



**A Public – Private Partnership with the
San Diego Fire Rescue Department**

**San Diego City Public Safety & Neighborhood
Services Committee Meeting**

July 27, 2011



The Burn Institute is a nonprofit agency dedicated to reducing the number of burn injuries and deaths in San Diego, Imperial, Riverside and San Bernardino counties through fire and burn prevention education, burn care research and treatment and burn survivor support services.

OUR HISTORY



Originally known as the *Institute for Burn Medicine*, the Burn Institute was founded in 1972 by Dr. Hugh Frank and a group of community leaders.

One of the Institute's first priorities was the establishment of a regional burn center to provide specialized treatment for burn patients. It opened the following year.

Since that time, the BI has donated nearly \$1 million to fund vital burn research and purchase specialized equipment to treat burn patients.





Who We Are

Nationally...

- One of only 70+ burn foundations in North America
- Considered one of the top burn foundations in the nation
- Award-winning, nationally recognized organization
- Nationally respected for close relationship with fire service
- Nationally known for long-term partnership with UCSD Burn Center
- Nationally recognized as implementing finest programs in nation



Who We Are

Locally...

- We serve local population; our funding stays right here
- Our name is synonymous with the fire service
- We are respected for making the community a safer place
- Known for running an effective, efficient organization
- Valued for our school-based programs, smoke alarm installations, etc...
- Local authority on burn prevention & burn survivor support



What We Do

- Fire & Burn Prevention Education
- Burn Care Research & Treatment
- Burn Survivor Support Services

PROGRAMS & SERVICES
FIRE & BURN PREVENTION

The Facts

- Over 500,000 individuals receive medical care for burn injuries.
- Approximately 3,350 fire deaths
- 65% of burn injuries with known places of occurrence, occurred in the home.



The Facts

- For young children ages 0-5, the leading cause of burn injury is scalds - followed by contact.
- From age 5-18, this shifts and the leading cause of burn injury is fire/flame contact.



The Facts

- 80% of children who are burned are burned by scalding liquid. Of those children, 75% of them were reportedly under adult supervision.
- The majority of scald burns happen in the home. For children ages 0-5, there is a comparable number of scald incidents in the kitchen and bath. As age increases, the primary number of injuries take place in the kitchen and are cooking related.



The Facts

- Approximately 20% of older adults who receive burn injuries die as a result of the injury/complications.
- Seniors ages 65-74 are twice as likely to die in a home fire.
- Seniors ages 75-85 are three times as likely to die in a home fire.
- Seniors ages 85+ are four times as likely to die in a home fire.



The Facts

- Approximately 66% of home fire deaths occurred in homes that had NO working smoke alarms.
- No smoke alarms were present in approximately 40% of home fires.
- The number 1 reason for a smoke alarm to fail to operate is a missing/disconnected battery.



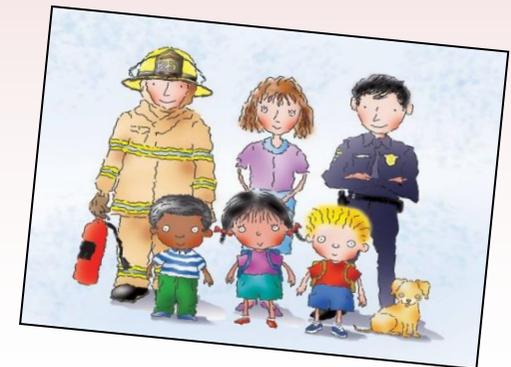
The Facts

- The primary cause of flame injuries for male children ages 5-18 are related to intentional fireplay.
- Children as young as 18 months have started fatal fires with matches and/or lighters.



FIRE & BURN PREVENTION EDUCATION

- Burni the Dragon's Preschool Curriculum Guide
- Fire and Burn Prevention: "Fire, Burns & You" Curriculum Guide
- *Fire Safe Kids Program (K-3)*
- It's Your Choice: Stop Fires and Burns I & II
- Child Care Burn Prevention
- *Juvenile Firesetter Program*
- Senior Fire & Burn Prevention / Senior Smoke Alarm Program
- First Responder Smoke Alarm Program
- *Living with Wildfire Guide*
- Emergency Preparedness in the Workplace (Nominal Fee)



FIRE & BURN PREVENTION LITERATURE

FIRST AID FOR BURNS



1. **Stop the burning process!** Remove the victim from the heat source. **STOP, DROP, & ROLL** to smother clothing fires. **COOL** the burn with top water and **CALL 9-1-1**.
2. Quickly remove any clothing that could hold in heat and cause the skin to keep burning. Do not remove clothing that is sticking to the skin.
3. If the burn is small, cool with top water. Do not use ice which may cause further skin damage. Do not apply butter, Vaseline® or other ointments which may hold in heat.
4. For burns to head, hands, and feet, call trained medical help immediately.
5. For large burns, cover the victim with a clean, dry cloth to reduce shock and conserve body heat. Keep the victim calm while waiting for medical help to arrive.

