

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

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- 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



Centre For Children's  
Burns & Trauma Research





# The campaign

 **Children's Health Queensland** ...  
created a poll.  
Sponsored · 

TRUE or FALSE?

Campfires can be safely extinguished with sand or dirt.

Answer in comments 



TRUE


FALSE

This poll has ended.

1,936 votes

   247

161 Comments 73 Shares

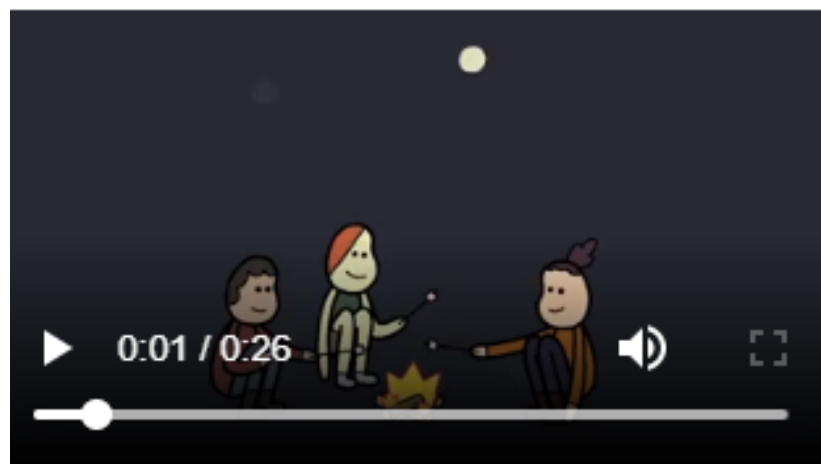
 **Children's Health Queensland** ...  
Sponsored · 

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

## Audience Size



Your audience selection is fairly broad.

Potential Reach: 2,400,000 people 

**\$1000**

- Total reach: 125,797
- Engaged users: 22,242
- Cost per engagement: \$0.03

## Estimated Daily Results

### Reach

51,000 - 320,000 

### Post Engagement

1,100 - 6,800 



# Impact on campfire burns admissions

2018

Year-long Facebook education campaign  
18 campfire admissions

2019

A targeted social media campaign  
10 campfire admissions

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

