



## **The Children's Burn Awareness Program**

The Children's Burn Awareness Program, is a non-profit organization that was founded to boost public awareness of the under-recognized problem of childhood burn injury and death. While working as a reconstructive surgeon, Dr. David Teplica, Penn State '81, realized that many of his patients sustained preventable injuries.

Research on the devastation of burn injury suggests that more than one million children suffer from burn trauma annually. In children ages one through four, burns are second only to motor vehicle accidents as the leading cause of accidental death and the third leading cause of death due to injury for all children. In many highly urban areas, burns have become the leading cause of traumatic death in children, and an estimated 3,000 children die each year from burn-related causes. On a positive note, experts agree that more than 50% of all burn injuries are preventable. Dr. Teplica realized, however, that there was insufficient awareness about the magnitude devastation from childhood burns, and the public was not practicing adequate burn prevention. He set out to change this and, through his combined medical and artistic backgrounds, developed a visual, multimedia program to target this major, under-recognized childhood health problem.

Just as the Program was taking shape, Beta Theta Pi was looking for a philanthropic project in which its chapters could become involved. While researching The Childrens Burn Awareness Program for a feature in The Beta Theta Pi magazine, the General Fraternity became acquainted with Dr. Teplica and his organization. The combination of Beta and the Program seemed more than logical and, at the 154th General Convention, the undergraduate delegates elected to adopt The Childrens Burn Awareness Program as the Fraternity's international philanthropic project. This gives your chapter a unique opportunity to support a common effort and to use the Program materials to teach burn prevention to school students in your community. An interesting aspect of this program is that it can be adapted to your chapter's needs. If you want to work only with local school children, you can . . . or you may choose to coordinate a media release on the local radio and television stations with public service announcements . . . or you can do fund-raising alone.

### **Why Should Our Chapter Get Involved?**

Beta Theta Pi was founded on service. Betas always have served not only their brothers, but the local community as well. Another aspect of fraternal experience is the sharing of common goals. The Childrens Burn Awareness Program offers the opportunity to experience both of these fundamentals by combining the efforts of thousands of Betas throughout the United States and Canada to combat the tragic and deadly causes of childhood burns.

also gives Beta Theta Pi a common philanthropic project that, in turn, helps us all to improve our image with the general public.

Yes, Beta is a Fraternity that dedicates itself to philanthropic activities, and many of our chapters are active in the community; but we do an inadequate job of making the public aware of our activities. This Program can change this. Through the combined work of our chapters we will be able to launch an effective public relations campaign so that when people think of Beta they will think of The Children's Burn Awareness Program.

### **How Does Our Chapter Get Started?**

The Children's Burn Awareness offers various degrees of involvement. You can simply distribute awareness posters or sponsor a billboard in your community. This is where the uniqueness of the Program lies; it can be tailored to your chapter.

Therefore, the first step is to decide at what level your chapter wants to get involved. On the following pages are descriptions of each level and how to get involved.

A wide variety of educational and awareness materials are available to design your own Beta Burn Awareness campaign.

### **Poster Distribution**

**Who?** Your target audience is your community; children, teens and adults can benefit from the message "Electrical Injury Can Happen In Your Home."

**What?** Distribution and Posting of Beware . . . Be Aware posters.

**Where?** Elementary and preschools, day care centers, libraries, post offices, community centers, mental health centers, public health clinics, local PFA's, offices of pediatricians and obstetricians, hospitals and local businesses, stores and restaurants.

**How?** Initiate telephone or personal contact with the principals of elementary schools, directors of day care centers, local PTAs, mental health centers and owners of local businesses and stores. Inform them about your campaign to promote burn awareness and reduce burn injury in the community. Ask them to display posters in prominent locations. Hand deliver one or two posters in English and/or Spanish to each organization and offer to hang the poster.

You may want to target several organizations and present them a framed poster for permanent display. Local framing companies may donate the frames or reduce the cost of mounting and framing.

Keep a record of the number of posters you distribute and inform the Administrative Office by filling out a Children's Burn Awareness Activity Report (see Appendix A).

### **Burn Prevention Checklists**

**Who?** Your target audience is your community; children, teens, adults and elderly people can use the checklists to safeguard their homes and prevent burn injury.

**What?** Distribution of Burn Injury Prevention Checklists that identify burn hazards within the home.

**Where?** Elementary and preschools, day care centers, libraries, post offices, community centers, mental health centers, public health clinics, local PTAs, offices of pediatricians and obstetricians and hospitals as well as local businesses, stores and restaurants.