HOME FIRE AND BURN PREVENTION CHECKLIST

Use this checklist to inspect your home for possible fire dangers.



1. Are matches and lighters locked up and out of children's reach?
2. Are portable space heaters kept away from curtains, furniture and normal traffic patterns? Portable heaters are prohibited for home use in many states. Has all your heating equipment been checked and cleaned this year?
3. Are there adequate outlets to avoid the need for multiple attachment plugs and long extension cords? Avoid placing extension cords under rugs, over books, or through partitions and door openings. Do you have special electrical outlet covers to protect young children?
4. Do you check to make sure there are no burning cigarettes under cushions before going to bed?
5. Do you have a fireplace screen to prevent sparks from flying?
6. Do you have the proper sized fuses or circuit breakers for your household?
7. Is your water heater turned to 120°/125°? Higher settings will cause a serious burn in seconds.
8. Do you have gasoline stored in a strong metal can with a self-closing cap on the opening? Is it stored away from flames and all heat sources, including the water heater pilot light?
9. Is your garage free from rags, oil rags, flammable liquids, large stacks of paper, and logs in an orderly manner?
10. Are all paint, varnish and other flammable liquids stored in tightly closed metal containers and placed away from all heat and ignition sources?
11. Are your kitchen stove, oven, broiler and exhaust fan kept clean of grease? If a grease fire does occur, smother it the flames with a pot lid never throw water on a grease fire! Remember to turn pot handles toward the back of the stove and cook on back burners.
12. Do you have a fire extinguisher in your kitchen near the exit? Is it easily accessible and ABC rated? Do you know how to use it?
13. Are there one or more smoke detectors placed properly throughout the house, especially by the bedrooms? Are they in good working order and tested monthly?
14. Is all large native shrubbery cut back 100 feet from your home? (Check local regulations).
15. Do you use your fire hose, fire extinguisher, fire alarm pull station or fire extinguisher? Remember, never use gas-line or apply lighter fluid to recently lit coals!
16. Do you have a family escape plan drawn up and practiced? Does it include two ways out of every room? Suggestion: Practice your plan and test your smoke detectors at the same time.
17. Have you considered installing residential fire sprinklers to protect your family?

SAN DIEGO
8120 SAN DIEGO, No. 200
San Diego, CA 92128-2208
(619) 594-2277

INLAND EMPIRE
440 North Pacific Avenue
Costa Mesa, CA 92626-1061
(949) 274-0063

METROPOLITAN VALLEY
4127 P Street, Suite 100
Hayward, CA 94521
(925) 882-4375

Burn Institute
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Keep your family and home safe from fire and burns.



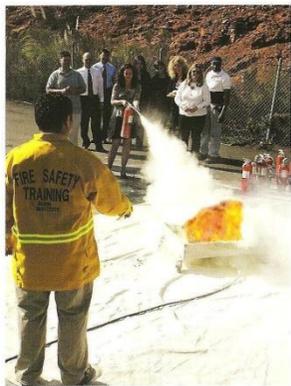
Be Prepared
Know the Facts

Burn Institute

Fire & Burn Prevention • Burn Survivor Support • Burn Research

Fire Safety Training Program

FIRE EXTINGUISHERS IN THE WORKPLACE




More than 250,000 pieces of literature distributed annually.

FIRE & BURN PREVENTION EDUCATION BY THE NUMBERS



- More than 250,000 pieces of literature distributed in 2010
- More than 1.2 million Wildfire Guides printed and/or distributed since 2001
- More than 225 children & their families attend JFS Program annually

Senior / First Responder Smoke Alarm Programs:

- ✓ More than 1,500 smoke alarms installed annually



FIRST RESPONDER SMOKE ALARM PROGRAM



10,000 smoke alarms installed since program's inception.

FIRE SAFE KIDS



**Burn
Institute®**

- K-3 fire and burn prevention program.
- Program Content Includes:
 - Colorful Illustrations
 - Video Clips
 - Text
- Available in English and Spanish.
- Available at no cost to schools in San Diego County.
- Program kits are available to fire departments and other community organizations which will allow them to conduct the program in their district.

