

# THE BENEFITS OF BURN AWARENESS WEEK IN A LARGE METRO AREA HOSPITAL

## Burn Awareness Week

for our hospital was a collaborative event that addressed a pressing public health issue targeting demographic locations.

It became a **catalyst** to continue burn awareness within our health system.

Our **2017 trauma registry** determined that 61% of pediatric burn admits were scald burns and most were < 6 years old.

Geo-mapping identified at risk areas by ethnicity and zip-codes. Our Burn Awareness Week messaging was designed based on this information.

More than 1500 people attended the 5-day event.

CHILDREN'S MEMORIAL HERMANN HOSPITAL

# Julissa

12 años de edad

Julissa sufrió quemaduras en el muslo después de derramar un tazón de fideos calientes.



“Nunca imaginé que esto pasaría y hemos dejado de usar esos fideos empaquetados. Padres: Supervisen a sus hijos cuando estén comiendo porque yo no querría que otro niño y sus padres pasen por lo que mi hija ha experimentado.”

- Janeth Galindo

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## Patient testimonial storyboards

### Sunlight

3 years old

Sunlight was scalded on her chest and arms after she climbed on top of a stove and was splashed by a pot of hot water.



“My advice to other parents is to be very careful and keep your eyes and ears open because anything can happen in a matter of seconds.”

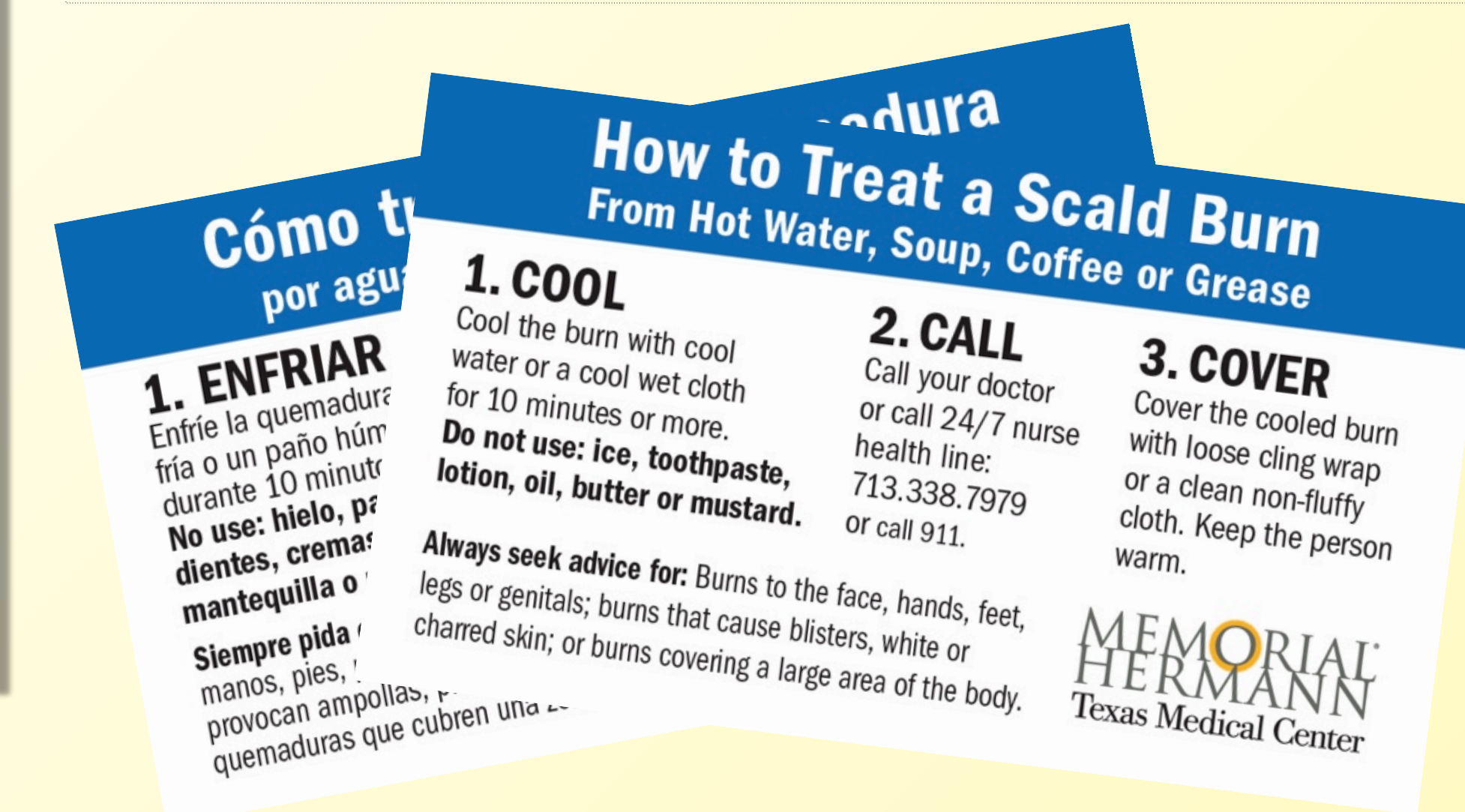
- Precious Cole

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## Interactive activities



## Bilingual 1st aid fridge magnets



## Lessons Learned

Bilingual education

may be necessary for large metro communities

Interactive approach

to education works best

Continue with system wide and community based education