

# Burns Prevention and First Aid for Children Video

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## Introduction

Burn injury is common among toddlers. KK Women's and Children's Hospital sees an average of 400 paediatric patients yearly for burn-related injuries. In most cases, accidents occur in the home environment and only 1.3% (about 5 in 400 patients) received correct first aid straight after the mishap.

## Aim

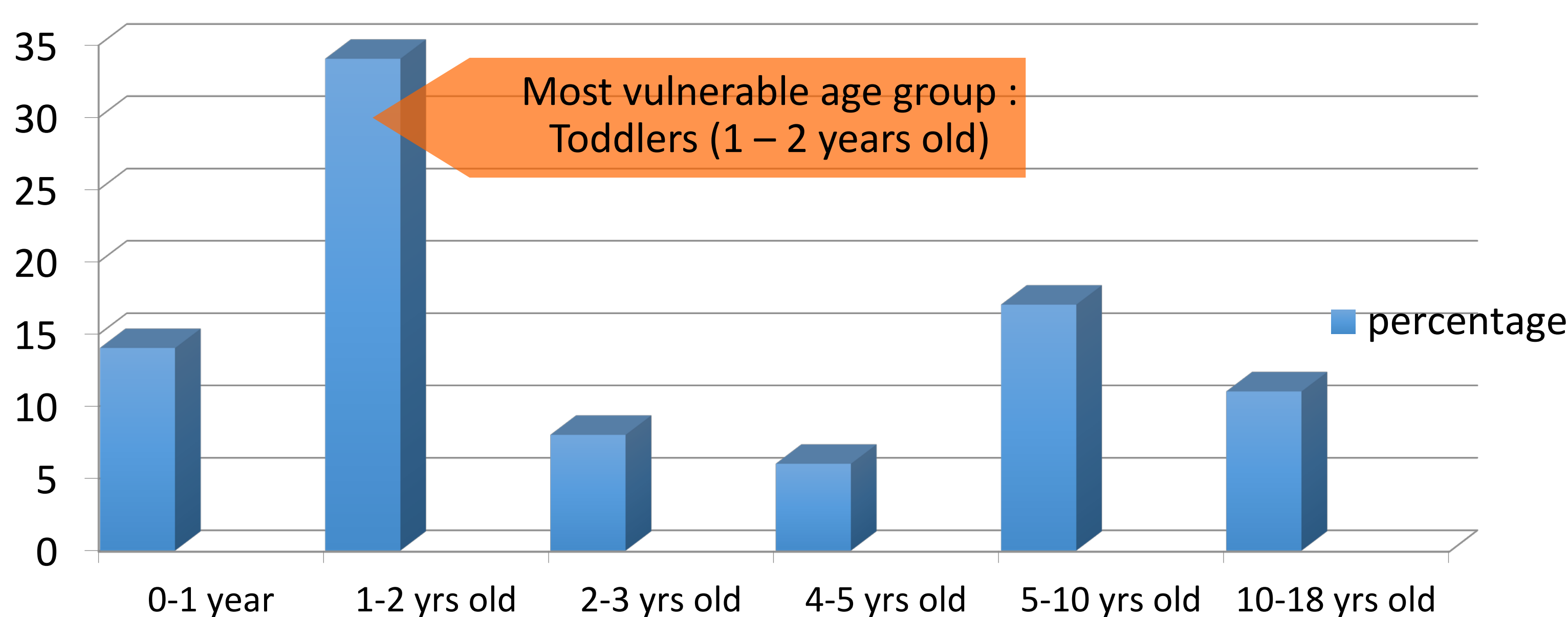


To produce a video to educate parents and caregivers on

- how to prevent burns in children
- administer basic first aid at home

## Root Causes

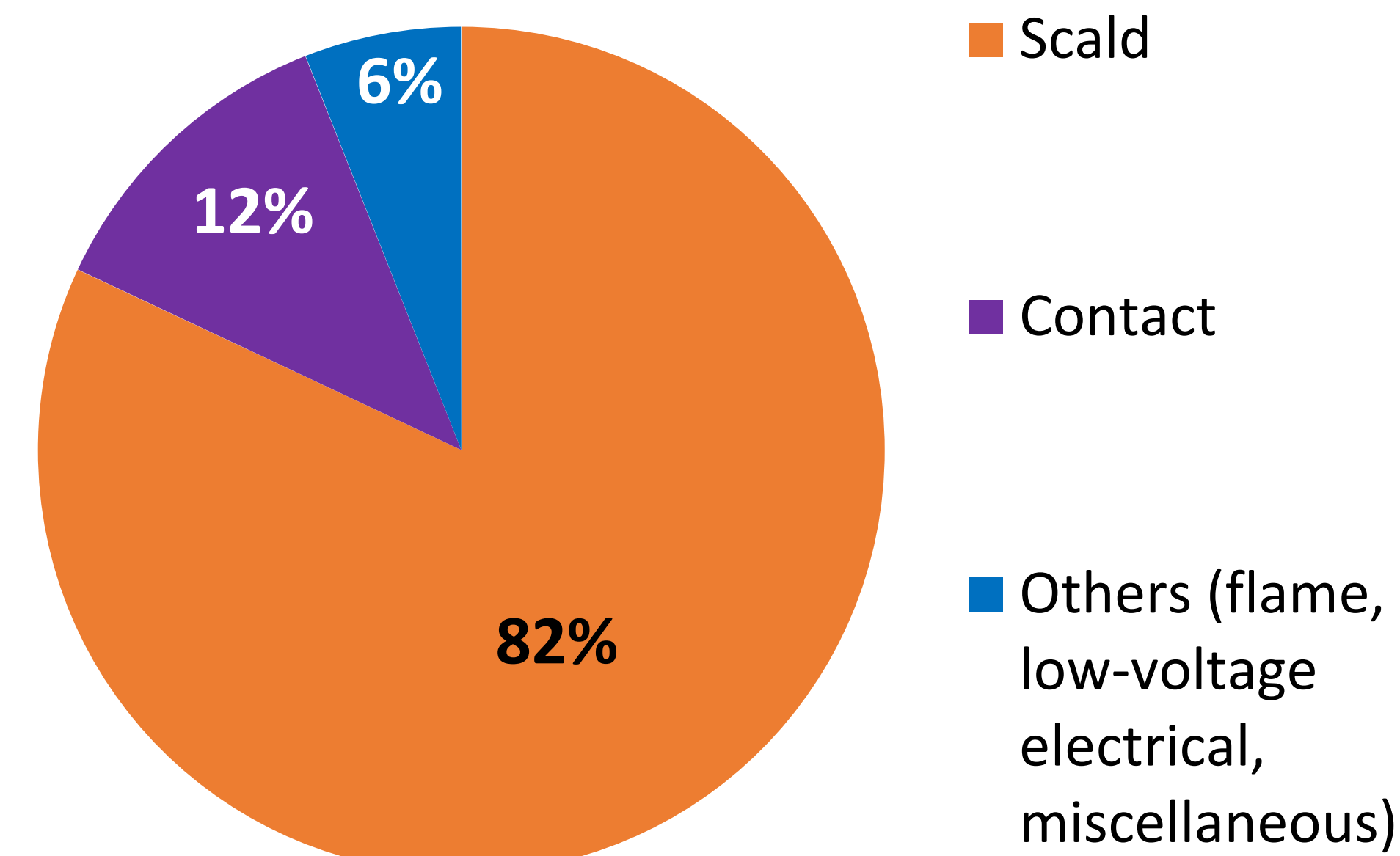
Demographic of Paediatric Patients with Burn-related Injuries



Other root causes include:

- 72% of paediatric burns occur at home
- Of the cases that occur at home, 42% occur in the kitchen
- One in five households in Singapore have a live-in maid from abroad who performs multiple roles including caring for young children at home.

Cause of Paediatric Burns



When asked if adequate first aid is given:

- Only 1.3% administered correct first aid
- Over 80% did not administer first aid
- 6% - used toothpaste, 2% soy sauce, 8% used brief running water
- Others – aloe vera, hazeline snow cream, GP gave ointment

## Methodology

A 2-minute video was produced and shared via the social media platform. The video features latent risks in everyday scenarios with easy-to-follow burn prevention tips and basic first aid on managing minor burns at home.

