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

Tamsin Mahoney¹, Hannah Coulter¹, Dr Bronwyn Griffin² & ³, Dr Leila Cuttle² & ³, Professor Roy Kimble¹ & ²

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
The campaign

TRUE or FALSE?
Campfires can be safely extinguished with sand or dirt.
Answer in comments

TRUE FALSE

45% 55%

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
Implementation Costs - $1000

- Total reach: 125,797
- Engaged users: 22,242
- Cost per engagement: $0.03
Impact on campfire burns admissions

Despite burns admissions increasing every year, Easter 2019 saw a 45% decrease in campfire related burn admissions.