



PRESS RELEASE

Steve Irons MP

Federal Member for Swan

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Steve Irons launches electorate-wide burns first aid campaign

Deputy Chair of the House of Representatives Health and Ageing Committee and Federal Member for Swan Steve Irons has today officially launched an electorate-wide first aid in burns information campaign at Kensington Fire Station.

The campaign involves the distribution of large family fridge magnets to every household in the electorate with the official Australian and New Zealand Burns Association advice on how to stop the burning process.

Mr Irons said that he decided to undertake this campaign because of the findings of a recent Health and Ageing Committee inquiry into burns, which found that while burns injuries were common, many Australians were not aware of the basic first aid steps that needed to be taken to stop the burning process.

“Australian data shows that 46,661 people were hospitalised as a result of a burn or scaled related injury in the five years from 1999 to 2004” he said. “Younger and older people are particularly over-represented in these statistics.

“The committee found that burns are often more severe due to poor first aid response in the community or delayed referral to a burns centre.

“That is why I am launching this information campaign in the electorate. I want to make sure that everyone is aware of Australian and New Zealand Burns Association first aid procedures for dealing with burns so we can help reduce the severity of these common household injuries.

“We are fortunate in Perth to have a world class burns unit at the Royal Perth Hospital led by Professor Fiona Wood and Perth played a central part in the burns inquiry.

“I hope through this campaign Perth can also become leaders in burns first aid because how burns injuries are managed in the first few hours make a huge difference to the ultimate scale of the injury and treatment needed.

“It’s an exercise for the community and even if it saves one person from extensive burns injuries it’s a program worth doing” he added.

Mr Irons said that he had started the process of distribution and would aim to get to every household in the Swan electorate.