

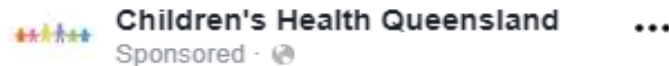


Campfire Awareness across the ages: Move over Media Release – Make room for #SocialMedia

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AIM: To explore whether a targeted education campaign utilising social media platforms would result in reduced number of campfire related burn injuries in children over the Easter period in 2019

METHOD: The \$1,000 campaign developed in collaboration with the QCH Media and Communications Team, involved posts and sponsored ads with a mix of image and text, interactive polls and animation videos that targeted parents through to outdoor enthusiasts.

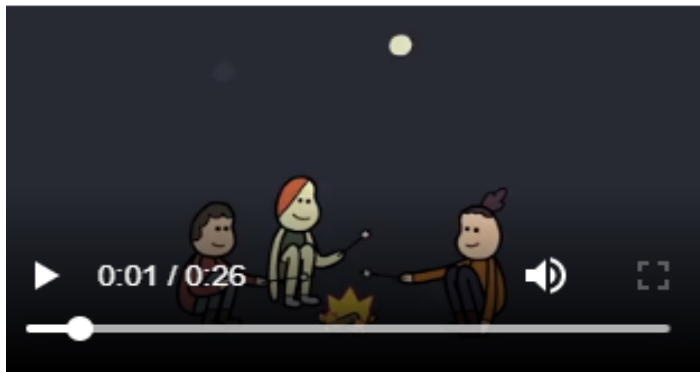


Camping with the kids these holidays?

The Queensland Children's Hospital treated 78 children for campfire burns last year, most caused by hot coals or ashes in fires not put out properly. The average age of these patients was two years.

Always put campfires out with water NOT sand or dirt.

#DontHideTheHeat



RESULTS: The \$1000 Campaign resulted in:

- Reaching 125,797 people
- Engaging 22,242 people
- Cost per engagement: \$0.03

Easter 2018

Year-long Facebook education campaign
18 campfire admissions

Easter 2019

A targeted social media campaign
10 campfire admissions

CONCLUSION: Targeted campaigns have been shown to be an effective method for reducing campfire related burn injuries. A small amount of money, you can reach a large audience via social media.

1 Queensland Children's Hospital Pegg Leditschke Children's Burns Centre

2 Centre for Children's Burns and Trauma Research

3 Queensland University of Technology