

Use National Burn Awareness Week as the perfect “excuse” and opportunity to connect with your communities, engage your colleagues, and promote your department’s fire and life safety (FLS) activities.

Okay, sounds great, let’s do it! Not sure where to start or what exactly to do to highlight National Burn Awareness Week? Here are some ideas to get started:

- Check out the newly revamped National Burn Awareness Week materials created by our fellow burn and fire service colleagues: www.ameriburn.org While this year’s theme is broad (i.e., all mechanisms of burn injury or “The MOB”), consider targeting your outreach efforts around the most frequently occurring type in your local population.
- Do an educational outreach presentation on burn injuries and prevention in a school, senior center, civic group meeting, place of worship, or other location where folks in your local community gather.
- Hint: Don’t forget to use NFPA’s [educational messaging](#) in your talk.
- Reacquaint yourself with the numerous NFPA materials focused on burn injuries located on the [“Burn Awareness”](#) page.
- Sponsor a student or community contest with a burn awareness or prevention focused theme. Contests can involve the creation of games, short videos, apps, songs, public service announcements, posters, photos, colored drawings, or other artwork. Prizes can be donated items, gift cards, “bling” from your department, a fire truck ride, or allowing the winners to be a VIP special guest at your station.
- Use the winning entry from the above contest to do a press release or social media blast to promote your burn awareness and safety messages.
- Hold an open house. Better yet, reach out to your nearest burn center or foundation and partner to host a joint event! Offer fun interactive educational activities, such as a prevention scavenger hunt, safety relay race, or FLS question-based trivia games (e.g., jeopardy, fishing, spin-the-wheel).
- Hug a burn nurse, send an e-hug, or just say thanks! Contact your nearest burn center to maintain a strong partnership, rekindle an old one, or to start a new one. Together we make an effective team in raising burn, fire, and safety awareness.
- Launch a friendly trivia competition internally in your department (yes, we are competitive souls with our colleagues!) on burn injury and prevention facts.
- Start an Online Challenge (a positive one!): Challenge the youth, older adults, or families in your community to come up with potential creative solutions to prevent burn injuries in their peers.
- Engage the media: Give an interview, write a press release, and/or provide them with local burn data and stories.
- Reach out to burn survivors in your community. They can be powerful and effective partners in increasing awareness on burn injuries and delivering your FLS educational messages.
- Approach local schools and health/science teachers to do a school class assignment related to burns (e.g., physiology, incidence, first aid, treatment, recovery). Projects could be developing a written report, essay, presentation, debate, newspaper article, etc.