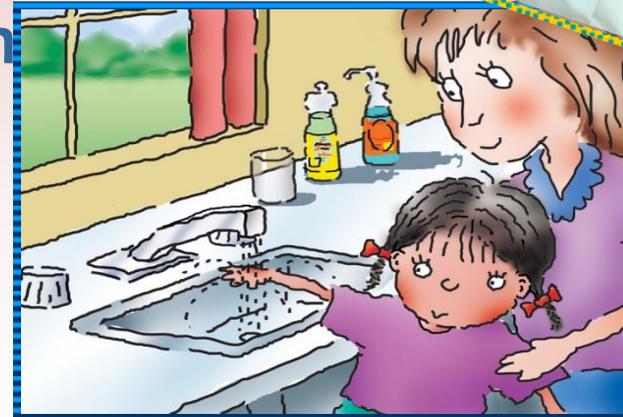


Fire Safe Kids!

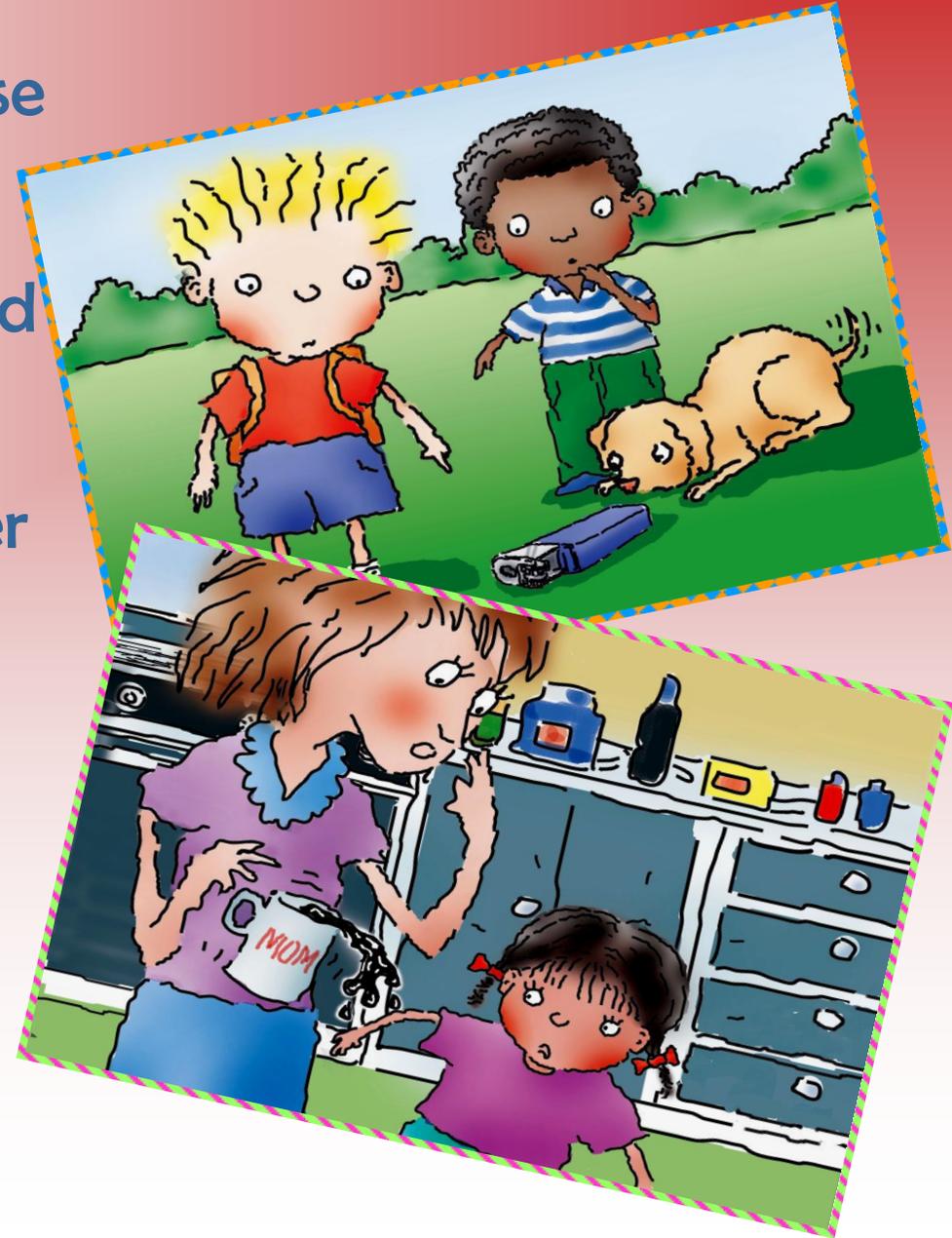
- Prevention messages highlighted:
 - Firefighters are your friends.
 - Do not touch matches and lighters.
 - Always know your escape plan, have a meeting area.
 - Call 9-1-1.
 - If there is a fire, get low and get out.
 - Check all doors with the back of your hand. If the door feels hot, find a second way out.
 - Kitchen Safety.
 - Cool a burn with cool water.
 - Stop, Drop and Roll.