**How?** Initiate telephone or personal contact with the principal or nurse in your community's elementary schools to explain your campaign to promote burn awareness and reduce burn injury. Inform the school official that your chapter will provide a Burn Injury Prevention Checklist for each student to take home to their parents. Determine the number of checklists needed and deliver to directors of day care centers, mental health centers, health clinics and the pediatricians and obstetricians in your area. Request that they display the checklists in their waiting rooms and lobbies. Set up a burn awareness display table in a local mall, at a block party, health fair or other community event and provide attendees with checklists. Contact the health editors of your local newspapers and ask them to print the checklist in their publications. Keep a record of the number of checklists you distribute and inform the Administrative Office by filling out a Children's Burn Awareness Program Activity Report (see Appendix A).

### **Electrical Outlet Safety Plugs**

**Who?** Your target group includes families with young children aged six months to six years in your community.

**What?** Distribution of Electrical Outlet Safety Plugs. This device is easily inserted in unused electrical outlets so that children are unable to poke their fingers or other objects into wall sockets.

**Where?** Elementary and preschools, kindergartens, daycare centers, public health clinics, hospital maternity wards, local PTA's and offices of pediatricians and obstetricians.

**How?** Initiate telephone or personal contact with directors in your community's preschools, kindergartens and day care centers. Describe your campaign to promote burn awareness and reduce electrical burn injury. Inform the official that your chapter will provide electrical outlet safety plugs and instructions for parents to install them at home. Place four to six outlet plugs and a photocopy of the enclosed instruction sheet (Appendix F) in a small bag for distribution purposes. Do not provide the safety plugs without the instruction sheets.

Also, contact directors of public health clinics and pediatricians and obstetricians in your area. Tell them about your campaign and request that they distribute the outlet plugs to their patients who have children. Set up a burn awareness display table in a local mall, at a block party, health fair or other community event and provide the safety plugs to parents with instructions on how to use them and how to obtain more.

Keep a record of the number of safety plugs you distribute and inform the Administrative Office by filling out a Childrens Burn Awareness Program Activity Report (see Appendix A).

### **Educational Video**

**Who?** Your target audience is children ages five through eight.

**What?** Distribution of Be Cool . . . Don't Get Burned 12-minute educational video that shows children how to avoid burn injury and urges them to teach their parents how to safeguard their home.

**Where?** Elementary and preschools, day care centers, libraries, community centers, mental health centers, public health clinics, local PTAs, offices of pediatricians and obstetricians and pediatric wards of hospitals.

**How?** Initiate telephone or personal contact with the principals of elementary schools and directors of daycare centers. Inform them about your campaign to promote burn awareness and reduce burn injury in the community. Describe the purpose and content of the video and your chapter's desire to provide copies for classroom viewing. Deliver one or two copies of the video to each school or organization and include any burn awareness literature you are using in your campaign.

Some organizations and physicians' offices have VCRs in waiting rooms to show educational programs to their patients. Contact local pediatricians and obstetricians, the pediatrics coordinator of your local hospital, director for the public library, mental health center and public health clinic to find out about their video display capabilities. Provide a copy of the video to interested organizations. Local cable and/or public access television stations may have specific time segments dedicated to children's programming. Contact the public service directors and encourage air play of the video as a community service. Keep a record of video distribution and television air play, and notify the Administrative Office by filling out a Childrens Burn Awareness Program Activity Report (see Appendix A).

### **Educational Outreach**

**Who?** Your target audience is: children in your community, aged five through eight, and their families.

**What?** Educating area children on how to avoid burn injuries by using posters, checklists, electrical safety outlet plugs and Be Cool . . . Don't Get Burned video.

**Where?** Elementary and preschools, day care centers, public libraries and your local PTA.

**How?** Develop a plan for your classroom visits (we suggest basing your plan on the lesson plan in

Appendix C). Once you have developed a plan, identify chapter members who will participate (two to three members per classroom visit), and develop a list of local schools. Call or send a letter (example, Appendix B) to your contact person, usually the school principal. Follow up with phone calls to schedule your presentations within two weeks. In the meantime, you should order the amount of materials needed, rehearse your presentation and become familiar with burn injury statistics and prevention.

During your presentation, show the educational video and follow with a discussion on what the children have learned and what they can teach their parents. Provide each student with a checklist and electrical safety outlet plugs to take home to their parents. It is strongly recommended that you put two to three outlet plugs and a photocopy of the instruction sheet (Appendix F) in a small bag for distribution.

Do not distribute the safety plugs without instructions.

Post Beware . . . Be Aware poster in the classrooms you visit. Present a copy of the video for future use. Keep a record of the number of presentations your chapter gives, the number of children in each classroom and the number of checklists, safety plugs and posters distributed.

You also should take photographs for publicity purposes, but first get approval from the school principal and teacher.

Please inform the Administrative Office of your activities by filling out a Childrens Burn Awareness Program Activity Report (see Appendix A).

### **Public Service Announcements**

**Who?** Your target audience for the public service television announcements (PSAs) include children in your community aged four through eight. The radio PSAs target all age groups.

