

## Burn Injuries to Children...

**life-threatening** – a leading cause of accidental childhood deaths

**cause scars** – both physical and emotional – potentially for life

**painful** – extensive medical treatment – continues for years

*but ...*

**80% are Preventable!**



*PARTNERSHIP for Kids*



*fire and burn prevention*

... combining burn and fire prevention expertise of the Burn Institute with your local Kiwanis Club's commitment to children.

## Burn Injuries to Children...

Kiwanians consider children to be our top priority. We've made pediatric trauma prevention a clear focus. Statistically, children are among the most vulnerable to burn injuries; burn injuries are a leading cause of childhood deaths. We all know how painful even a small burn can be. Just think about how devastating serious burn injuries must be to children.



Medical experts advise that major burn injuries threaten virtually every system in the body—nerve endings can be destroyed, with no restoration possible—skin, which provides infection protection, is compromised—kidney function is threatened—lungs and respiratory tract are often damaged.

And scar tissue in children does not grow and stretch as the child's body grows. In many cases, skin tissue must undergo surgery periodically as the child matures to allow for growth and range of motion.

Psychological challenges parallel the physical. For those with visible scars, life can be constant stares, startled reactions and averted eyes.

Children in particular can be cruel to one another.

**The most significant fact about burns is that four out of five are PREVENTABLE—most often through education.**

### **PARTNERSHIP for Kids**

- **Who are the "partners"?**
  - Your local Kiwanis Club – involved in your community; committed to child safety
  - Burn Institute – a non-profit health education organization headquartered in San Diego, that conducts fire and burn prevention programs and creates educational materials, funds burn treatment research, helps burn survivors overcome their injuries
- **What are their roles?**
  - Burn Institute – provides fire and burn prevention & education expertise – updates educational programs based on current burn injury statistics – provides website ordering of PARTNERSHIP materials, and reporting of educational contacts
  - Your Kiwanis Club – orders the programs at-cost - makes arrangements with preschools and Kindergarten through Second Grade sites – provides materials to teachers who present to student – reports number of students trained to website

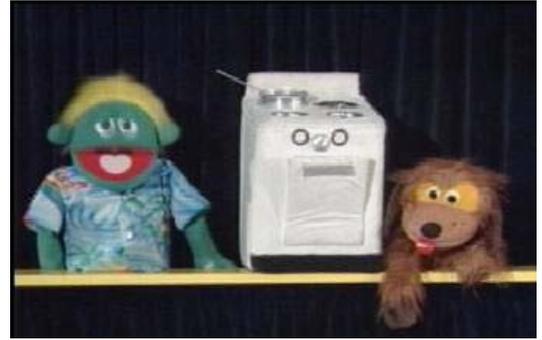
The Burn Institute was founded in San Diego, California in the early 1970's to help establish a regional burn treatment center to serve the area. With the start of the University of California, San Diego Regional Burn Center in 1972, the Burn Institute shifted its primary focus to prevention and support.

Burn Institute goals include support of the UCSD Burn Unit, educational programs and literature aimed at burn and fire prevention, programs to help burn survivors empower themselves, and research grants supporting burn treatment and research.

### **Created by Kiwanis Club of Sunrise Vista — California**

...motivated by tragic deaths and injuries to children

- Sunrise Vista created the concept and developed the *Kiwanis—Burn Institute PARTNERSHIP for Kids* relationship
- Secured Burn Institute Board of Directors support of concept
- Obtained seed money grant from Kiwanis Cal-Nev-Ha Foundation
- Raised \$22,000 for video production and initial printing
- Produced puppet show videos (English and Spanish)
- Designed Orientation video, and "Teacher's Kits", for Preschool program and K-2 program
- Field-tested components



## Components

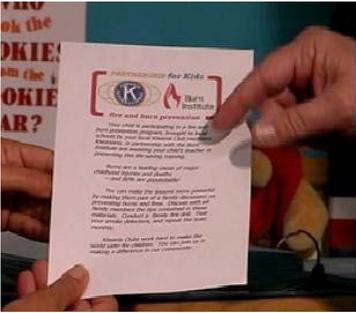
- **Orientation video**
  - overview and motivational introduction to program (VHS or DVD)
  
- **Preschool curriculum "Burni the Dragon"™** (Preschool Teacher's Kit)
  - 20 page instructor's guide with six lesson plans and support materials (English or Spanish)
  - Teacher's Kit includes teaching tools:
    - smoke detector
    - water bottles (tactile learning: "what's hot – what's not")
    - enlarged drawings
    - "Stop Drop & Roll" poster
  - Letter to parents (advises of program and suggests family involvement)
  - Pamphlet for parents (identifies major family fire & burn safety issues)
  
- **K-2 puppet show-based program "Let's Stay Safe from Fires and Burns"™** (Elementary K-2 Teacher's Kit)
  - Video tape in English or Spanish
  - Suggested support activities for teachers
  - "Stop Drop & Roll" poster
  - Coloring book—reinforces learning
  - Letter to parents (advises of program and suggests family project)
  - Pamphlet for parents (identifies major family fire & burn safety issues)

The orientation video is recommended for motivating club members, and to help members explain the program to prospective schools. Order one "Preschool Teacher's Kit" or one "Elementary K-2 Teacher's Kit" for each participating teacher. Coloring books, letters to parents and pamphlets for family study are ordered in packs of 50. The Parent Letter and "Know the Facts" pamphlet (or alternate "Safety Checklist") broaden and reinforce learning through the whole family. The Letter further encourages parents to check out the local Kiwanis Club.