- Repetition of prevention messages.
 - First through text
 - Then through story illustrations
 - Then through video clips
- Constant interaction with children in the audience.
- Incentives (stickers) provided to children who participate in the presentation.



- The program will measure children's retention rates with the use of pre/post tests.
- Correlative values will be measured on a bi-annual basis.
 - ↓ rates of Regional Burn Center admissions.
 - ↓ rates of Juvenile Firesetter Program referrals.



LEARNING BRIDGE – *FROM SCHOOL TO HOME*

Fire Safe Kids!

- Take Home Package:
 - Provided to all children.
 - Includes:
 - Letter to parent/guardians
 - Smoke alarm maintenance
 - Home Escape Plan
 - A to Z Guide
 - Coloring book
 - Stickers/Pencils



www.firesafekid.org

Burn Institute. Fire Safe Kid.org

Home
Contact
About

"Play games, take quizzes, watch cool videos and learn how to become a fire safe kid just like me!"
Kids Corner

"Discover family activities that will protect your family and find fun events for the whole family to enjoy."
Family Zone

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"Explore teaching tools, curriculum guides, group activities and information on bringing fire safety to your school."
Teaching Tools

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News
11/07/2008
Burn Institute Announces New Wildlife Guide
More >>>

11/04/2008
Tis the Season for Fire & Burn Safety
More >>>

10/30/2008
Set Your Clocks Back / Change Your Smoke Alarm Batteries
More >>>

Events
February 28, 2009
Share Your Heart Mardi Gras Party
More >>>

March 27, 2009
Vejas 10th Annual Fire Ball 2009
More >>>

May 21, 2009
Spirit of Garage Sale
More >>>

Interactive Games!

Tools for Teachers!

Burn Institute. Fire Safe Kid.org

Kids Corner
Family Zone
Teaching Tools

Home
Contact
About

Interactive Games

- Click and Color
- Home Hazard Hunt
- **Fire Safe Kid Quiz**
- Safety Search

Click and Color

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Home Hazard Hunt

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Fire Safe Kid Quiz

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Safety Search

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Did you know??

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Access to additional resources!

Family Activities!

Juvenile Firesetting:

The fastest growing fire threat in the U.S.



Did You Know...

- Juvenile firesetting is the fastest growing fire threat in the U.S.
- The crime of arson has the highest rate of juvenile involvement
 - Yes, more than all other crimes including those related to drugs, gangs, and vandalism
- But juvenile firesetting receives the least amount of prevention funding

Did You Know...

- Arson is a felony
 - It is defined as intentionally and maliciously setting fire to structures or wildland areas.
 - It is legally comparable to other crimes such as armed robbery, assault, and even murder.

