

Report on	Burns & Scalds Video 'Scarred for Life'
Reporting Officer	Fiona Mc Clements
Contact Officer	Fiona Mc Clements

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	The purpose of this report is to advise the council on the launch of the burns and scalds video 'Scarred for Life.' A soft media launch of the video took place on 26 th October 2017.
2.0	Background
2.1	<ul style="list-style-type: none"> In December 2016, a blind cord safety video 'It only takes seconds' was launched through social media. This video was a result of collaborative working with all 11 councils in NI, the Public Health Agency, ROSPA and other Partners. The purpose was to raise awareness of the dangers of blind cords and the key message that associated deaths/injuries are avoidable. This video was viewed almost 6 million times on social media sites internationally and was shortlisted for the Chartered Institute of Environmental Health Excellence Awards 2017 under the category 'Best Environmental Health Project.' Due to the social media success of this video, a decision was made to produce a second video to raise awareness of the dangers with hot appliances, liquids and bath water. The video is in the latest in a series of awareness-raising activity to reduce the prevalence of accidents that occur in or around the home, and shows how quickly and easily burns and scalds can occur. Every day 21 people in the UK are admitted to hospital following a serious burn or scald. In the home, the very young and very old are most at risk. Burns and scald injuries can result in disfiguring scars. Due to the high incidence, the decision was made to raise awareness of burns and scalds injury with this video.
3.0	Main Report
3.1	<ul style="list-style-type: none"> The latest video is called 'scarred for life' and highlights the dangers associated with hot appliances, liquids and bath water. The video can be viewed by visiting www.nidirect.gov.uk/burns-safety-advice. Similar to the blind cord safety video, the Public Health Agency and the NI Councils worked in partnership to produce the video which has also been endorsed by the Royal Society for the Prevention of Accidents. This video has also been tested with a number of Sure Start groups and has been approved by SOLACE, the Home Accident Prevention Steering Group, Department of Health colleagues and PHA Reps. The Consultant in Paediatric Emergency Medicine in the Royal Belfast Hospital for Sick Children was also consulted on the video and was the media contact for the press release. The text within the film has been translated in ten other languages so to reach out to the majority of the population.

	<ul style="list-style-type: none"> • Viewers are directed to further information and advice on burns and scalds via a URL to the NI Direct website. Viewers are also advised to contact their home safety officer in their local council or their health visitor. • To support the soft media launch of the video on 26th October 2017, the PHA Communication team worked with Council PR Departments around the communication arrangements for the launch. • The PHA also funded hair straightener pouches to support the launch. The intention is that the pouches can be provided during home safety visits to those who possess hair straighteners but do not have the pouches to protect against burns. • The figures demonstrating social media activity following the launch are provided below: (provided on 7/11/17) <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>PHA Facebook:</p> <p>reached 106,153 people</p> <p>41,000 Views</p> <p>171 likes / 390 shares / 37 comments</p> </div> <div style="width: 45%;"> <p>On the PHA Twitter:</p> <p>Retweeted 44 times</p> <p>Liked 31 times</p> </div> </div>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: The PHA funded the video and the hair straightener pouches.</p> <p>Human: Time spend in relation to officer time for the coordination role in production of this film.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>N/A</p>
4.3	<p><u>Risk Management Implications</u></p> <p>N/A</p>
5.0	Recommendation(s)
5.1	Members are asked to promote this film and share these posts on social media or any other appropriate means, following the launch of this film on 26 th October 2017
6.0	Documents Attached & References
	N/A