

National Burns Awareness Month

Community Awareness Kit



About National Burns Awareness Month

Burns are a major cause of injury for Australians. Burn injuries can have a long-term impact on patients, not just physically, but also mentally.

National Burns Awareness Month (NBAM) is an initiative of Kidsafe Australia, run in partnership with the Australian and New Zealand Burns Association (ANZBA). The campaign is held in June each year, as there is a significantly increased risk of burns during winter. The aim of the month is to drive greater awareness amongst the Australian community of burns prevention and the correct first aid treatment for burns.

This Community Awareness Kit has been developed to support your organisation, group or service to get involved with National Burns Awareness Month. You will find everything you need in this kit, including links to posters, brochures, checklists, learning activities, videos, social media posts and graphics and a media release template.



Posters & Checklists

We have a range of posters and checklists that you can utilise to help raise awareness amongst your local community of the prevention and correct first aid treatment for burns and scalds.



National Burns Awareness
Month A3 Poster



Home Burns Safety
Checklist



Burns First Aid
Banners

Social Media Assets

We have a range of resources that you can utilise across your social media channels to show your support and involvement throughout the month, as well as helping to raise awareness amongst your local community of the prevention and correct first aid treatment for burns and scalds.

To download the social media resources – including posts and accompanying graphics – please [click here](#).

There will also be a range of burn prevention and treatment topics posted throughout the month through Kidsafe Australia's social media channels that you can engage with.

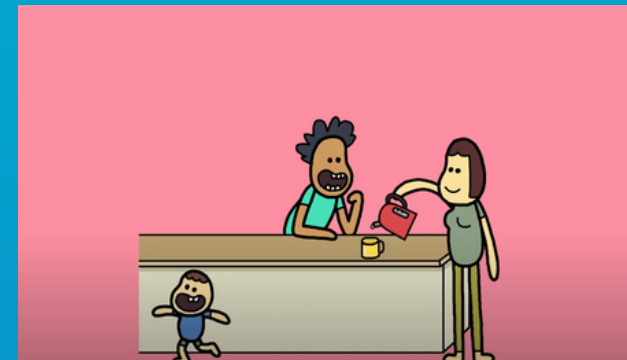
To keep up to date, follow us on [Facebook](#) and [Instagram](#).



Animations & Videos

Here are a range of videos that you can use across your social media accounts, website or digital screens (e.g. televisions in waiting rooms or reception areas).

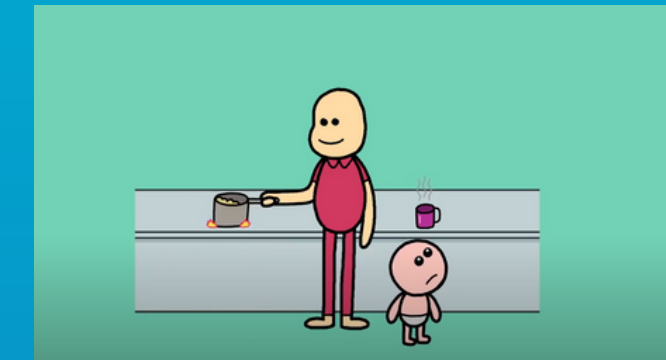
They can be used to help raise awareness amongst your local community of the prevention and correct first aid treatment for burns and scalds.