## How can MY club get involved?

- Order and review Orientation video—shows components and provides motivation
- Make community contacts
  - Preschools – Head Start – Childcare sites
  - Public and private schools – "AM-PM" programs
  - Youth groups, churches, synagogues, mosques
  - Contact local fire department—offer opportunity to partner in student learning
- Order "Teacher Kits" (Preschool Teacher's Kit and/or K-2 Teacher's Kit) and supporting materials
- Prepare teacher kits and supporting packages
- Assist teacher with materials, encouragement (but teacher, not Kiwanian, presents material)
- Document contacts, learning progress
- Report results on website - important for evaluating program's effectiveness
- Receive certificate and order patch for club banner

- Recognize that you've made a difference in a child's life



### **Is this a one-shot program? NO!**

- Children build knowledge through repetition
- Six-month to one-year repeat cycle is recommended
- Awards given for on-going or expanded participation

Not only do new students come along, but retention by past students of these life-saving behaviors is strengthened through repetition. It's a great on-going community project, focused on childhood burn trauma prevention.

### **Does this program reach beyond the child into the family?**

- Parent Letter recommends family participation at home
- Letter advises of program, and is accompanied by an educational pamphlet
- Same letter tells of Kiwanis community involvement, suggests membership

### **What if there's a burn education group in my area?**

We encourage active participation by Kiwanians in your local burn and fire prevention organization. Your support is extremely valuable to them and to their mission. The "PARTNERSHIP for Kids" is designed for areas where no such program exists.

### **Is this program officially recognized by Kiwanis International?**

- Not yet – but we're applying

### **Does anyone benefit financially from the project?**

• No. Initial production costs were funded by Sunrise Vista Kiwanis Club and Cal-Nev-Ha Foundation. The Burn Institute provides material ordering and documentation of number of contacts on their website. Materials are sold at-cost plus a nominal administrative/handling fee, including marketing and development.

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## ORDER FORM

Please order from website: [www.burninstitute.org](http://www.burninstitute.org)

Mail form only if website is unavailable:

**Burn Institute**  
 3702 Ruffin Road Suite 101  
 San Diego CA 92123 (858) 541-2277

(Please help us keep costs down. Payment must accompany order.)

**Club Name** \_\_\_\_\_ **Club #** \_\_\_\_\_ **Division** \_\_\_\_\_ **District** \_\_\_\_\_

**Contact person** \_\_\_\_\_ **Daytime phone** (\_\_\_\_) \_\_\_\_\_

**Shipping Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_ **ZIP** \_\_\_\_\_

**E-mail address for contact person** \_\_\_\_\_

QUANTITY	UNIT PRICE	TOTAL ACROSS
<b>Orientation video</b> —motivational introduction and component examples		
(specify VHS or DVD)	(English only)	<b>\$12.00</b> \$ _____
<b>Teacher’s Kit—Preschool level</b> "Burni the Dragon"™ (teacher curriculum)		
(specify English or Spanish)	<i>single copy of handouts</i>	<b>\$23.00</b> \$ _____
<b>Teacher’s Kit—Elementary K-2</b> "Let’s Stay Safe from Fires and Burns"™ (puppet video)		
(specify English or Spanish)	<i>single copy of handouts</i>	<b>\$28.00</b> \$ _____
<i>bulk handouts</i>		
<b>Coloring Book—K-2</b>	(bilingual—50 count)	<b>\$ 10.00</b> \$ _____
<b>Letter to Parent—</b> all levels	(bilingual—50 count)	<b>\$ 5.00</b> \$ _____
<b>Parent Family Safety pamphlet</b>	(bilingual—50 count)	<b>\$15.00</b> \$ _____
<i>or alternate:</i>		
<b>Parent Family Safety Checklist</b>	(bilingual—50 count)	<b>\$ 5.00</b> \$ _____
<small>"Home Fire &amp; Burn Prevention Checklist"</small>		
<i>recognition</i>		
<b>Club Banner Patch</b>	(each)	<b>\$ 5.00</b> \$ _____
(indicates club-year participation) iron-on—may be used on shirts, caps, too		

**TOTAL ORDER** \$ \_\_\_\_\_

Prices include shipping, handling, tax in continental USA. Inquire about shipping elsewhere.

Materials and prices subject to change. Program improvement suggestions welcome.

PLEASE ALLOW 4 - 6 WEEKS FOR DELIVERY