

# Education and Prevention Programmes in Canada

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# School Programmes

- School Fire and Burn Prevention Programmes fall into three categories.
- 1. Early Childhood & Pre-school (3 years to 6 years)
- 2. Elementary (6 years to 11 years)
- 3. Junior High & High School (14 years to 19 years)

# Pre-school & Early Childhood

- The belief is that the younger we start the the more likely we are to realise a successful outcome.
- Volunteers attend a 20 minute session with a small group and sing songs such as “Matches are tools not toys” and show a few pictures of things in the home that can burn, such as kettles, irons, hot water.
- Follow up is colouring books and teacher/carer contact.

# Elementary School

- One of several visual burn survivors visits the school and tells of their own story and how they got burned. According to the grade and age of children some pictures are shown and questions answered.
- A “get out alive” plan is developed & discussed
- Follow up with teachers and students within 3 months. Earlier grades use Learn Not To Burn programme or Sesame Street Fire and Burn Prevention programme

# Junior High & High School

- Education Coordinator and Burn survivor visit the school and discuss burn injury and causes. Pictures are shown and burn survivor gives a more in depth explanation of their burn experience and how it has affected their lives.
- Topics such as body image and sexuality are often touched on.
- Students are told that no question is “out of bounds” so discussion is very frank.

# Measuring the results

- It is difficult to measure the Early Childhood but feedback from carers who follow through with the children has shown that, through colouring books, songs, and discussions the children retain knowledge and are aware of the danger of burns

# Elementary School

- Usually when a burn survivor returns the children have lots of questions and stories. These are dealt with in a 20 minute session as experience has shown the attention span of this group and retention of information is drastically reduced after this time.
- The presenter does not always return to the school but the teacher will follow up via a questionnaire and/or oral discussion

# Junior High & High School

- Follow up varies. Young age groups are spoke with in a group setting, get out alive plans are discussed and programme is reinforced from first visit.
- Older age groups are also spoken to in group setting but question and answers are on a more adult level. Some questions have been written down to allow the presenter to se them and think about appropriate answers.



# Custom Programmes

- Custom programmes are delivered to all age groups where a problem with burns or fire is present. The actual situation will be discussed with teachers and parents before the presentation takes place. The problem will be discussed frankly but without belittling or berating a single individual or group.

# Measuring the outcome

- Follow up is done as needed and planned with the teachers and parents.
- Example: Large rubbish containers in a district that had 5 schools in the area were being set on fire on a regular basis. All students were spoken to and a group was identified as being the main culprits.
- Group talked to individually, educated, and the result was the fires stopped

# Adult Education Programmes

- Workplace Safety
- Old Age Homes
- Households

# Workplace

- Usually industry
- An Educator addresses employees, shows slides and discuss examples shown. Educator is often a volunteer fire fighter or Emergency Services personnel
- Usually requested by the safety department and follow up is through meetings with them

# Old Age Homes

- Educator attends and gives a group talk. Usually main topics are kitchen/hot water and smoking in bed.
- Follow up is performed by volunteers and though quite social it is still reinforcing what was talked about and has had good results

# Households

- An annual phone campaign is made and TV & Radio ads are aired.
- The phone campaign focuses on changing the batteries in the smoke detectors and hot water safety