Hot Liquid Scalds



Campfire Safety



Burn Safety



How NOT to treat a burn



Preventing Burns and Scalds in Children

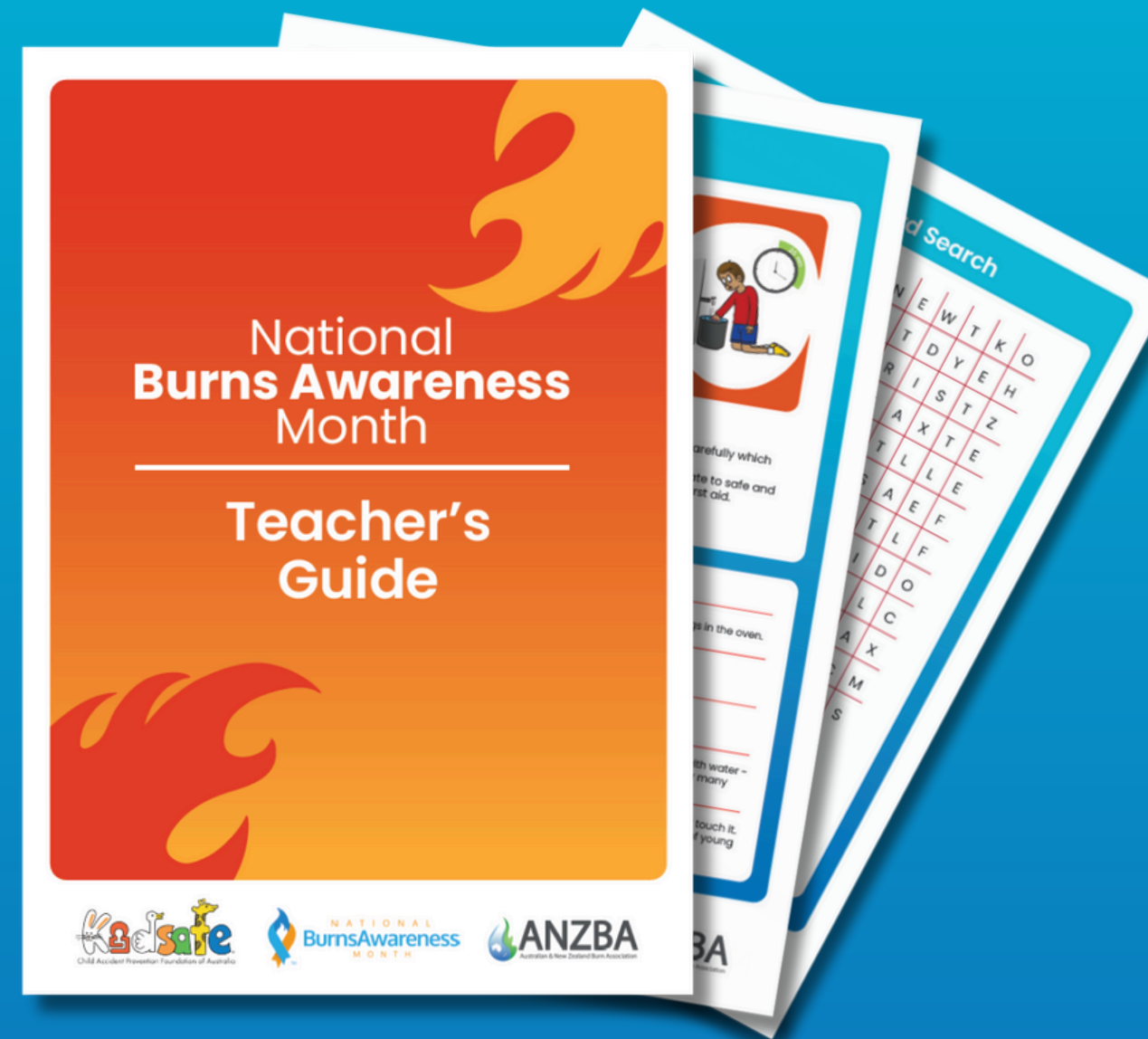


Safety Ninja

Primary School Resources

Check out our Teacher's Guide, which includes learning activities focused on burn prevention and first aid, for children aged between 6-13 years.

These resources are designed in line with the Early Years Framework and National Curriculum.



Teachers Guide



Burns Card Game

Media Release Template

Issuing a media release to local media is a great way to promote your organisation, group or service's involvement in National Burns Awareness Month.

Our media release template provides some suggestions to get you started as well as providing links to where you can find statistics on burn injuries to include in your release.

To download a copy of the template, please [click here](#).

Media Release (Date)

National Burns Awareness Month
(Insert Title/Headline)

Kidsafe Australia is urging parents and carers to be extra vigilant this winter to prevent burns, and ensure they are aware of the correct first aid steps for burns.

The call comes during National Burns Awareness Month, an Australia-wide campaign run by Kidsafe Australia focused on raising awareness of prevention and correct first aid treatment for burns and scalds across all age groups.

(Insert statistics/information relevant to the specific burns topic e.g. number of burns that occur in the home and the relevant prevention messages. Statistics can be sourced from the latest version of the BRANZ annual report [here](#)).

"If a burn happens, then it's critical that cool running water is applied to the burn area for 20 minutes. Administering correct first aid measures can make a significant difference in the rehabilitation and long-term outcome of the burn injury", said (insert spokespersons name).

Prevention and treatment of burns and scalds

- Prevent - take action to prevent burns and scalds. Learn more at <https://kidsafe.com.au/national-burns-awareness-month/>
- Remove - remove yourself from danger. Remove any clothing and jewellery from the burn area unless stuck to the skin
- Cool - place the burn under cool running water for twenty minutes. Items like ice, oil or butter should never be placed on a burn
- Cover the burn with a clean dressing
- Seek medical attention if the burn or scald is on the face, hands, feet, genitals or buttocks, is larger than a 20-cent coin or blistered.

For more information about National Burns Awareness Month and burns prevention and first aid resources, please visit:

- [Kidsafe Australia](#)
- [ANZBA](#) - the peak body for health professionals responsible for the care of the burn injured in Australia and New Zealand
- Twitter [@BurnsAwareMonth](#)
- Facebook [@kidsafeaustralia](#)

About National Burns Awareness Month

National Burns Awareness Month is an initiative run by Kidsafe Australia. It is held at the beginning of winter in June each year as there is a significantly increased risk of burns during winter months. A series of national educational and awareness initiatives will be run throughout the month to raise awareness regarding the prevention and correct first aid treatment of minor burns.

Thank you for supporting National Burns Awareness Month

For more information, please visit the Kidsafe Australia website:
<https://kidsafe.com.au/national-burns-awareness-month/>

