

Burns Campaign Launched

Safekids New Zealand announced its year-long national campaign focusing on Burns Prevention/Fire Safety. Running from July 2008 to July 2009, the goal of the campaign is to reduce the incidence of burns injuries among children 0-14 years.

A collaborative safety programme in partnership with Starship Foundation, ACC, the New Zealand Fire Service, Burns Support Group Charitable Trust, Plunket, key agencies and 60 community-based coalitions throughout New Zealand, the campaign focus will be on four key burns contributing factors: hot drinks & food, fire in the kitchen and home, flammable clothing, and hot water temperatures.

“Six children die as a result of a burn every year, and there were 2,162 recorded hospitalizations due to severe burn injuries in New Zealand between 2002 to 2006,” said Safekids NZ Director Ann Weaver. “Burns rank as New Zealand’s fifth most frequent cause of unintentional death, and every day a child is burned severely enough to be hospitalized.”

“The good news is burns are preventable, and through effective collaboration among agencies and interested partners, the campaign creates national awareness and supports local initiatives on preventing child burns injuries,” Ann added.

For burns resource information and safety messages, visit: www.safekids.org.nz.

