



Office of Public Affairs & Education  
102 Remington St  
Fort Collins, CO 80524  
Phone: 970 416-2867  
Pager 970 494-8015  
Fax: 970 416-2809

## **PRESS RELEASE**

---

### **FOR IMMEDIATE RELEASE**

**Date: 02-04-11**  
**Time: 1330 hours**

**CONTACT: Patrick Love**

**TITLE: 2011 BURN AWARENESS WEEK, FEBRUARY 6-12, 2011**

Fort Collins, CO –Poudre Fire Authority will be recognizing Shriners Hospital Burn Awareness Week campaign. During this week, Shriners Hospitals for Children® will kick-off a year-long campaign focused on preventing burn injuries at home, “Safety Begins at Home.”

“At Shriners Hospitals for Children® , preventing burn injuries through education is an ongoing effort, and we use Burn Awareness Week as a starting point each year,” said Peter Armstrong, M.D., chief medical officer at Shriners Hospitals for Children®. “This year, we feel it is very important to raise awareness of the number of burn injuries to children that occur in their own homes that could possibly have been prevented by implementing and following some basic precautions.”

For example, 95 percent of scald burns, which are caused by hot liquids, steam or foods, occur in the home. Scalds are the most common burn injury among young children and the leading cause of accidental death in the home for children under age 4. U.S. hospitals treat an estimated 16,000 children under 5 for scalds every year. In addition, more than 60 percent of residential fires that cause the death of a child occur in homes without smoke alarms.

Shriners Hospitals for Children® encourages firefighters, teachers, parents, caregivers and other members of the community to participate in the year-long campaign by visiting [www.burnawareness.org](http://www.burnawareness.org) for important burn prevention tips and information on how to order free materials, including stickers, brochures and posters.

Burn prevention is a key endeavor of Shriners Hospitals for Children, which is why the health care system began its Burn Awareness campaigns more than 20 years ago.

Information courtesy of: Fabiana Lowe, Shriners Hospitals for Children®(813) 281-7164  
[filowe@shrinenet.org](mailto:filowe@shrinenet.org).

###