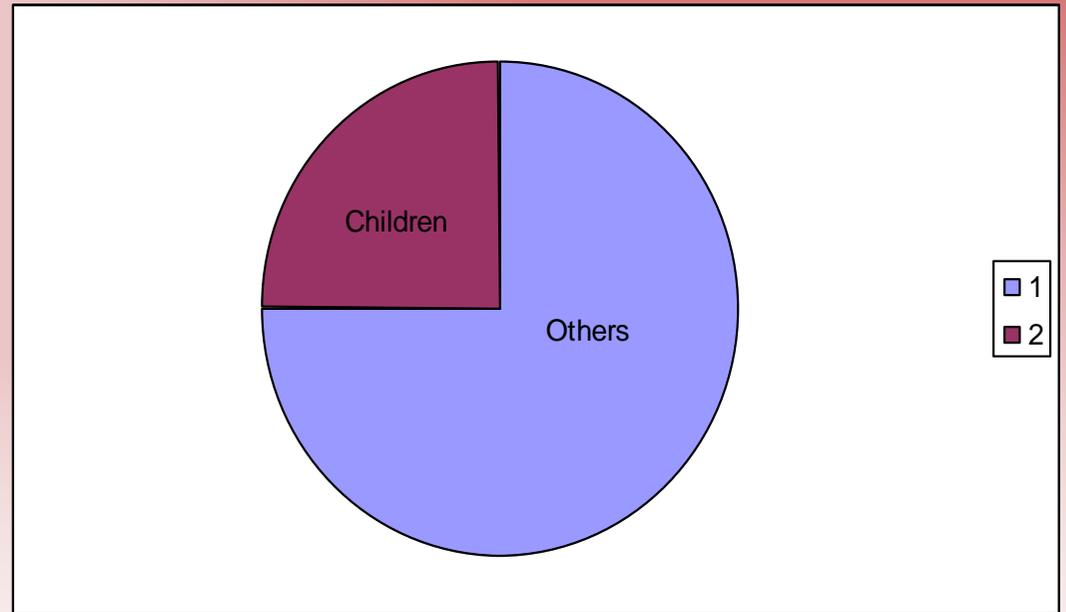


Did You Know...

- Possible consequences of arson include:
 - Imprisonment
 - Probation/Parole
 - Significant fines
 - Loss of certain privileges (e.g. the right to vote)

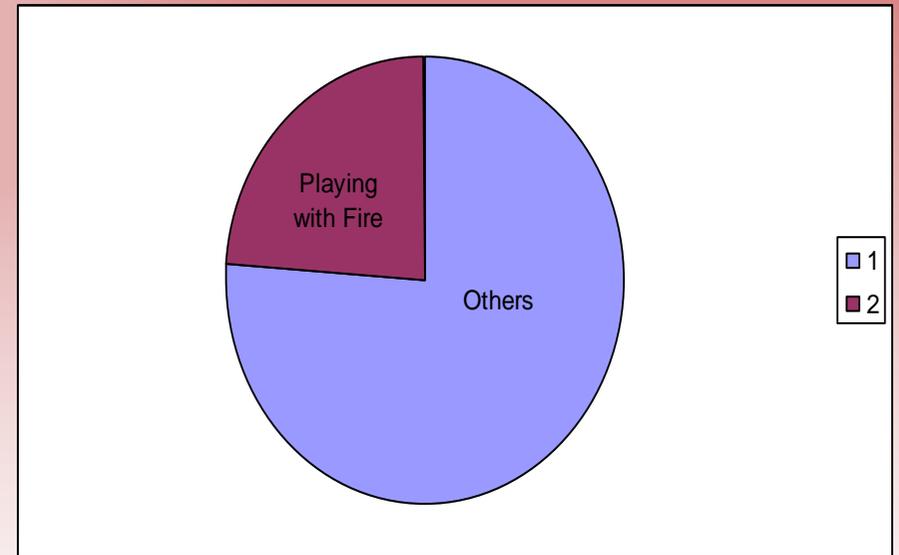
Did You Know...

- In the U.S., more than **300 people are killed each year** due to fires set by children
- Almost **25%** of those who die each year in fires **are children**



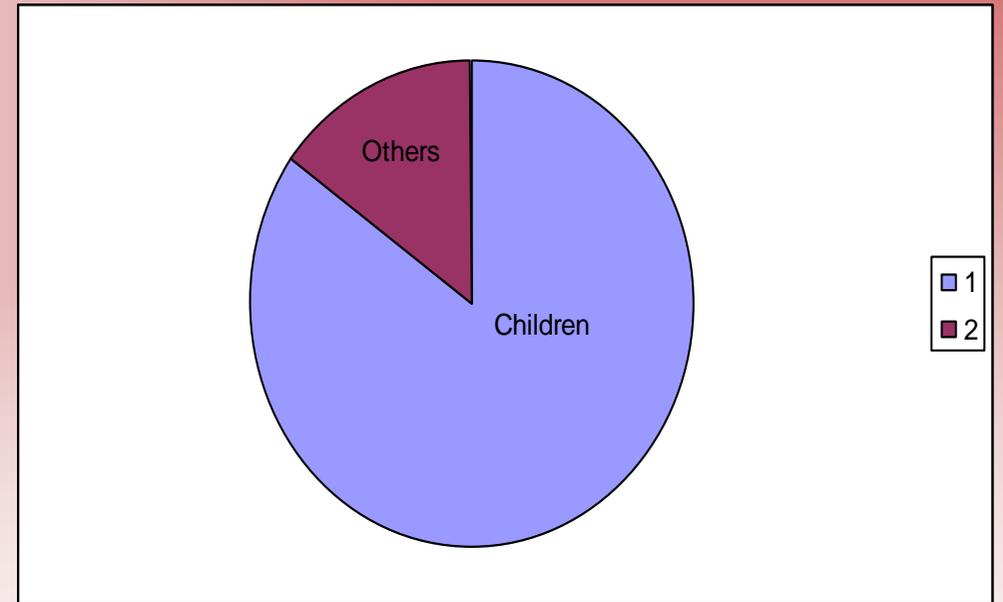
Did You Know...