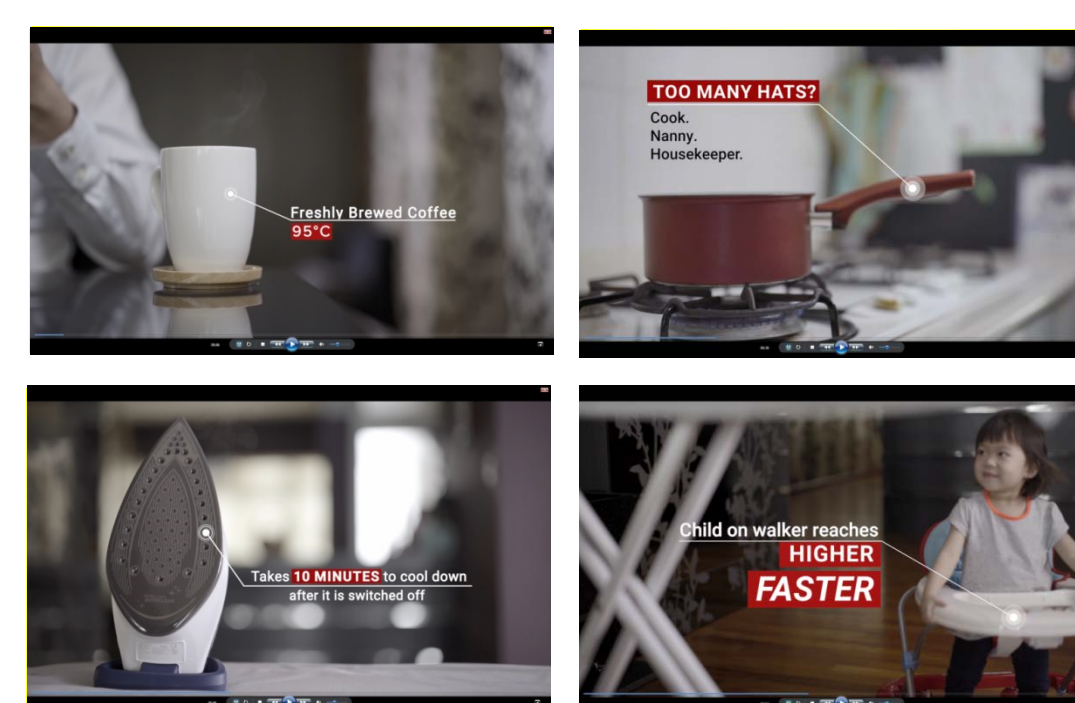
The video was translated to 4 languages (ie. Chinese, Bahasa Indonesia, Tamil and Burmese).

