



Shriners Hospitals for Children is Committed to the Prevention of Scalds

Annual Campaign Focuses on Increasing Awareness

(Jan. 28, 2015) TAMPA, Fla. -- Feb. 1-7, 2015, is Burn Awareness Week. During this period, Shriners Hospitals for Children® will begin its annual burn prevention campaign. This year's effort again focuses on teaching children to "Be Burn Aware," especially at home. The majority of preventable burn injuries occur in residences. Homes are the sites of thousands of burn injuries to children every year, including scalds, fire-related injuries, and even electrical burns. Many of these incidents could have been easily prevented by following and implementing some basic safety tips. A large number of burn injuries, especially those sustained by very young children, are caused by scalds – the campaign will emphasize ways to protect youngsters and prevent these painful injuries.

The campaign will include materials for children, as well as general, burn and fire prevention information for parents and other concerned adults. Information and campaign materials can be found on our burn awareness and prevention website, beburnaware.org.

"Year-round, Shriners Hospitals for Children works to prevent burn injuries by providing burn awareness education. In 2015, our year-long campaign 'Be Burn Aware,' will kick off again, and will continue to focus on teaching children and their parents ways to avoid burn injuries, especially at home. As part of the annual campaign, there will be information on preventing scalds, fire and electrical-related injuries, as well as those caused by other incidents around the home" said Kenneth Guidera, M.D., chief medical officer, Shriners Hospitals for Children. "We hope to reduce pediatric burn injuries through education, as many of these injuries are preventable."

The campaign again features two child-friendly characters that showcase and share our messages. Boots and Brewster – a caped, cuddly bear and a googly-eyed teapot, are featured in activity books for children ages 3-7 and 8-12. The entertaining duo leads the children through the various rooms of a house, pointing out dangers, and how to easily correct or avoid them. The children's materials are designed in a memorable, age-appropriate manner.

"Shriners Hospitals for Children is committed to improving and protecting the lives and health of children," said Richard Kagan, M.D., chief of staff, Shriners Hospitals for Children — Cincinnati and member of the physician executive team. "Our burn awareness campaign is one element of that effort. Following prevention guidelines can keep children and families safe and help them avoid potentially serious, devastating injuries."

Shriners Hospitals for Children encourages everyone concerned with keeping children safe to visit burnawareness.org for important burn prevention tips and information on how to order the free materials, some of which are available in both English and Spanish.

About Shriners Hospitals for Children

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. The 22 locations in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. Shriners Hospitals for Children is a 501(c) (3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law.

Contact: Fabiana Lowe, Shriners Hospitals for Children, 813- 281-7164, filowe@shrinenet.org