Of every 100 children who die in fires in the U.S., 24 are killed from playing with fire



Did You Know...

Of every 100
people who die
in child-set fires,
85 are children



Did You Know...

- Each year in the U.S., nearly 1 billion dollars in property is destroyed by fires set by children
- Juvenile firesetters have been reported as young as 2 years old, but are typically between 5 and 17 years of age.



Why Do Children Set Fires?

Experts have identified 2 reasons:

1. Curiosity and Experimentation
2. They are in crisis and are crying for help

Curiosity Firesetters

- It is normal for children to be interested in fire
- It is **NOT** normal for children to play with fire



When Is That Curiosity Cause for Concern?

- When children actually set fires
- When children use fires without a parent's knowledge, approval, or supervision
 - This is dangerous!
- When fires are set repeatedly



Firesetting as an Indication of Crisis

- Intentional firesetting may be motivated by psychological or social problems.
- A change or crisis in the child's life such as a move, a divorce or a death could trigger firesetting behavior.
- This type of firesetter may be motivated by anger, revenge, attention-seeking, or intention to destroy or harm property and/or people

What Does This Have to Do with the Burn Institute?

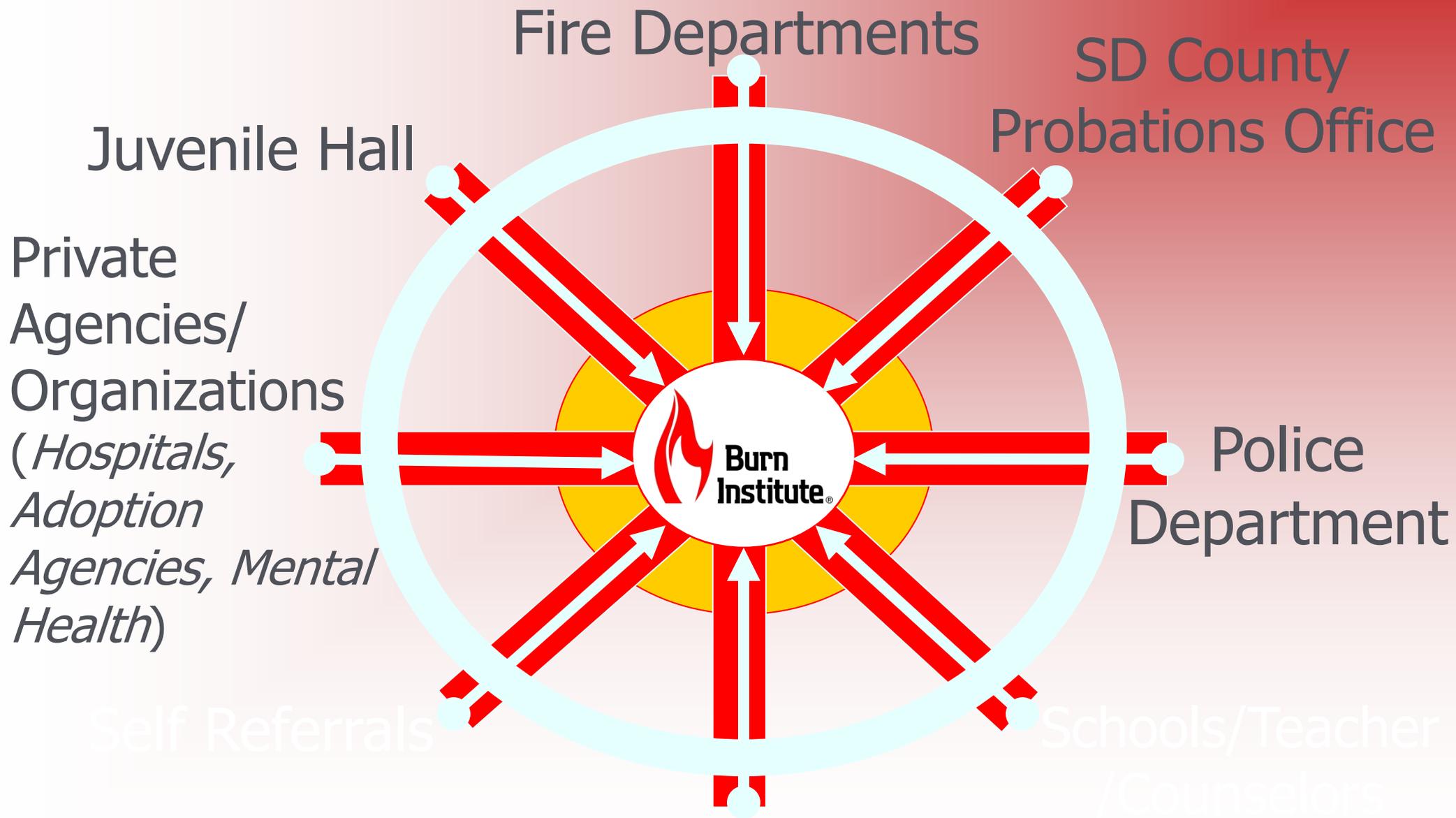
The Burn Institute provides a **FREE** Juvenile Firesetter Program that works directly with the family to find the source of the firesetting/bomb-making behavior, and to educate the child and family about the severity of firesetting.

