



World Burns Week: 4-10 November 2024

# Communication Toolkit

World Burn Weeks' guide to getting involved

Document last updated on: 17/06/2024

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## Why World Burns Week

Burn injuries represent a significant global health challenge, with **millions of new cases annually** and a disproportionate burden on low- and middle-income countries. Each year, **180,000 individuals will die from their burn injuries. Most of these deaths will be in low and middle income countries** <sup>1</sup>. Those who survive face a laborious recovery dependent on nutrition, wound care, psychological support, physical therapy and surgery. Difficulty accessing safe and affordable surgical treatment leaves approximately **5 billion people without proper acute burn management** <sup>2</sup>.

World Burns Week serves as an international platform to raise awareness, facilitate greater collaboration, and work together towards global equity in the burden and care continuum of burn injuries. By convening stakeholders, promoting understanding, and advocating for change, we strive to make a tangible difference in the lives of those affected by burns worldwide.

**We invite you to be part of World Burns Week and organize activities during the event that align with our shared mission and vision.**

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## About World Burns Week

**Vision:** World Burns Week envisions a world where burns are prevented, and access to timely and effective care is equitable - regardless of location, income, gender, age or ability.

**Mission:** The mission of World Burns Week is to raise awareness about burns as a global health priority; advocate for equity in burn prevention, care and survivorship; and promote international collaboration to reduce the burden of burns in low-/middle-income settings.



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## Who We Are

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**Partners:** World Burns Week is a global collaboration of organizations representing burn care, public health, advocacy, and survivor support

**Steering Committee:** Comprised of 11 organizations spanning regional, survivorship and NGO representation, the Steering Committee works to organize and coordinate World Burns Week. Together we work to unite stakeholders along the burn prevention, care and survivorship continuum, fostering understanding, partnership, and action to address burn injuries as a global health priority.

**Endorsing Organizations:** A global collaboration of organizations representing burn care, public health, advocacy, and survivor support. These organizations endorse World Burns Week and our missions and values. Together we work to unite stakeholders along the burn prevention, care and survivorship continuum, fostering understanding, partnership, and action to address burn injuries as a global health priority.

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## Supporting World Burns Week Through Media

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Our goal is to establish a community of caring individuals and foster connections through effective communication. You can support us by spreading our message, sharing survivors' stories, and expressing solidarity with the World Burns Week campaign. We kindly request that endorsing organizations and individuals consider the following guidelines. Adhering to these principles will assist in promoting "World Burns Week" in a manner that reflects our values of inclusivity, respect, and cooperation, thereby advancing a more equitable approach to burn care and prevention.

### [Tips for supporting World Burns Week](#)

## 05 Media Library

### [WORLD BURNS WEEK LOGO](#)

### [WORLD BURNS WEEK SAVE THE DATE](#)

**Educational Resources:** See our website for more educational materials including infographics.

**Social Media Campaigns:** Leading up to World Burns Week, we aim to launch a series of social media campaigns to spread awareness, enthusiasm and build community. Please stay posted for our emails to help you anticipate, participate in, and share these activities. #WorldBurnsWeek

#### References:

1. World Health Organization. Burns. Who.int. Published October 13, 2023. <https://www.who.int/news-room/fact-sheets/detail/burns>
2. Opriessnig E, Luze H, Smolle C, et al. Epidemiology of burn injury and the ideal dressing in global burn care - Regional differences explored. Burns. 2023;49(1):1-14. doi:10.1016/j.burns.2022.06.018



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