 2010 campaign will use a multimedia approach, encompassing print, broadcast and online resources in order to reach as many people as possible with this important information.

Scald burns, which are caused by hot liquids, steam or foods, are the most common burn injury among young children and the leading cause of accidental death in the home for children under age 4. U.S. hospitals treat an estimated 16,000 children under 5 for scalds a year, according to the Consumer Product Safety Commission.

In spite of the routine use of gasoline, many people do not know about the dangers of gasoline. Gasoline is highly volatile – the fumes are capable of ignition from several feet away. Reckless use and improper storage of gasoline lead to thousands of young children and teens being burned every year. The highest at-risk group for gasoline and

other flammable substance burns are kids age 13 and older.

Shriners Hospitals for Children® encourages Shriners, firefighters, teachers, parents, caregivers and other members of the community to participate in the campaign by visiting www.burnawarenessweek.org for important gasoline safety and burn prevention messages and tips and information on how to order free materials, including lesson plans for students in grades K-3, facts sheets about gasoline safety, coloring books, posters, stickers and copies of a DVD developed specifically for teen audiences.

www.shrinershospitals.org