This program is also offered in Spanish.

Referrals

- Juvenile firesetters are referred to the Burn Institute by members of law enforcement, the juvenile justice system, fire departments, schools, and parents.
- All juvenile firesetters are court mandated to participate in the Burn Institute's Juvenile Firesetter Program.
- No cost to referring agencies.

JFS Referrals to the Burn Institute



Partnership

Burn Institute - USD

- Addition of a clinical mental health facility within the Burn Institute
- Ability to mandate mental health services for moderate & high risk firesetters
- Free of charge for all families
- Enables those who can't afford mental health services and/or do not have insurance
- Students have a 2-semester commitment; counseling services will remain consistent

What Does the Juvenile Firesetter Program Consist of?

1. An Initial Assessment:

- Juvenile firesetters are referred to the Burn Institute from various sources
- Our Masters-level interventionists interview the child and parent separately using a FEMA form to determine the source of the behavior
- The child is deemed either low, medium, or high risk for future firesetting behaviors

What Does the Juvenile Firesetter Program Consist of?

2. A Juvenile Firesetter Education Course:

- One 2-hour course covering a variety of topics related to fire and burn prevention
- Regardless of risk level, all juvenile firesetters must attend this course
- The course is given by a Burn Institute staff member

What Does the Juvenile Firesetter Program Consist of?

3. An Evaluation:

- If the juvenile is deemed medium or high risk, he or she will be evaluated by one of our Master's-level interns.
- If the juvenile is medium risk, he or she may only need one session of counseling, depending on the results of the evaluation.
- If the juvenile is high risk, he or she will need a minimum of 5 counseling sessions and a re-evaluation after the 5th session to determine the need for further counseling.

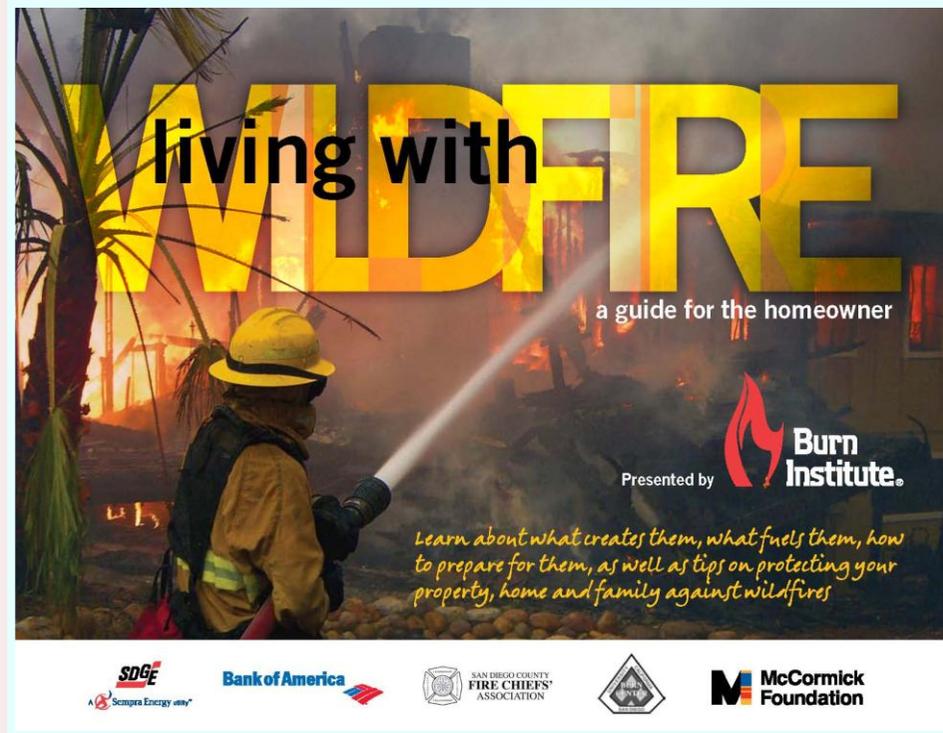
What Are the Counseling Sessions Like?