**What?** Organization and distribution of public service announcements to local television and radio stations. The Childrens Burn Awareness Program can provide both 3/4" and 1" television tapes and 10, 15 and 20 second radio announcements (see Appendix E).

**Where?** Local network, cable and public access television and radio stations.

**How?** Many television and radio stations donate air time for public service announcements. Begin by contacting the public service directors at your local cable and public access television stations to learn which tape format they use and to arrange air time for the announcements. Make sure the stations amend the tape to credit your chapter for providing it.

Contact the public service directors at your local radio stations and inform them of your burn awareness campaign. Learn the station's policies on PSAs. Many stations prefer to have their "local talent" or "on-air personalities" read the script, while others will invite you to the station to tape the PSAs. Monitor where and when the PSAs are aired so that you can obtain a video and/or audio tape of it. Please inform the Administrative Office of your activity by filling out a Childrens Burn Awareness Program Activity Report (see Appendix A).

### **Billboard Display**

**Who?** Your target audience is your community: children, teens, adults and elderly people. All can benefit from the message: Scald Injury Scars or Kills Thousands of Children Each Year.

**What?** Posting of Beware . . . Be Aware public service billboards that list Beta Theta Pi as a co-sponsor (see Appendix G)

**Where?** 6' x 12' billboard spaces

**How?** Outdoor advertisers donate billboard space to nonprofit organizations for public service announcements. Contact your local company's director of marketing to inform him/her of your campaign to promote burn awareness and to reduce burn injury in your community. The names of billboard companies are listed on billboard displays. Find out the company's guidelines for posting billboards as to quantity, cost and timetable. The companies may charge a nominal fee to hang each poster. The billboards are 6' x 12' three-sheet posters. The Program will provide them directly to your local billboard company after you have finalized the arrangements. When the billboards are posted, make sure you photograph

each display and send prints to the Administrative Office by filling out a Childrens Burn Awareness Program Activity Report (see Appendix A).

### **Public Relations**

What is Public Relations?

“The community hates us.”

“The administration is out to get us.”

“No one will rush our house because they do not know we exist.”

Sound familiar to you? If so, then you may have a public relations problem. With a well organized public relations program, you can solve all of these problems and many more. Contrary to popular belief, public relations is not publicity. Yes, publicity is an important part of a PR program, but it is not the entire program. Public relations is much more comprehensive. It is a combination of every action by the members of your chapter and how they are expressed and perceived by the public. It is a 90/10% concept: 90% is your action and 10% is publicity.

The Childrens Burn Awareness Program is an excellent opportunity to get involved within your community. By getting involved with the program you will be able to solve many of your problems with the 90% portion of the PR equation. Now we must convey our actions to the public. This is where publicity comes into play. Every aspect of The Childrens Burn Awareness Program can and should be communicated to your community. This may involve speaking to community organizations, writing letters to community and university leaders, placing ads in the local newspaper and preparing news releases.

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Sounds like a lot of work, doesn't it? Remember a well organized PR program will solve many of your chapter's problems. With a positive image your rush, relations with the administration, parents, other Greek organizations and your community will improve. So, with a little well conceived effort, you will be able to solve many of your chapter's problems. There is no better way to improve your chapter's image than speaking in front of the local PTA or Kiwanis or having an article in the local paper on how you helped educate local children about burn prevention.

### **How Do I Get My PR Program Started?**

Now that you know what a PR program includes, let's get started.

First, elect or appoint a PR chairman. If your chapter already has a PR chairman, you can use him or you may want to elect/appoint a new chairman who will deal specifically with The Children's Burn Awareness Program.

Now identify your target audiences. This may seem obvious, but for PR purposes your publicity must to be targeted to parents, alumni, university administrators, other Greeks or your community. Each is different, and each calls for specific techniques. Yes, many PR techniques will be common from one situation to another, but each calls for a unique and organized PR plan. First, determine to whom you want to sell your program. If you are only starting your program, then you must to present your program to local school administrators. This may involve speaking to them personally or sending letters. If you have already completed your program, then you must send releases and personally contact the local media. The list goes on and on, but remember, define your audience and adapt your PR program accordingly.

### **Suggested Target Audiences**

Alumni; Local Community Members; Non-Greek Students; News Media; Other Greek Organizations; Parents of Young Children; P.T.A.; Pledges; Rushees; School Administrators; University Administrators/Faculty/Staff; Service Organizations

Following is an example for starting a simple PR campaign. For more information, refer to The Beta Theta Pi Public Relations Manual.

