

Buy Wise Be Safe Launches #BurnsAwarenessWeek

A SHOCKING video has been published by a national safety group today (Wednesday October 19th) to highlight the importance of burns awareness during Halloween, Diwali, and Bonfire Night.

In the video on the group's social media accounts, a small child's fancy dress costume is alight in moments after the floating fabric from the base of the costume comes into contact with a naked flame. South West based group Buy Wise Be Safe decided to post the video in order to highlight the danger posed by fire; particularly with Halloween being preceded by the Indian festival of lights Diwali, and Bonfire Night following shortly afterwards. All three festivals feature the use of flames and/or fireworks which can pose a particular threat to the delicate skin of babies and young children.

Today (Wednesday October 19th) is the National Burns Awareness Day from the Children's Burns Trust, which Buy Wise Be Safe is supporting and used as inspiration for its #BurnsAwarenessWeek which runs from October 29th to November 5th.

During the four week period surrounding Bonfire Night admissions to A&E for burn related injuries increase substantially; so to help parents keep their children safe Buy Wise Be Safe has launched a Burns Awareness Week campaign offering great advice to keep youngsters safe.

Stuart Radnedge, spokesman for Buy Wise Be Safe, said, "Every year around Bonfire Night many children suffer needless injuries that can occur in a moment but, in many cases, leave a scar or injury for a lifetime."

"Children under the age of 5 should not be holding Sparklers but the risk of burns is still high if you leave naked flames exposed around your home, for example in a pumpkin lantern. Many young children will enjoy being a part of the festivities with the opportunity to dress up and transform the home with lanterns, carved pumpkins and other decorations."

"However, as demonstrated in the video we published on our social media pages, some costumes can catch alight quickly – especially when they can have long trailing material attached that can easily burn if it drops onto a flame."

“To try and make this four week period as safe as possible, we have provided some great advice on how to avoid the risks around the home which are prevalent at this time of year.”

To find the Burns Awareness safety tips please visit www.buywisebesafe.org.uk for advice on the website, and www.facebook.com/buywisebesafe and www.twitter.com/buywisebesafe for our messages that are being shared on Social Media.

[ENDS]

Notes associated with this press release.

Buy Wise Be Safe is a project that is funded jointly by Trading Standards South West and National Trading Standards and involves the partners in **Public Health, AvonSafe** and **Bristol Lifeskills** centre.

For further information contact editor@buywisebesafe.org.uk or call 07484 036195.