- The developmental level of each child treated in counseling is considered in relation to their symptomology and in relation to the method of counseling used.
- In addition to the client's age, the culture of the client's family of origin are taken into consideration.
- Clinical Mental Health counselors explore the underlying psychopathology contributing to the fire setting. This includes how the fire started and how the pattern of fire setting has escalated.

Is It Effective?

- **YES!** The Burn Institute's Juvenile Firesetter Program educates hundreds of children each year.
- The program maintains a *recidivism rate of less than 2%*

WILDFIRE GUIDE



Since its creation, more than 1 million Wildfire Guides have been distributed.

WILDFIRE GUIDE

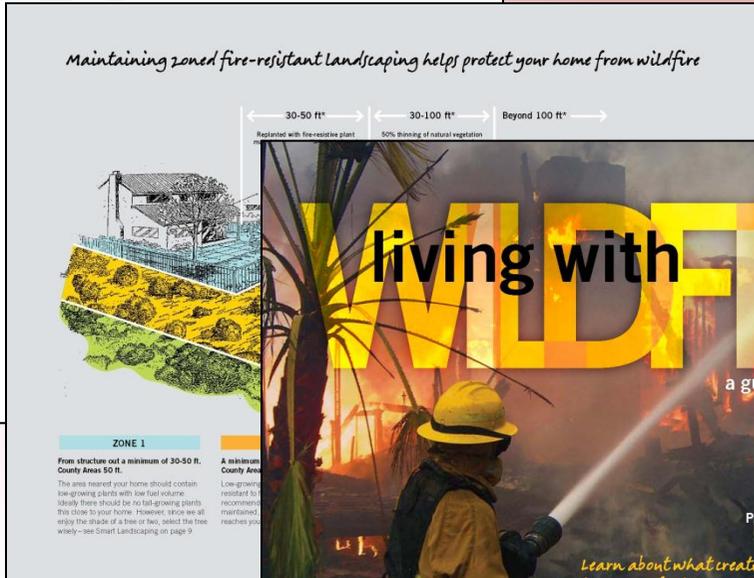
- ✓ Revised after 2007 wildfires
- ✓ English & Spanish
- ✓ 75,000 copies printed (2008-10)



- Burn Institute Programs & Services**
- Fire and Burn Prevention Education**
- Burn the Dragon's Preceptor Curriculum Guide
 - Burns are Serious Business
 - Child Care Burn Prevention
 - Fire and Burn Prevention, Fire, Burns & You Curriculum Guide
 - FireSafe Kids Program
 - Fire Safety Training Program (HomeCall Fuel)
 - Fire Responder Smoke Alarm Program
 - It's Your Choice: Stop Fire and Burns
 - Junior Ki Firefighter Program
 - Senior FireSafe & Smoke Alarm Program
 - Wildlife Program
- Burn Survivor Support**
- Adult Support Group
 - Camp Beyond The Scars for Burn-Injured Children
 - Emergency Needs Fund
 - Holiday Party
 - Mentorship Program
 - Relief for Adult Burn Survivors
 - Scholarship Program
 - School Re-Entry Program
 - SODS Peer Support
 - Special Assistance Fund
 - Special Outings
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Best of all is the peace-of-mind that comes from planning for wildfire, preparing your home and surroundings, and practicing fire-safe activities.



KEYS TO PREPARING FOR *AND* SURVIVING A WILDFIRE

- 1. Create a defensible SPACE**
- 2. Create a defensible HOME**
- 3. Have an EVACUATION Plan**

The Burn Institute

8825 Aero Drive

San Diego, CA 92123

858-541-2277

www.burninstitute.org

Presentation by:

James Floros

Executive Director/Chief Executive Officer

Burn Institute

jfloros@burninstitute.org