

Leading and Learning:

a medical student's role in local delivery of an Emergency Medicine tailored Burns National Public Awareness Campaign

AIMS: A multidisciplinary approach to an educational campaign in collaboration with medical students aimed to engage the public and educate both staff and the general public in burns management.

Information stand: Manned by a team of doctors and students. Posters were displayed and leaflets distributed to the general public. Families were targeted and stickers provided to engage children.

Surveys: Designed and conducted by medical students. Data showed limited knowledge of first aid response to burns amongst the general public.

Posters: Designed by doctors and medical students, in combination with those supplied by Children's Burns Trust. These were displayed throughout the hospital, including the Paediatric ED.

BURNS AWARENESS DAY
PREVENTION AND TREATMENT

BURNS AWARENESS
>330 people attend the emergency department every day with a burn in England and Wales

1/3 of burns seen in A&E are children

PREVENTABLE HAZARDS
232 children are admitted into NHS burns units every month due to burns from hot drinks

Preventable household burns are also caused by radiators, hair straighteners and bath water

TREATMENT

STOP THE BURN
Strip hot clothes and jewellery from the area
Turn on cool tap - run under water for 10 minutes
Organise medical assistance if needed
Protect the burn with cling film

PAIN RELIEF
Cool the burn until it no longer feels hot
Paracetamol and ibuprofen can be taken at home

AFTERCARE
Drink plenty of water at home
Keep the dressing cool and dry

* 7. If you were to burn yourself with boiling water on your hand today, how would you go about treating the burn? Please provide as much information as possible.

* 8. At what point would you seek medical attention for a burn?

* 9. How confident do you feel in your ability to treat burns?

1. Not at all confident. I would have no idea what to do. 2. 3. I would have some idea of what to do and would call for advice when I became stuck. 4. 5. Very confident. I would know what to do and when to seek medical attention.

Confidence level

Other (please specify)

Prev Next

Over 300 leaflets were given out to the public

Use of hospital intranet and social media: Aimed to raise the profile of National Burns Day and extend coverage. Live tweeting was used. Patients were encouraged to engage with social media.

Seminars for ED staff: Given by doctors to reiterate guidelines and given further advice to staff working within the emergency department. This was followed up by further teaching sessions to medical students with peer-to-peer teaching.

CONCLUSIONS: Engaging students in public awareness campaigns lead to a developing interest in the field, further research opportunities and an untapped educational approach. The awareness campaign was a great success and an educational highlight for the emergency medicine department.