### **Sample PR Campaign**

1. Contact the local media and tell them when and where you will be visiting classrooms.
2. Two days prior to your visit, send news releases (see Appendix D) to local newspapers, radio and television stations.
3. During your presentation, have someone take pictures and video.
4. Two days after your visit, send thank you letters to the school's administrators, local school board and teachers.
5. Send an informational letter about your program and what you have accomplished to university administrators, Panhellenic IFC, Greek Advisor, Student Government and other appropriate student organizations.
6. Fill out a Children's Burn Awareness Activity Report (see Appendix A) and send it to the Administrative Office.

### **Fund Raising**

Will This Program Cost Us Anything?

Yes, nothing comes without a little sacrifice. Remember, The Children's Burn Awareness Program is a nonprofit organization funded by donations and grants. Because of this, the Program needs donations to expand its efforts. As a part of project, you will want to do some type of fund raising.

Fund-raising can be one of the best portions of your program! If done properly, fund-raising can be an excellent opportunity for positive PR for your chapter and the Program. This is also an opportunity to reach adults and area businesses with your message about burn injury. You can reach an entirely different audience, and it can be fun!

To begin implementing your program, you need to think about the following. A worksheet is provided in your Operations Outreach packet.

How many classrooms do you plan to visit during the school year? Approximately how many children are in each classroom? What types of The Childrens Burn Awareness Program materials will you need for the type of program you are hosting?

Materials include posters for the classroom, electrical outlet covers for children to take home, checklists for children to put on refrigerator, media packets for your chapter and much more. Included in the media packet is The Childrens Burn Awareness Program letterhead (for news releases or letters to the school board), thank you notes and pamphlets. A Be Cool . . . Don't Get Burned video is available to purchase or borrow.

Order at least two to three weeks in advance of your project to avoid the extra cost of overnight delivery. Remember, The Children's Burn Awareness Program is a partner with Beta Theta Pi. Remember that the materials are copyrighted and cannot be duplicated without permission.

So do not call and order ONE Burn Checklist, with the idea of saving a few dollars by making copies for your own use. Avail yourself of the quality of the original resource materials and the experience and knowledge of the Program coordinator, so that your own efforts will be maximized.

## **Key Steps for Fund Raising**

Now that you have a goal for your fund raising, it is time to get started. There are five key steps:

**1. Planning** For any event, the key to success is planning. Make sure you have a capable individual in charge of your event and a committee to work with. Let the entire chapter help in determining your event and when it will take place. When deciding on a date, take advantage of campus or community events. For example, how about holding an event during parents weekend?

**2. Publicity** If you don't advertise your event, who will know to come? Use the local newspaper, school paper and local radio or even television to help get the word out. Post flyers on campus and at local businesses. Have a member visit other fraternities and sororities on campus to invite them personally. Send invitations to alumni and school officials. Often, these may be your best participants. Make sure you publicize well in advance. Don't wait until the last minute!

**3. Public Relations** Image is everything! Make sure your events portray a positive image of Beta Theta Pi. Sure, a big party may sound like fun, but will it convey the right message about Beta Theta Pi? Unlikely! Choose your event carefully, and let the public know what you are doing. Remember, send thank you notes to everyone who helped. Report your results by filling out an Activity Report (see Appendix A) and send it to the Administrative Office.

**4. Participation** Participation is important to your chapter, but don't be discouraged if chapter participation is less than expected. There are many factors that determine participation level. Make sure everyone knows about the event. Poor communication is often the major reason for low chapter participation. Utilize as many people as possible in your planning. Those who help plan the event will surely show up. Have fun! Invite a sorority to help out and plan something that will not only be worthwhile, but fun for everyone involved. After several years, your ongoing Program will become established and respected. Enthusiasm builds!

**5. Suggestions for Fund Raising** Each campus and community has its own unique circumstances that may determine your chosen event. The list below includes several ideas for fund raising events. Choose something enjoyable and have a good time!

- Perform a service for donations: wash cars, rake leaves, shovel snow.
- Hold a raffle, lottery or auction; solicit area businesses for goods and services to use as prizes.
- Sponsor a concert, dance, chili cook-off, pizza party, movie showing or other social activity.
- Hold a Bowl-A-Thon, Bike-A-Thon or Dance-A-Thon.
- Organize a sports-related tournament, Frisbee Golf, Tennis or Ping-pong tournament.

Be sure to talk with the Children's Burn Awareness Program in Oxford for new ideas and recommendations which other chapters may have found successful in recent months.

**6. Pay-off** Of course, this is the most important aspect of fund raising. To insure a good pay-off, solicit donations from local businesses and organizations. Often, local groups will help co-sponsor an event or donate towards it. Also, use contacts within your chapter. Does a brother's parent work for a local business? Do you know someone in a local organization or maybe an alumnus who could help you out? Be sure to give sponsors credit in press releases, on T-shirts or on any other material you post or distribute. When the event is over, be sure to deposit all funds within 24 hours. Do not make the mistake of losing what you worked so hard to collect.