# COST

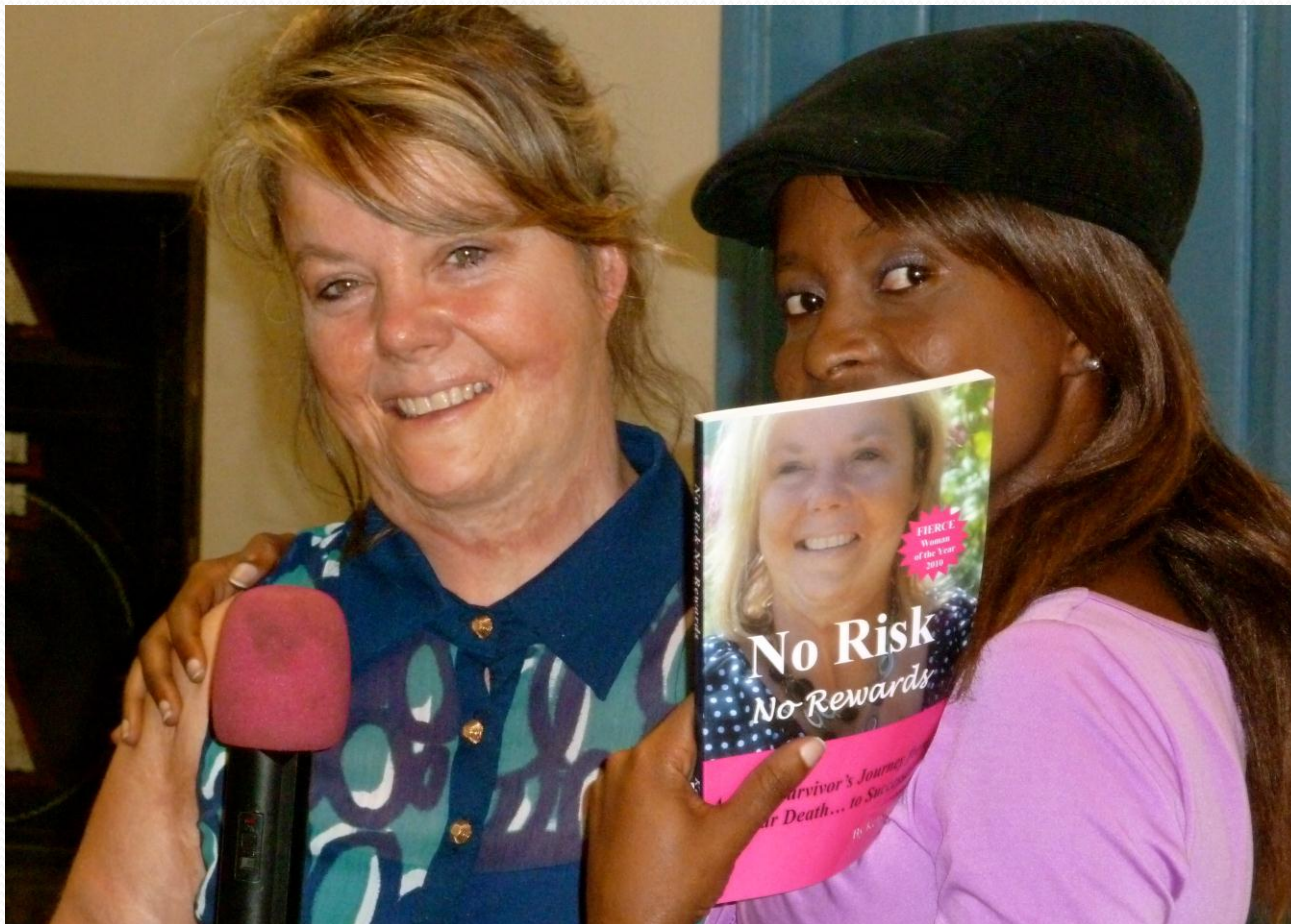
- The cost of a burn injury is very high. The average hospitalised burn injury in Canada is estimated to be \$250,000 (2.2 million Rand)
- However, this does not include the cost of the lost property, lost work time, family expenses, or long term rehabilitation i.e. after complete discharge when such things as cream have to be used for life.
- Possibly more importantly it does not take into account the emotional cost, which can never be measured in monetary terms.

# SUCCESS

The following photo's of some of our volunteers and Educators tell the stories of success for a few but they really represent the many



**Kelly** was burned when she was a child over 65% of her body. A volunteer with the Canadian Burn Foundation she is a Bestselling Author and a International Motivational Speaker who lives to achieve her dreams and help to inspire others. She is currently working on a project in Kenya working with burn survivors in the Kibera and Sinai slums.



**Dustin** was burned in a house fire when he was 8 years old. Today he is in his 20's, working full time and his attitude and ethics have brightened his life and the lives of those around him, including other young burn survivors. He is a key volunteer and a young man with a future.



**Joy** was 11 years old when she was burned to 70% Of her body. Her teenage years were problematic but thanks to Camps, Young Adult Retreats, and a good support network Joy turned her life around. She is now married, a mother, and a manager in a multi-national company



# Conclusion

- Whilst prevention is difficult to measure it must be recognised that burn injury in Canada decreased by 27<sup>0</sup>% from 2000 to 2010.
- After 15 years of delivering Education programmes we are convinced many lives have been saved and much property has remained intact.
- Over 85<sup>0</sup>% of all households in Canada now have working smoke detectors.
- **EDUCATION AND PREVENTION WORK!**