Distribution Channels

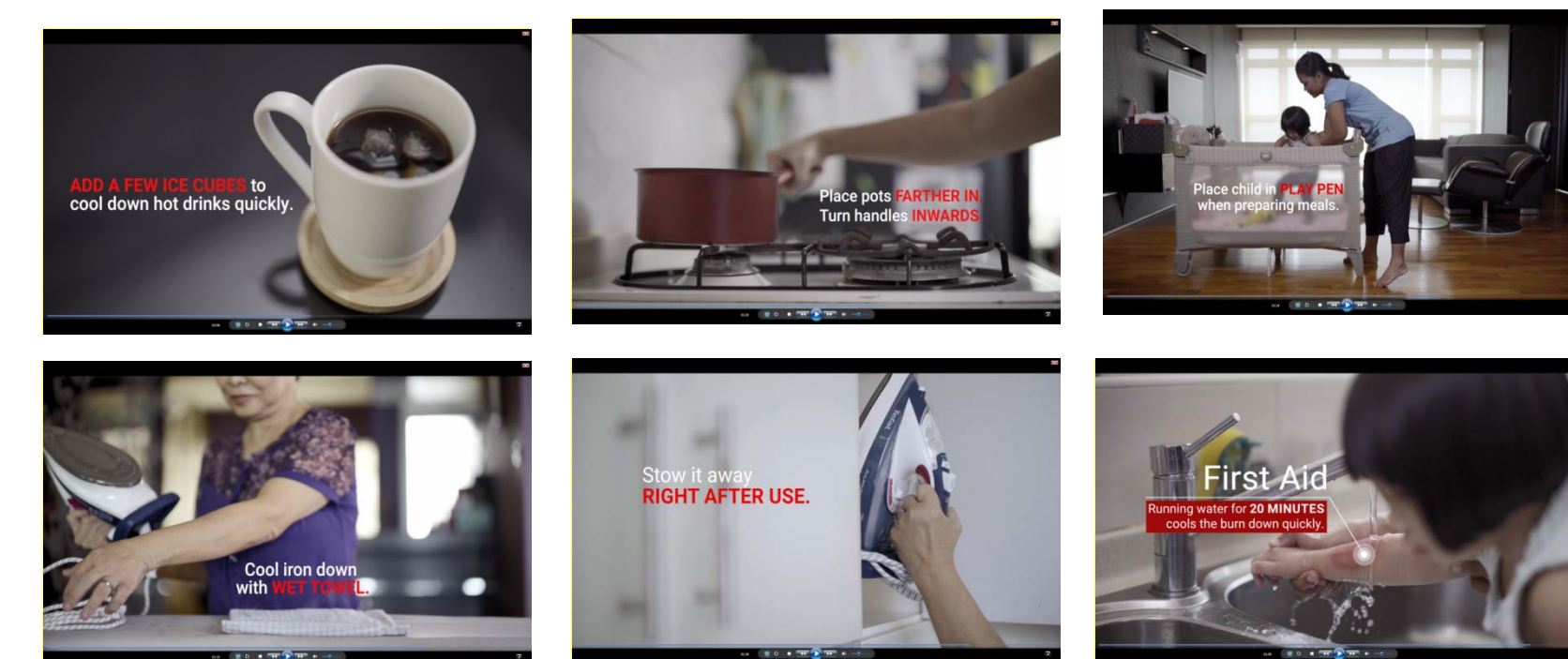


## Screenshots of video

Commonest scenarios contributing to burns in children



Preventive Solutions

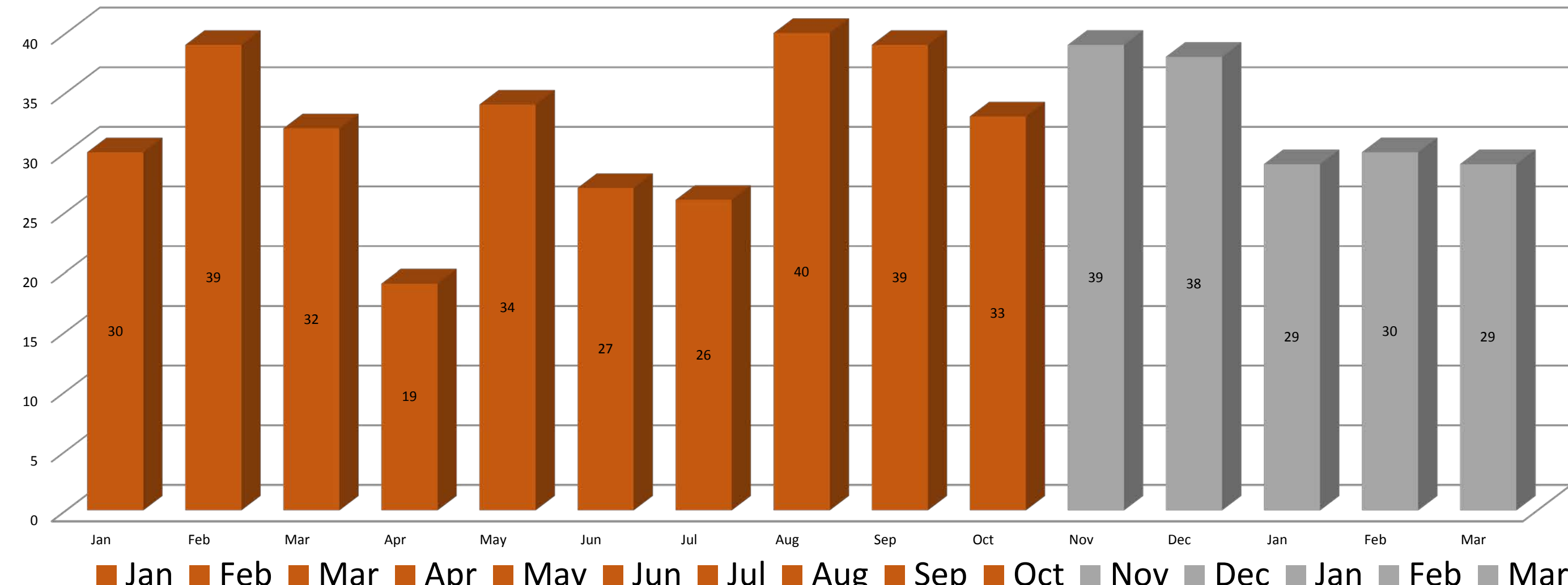


## Results - Social Media Spread

- Video was pushed out in Oct 2017 and garnered more than 23.3K views in a week
- Translated video received >1K shares
- Topic picked up by Shin Min Daily News in Dec 17, highlighting importance of burns prevention
- Since Nov 2017, translated videos are used in Ministry of Manpower's (MOM) Settling-In-Programme, conducted for all new Foreign Domestic Workers
- Occurrence of burn cases gain traction over the next 5 months after video went viral



New Burns in CCRC from 1 Jan 2017 to March 2018



**28.8K Views** (updated Jun 18)



**YouTube >800 Views**

Translated videos received >1K shares

## Conclusion

Young children are most vulnerable to burns; therefore, early outreach to their core caregivers will have positive and lasting impacts on the delivery of safe care to the young. As most childhood injuries are preventable, it is imperative to have teamwork amongst adults and proper supervision in preventing burns. With more people owning smart devices, getting information and interacting via social media, a short but impactful video is an effective medium for public education.