

# Media Release: National Burns Awareness Month

3<sup>rd</sup> June 2024

Kidsafe Tasmania CEO Jenny Branch-Allen

From the 1<sup>st</sup> – 30<sup>th</sup> June 2024



## How to keep safe around winter's hottest trend!



Administering the correct first-aid treatment in the first three hours of a burn injury can significantly reduce the severity of minor burn injuries. In winter we embrace spending time with friends and family around fire pits, where significant burn injuries can occur. This winter Kidsafe Australia is encouraging everyone to learn the correct first aid steps to treat a burn injury.

National Burns Awareness Month is an Australian-wide campaign run by Kidsafe Australia to inform and educate on the preventative measures and treatment of burn injuries. With an increase in fire pit sales and usage, burn injuries are becoming more frequent. The major focal point of the campaign is to promote the correct first aid should a burn injury occur.

Fire pit burn injuries can result from direct contact with the flames or coals and through heat transference onto other surfaces. It takes only a matter of seconds before a life-long injury can occur. Preventing a fire pit burn injury for all ages is the safest option.

According to data from the Burns Registry of Australia and New Zealand (BRANZ), in 2021/22, 2,786 patients were admitted to burns units across Australia and New Zealand. BRANZ identified that 34.5% of burn injuries were a result of a burn from a flame. A scald caused a further 32.7% of injuries.

Fortunately, 56.9% of all patients received gold-standard first aid, which is 20 minutes of cool running water within three hours of the injury. This is a significant improvement, but more awareness is still needed to ensure all have access to gold-standard first aid.

“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 Holly Fitzgerald.

### **Prevention and treatment of burns and scalds**

- Prevent – take action to prevent burn and scald injuries. Learn more at: <https://kidsafe.com.au/national-burns-awareness-month/>
- Remove – remove yourself from danger. Remove any clothing, jewellery or nappies from the burn area unless stuck to the skin.
- Cool – place the burn under cool running water for twenty minutes. Never place ice, oil or butter on the burn.
- Cover – protect the burn with a clean dressing
- Seek – seek medical attention if the burn or scald is on the face, hands, lap or feet, is bigger than a 20-cent piece or is 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 burn injuries in Australia and New Zealand
- Facebook @kidsafeaustralia

### **About National Burns Awareness Month**

National Burns Awareness Month is an initiative run by Kidsafe Australia. It is held annually in June as there is a significantly increased risk of burns and scalds 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.

Media Enquiries

Jenny Branch-Allen,

KIDSAFE TASMANIA CEO –

M: 0417 381 721

[Jenny.branchallen@gmail.com](mailto:Jenny.branchallen@gmail.com)