

Community Burn Prevention Action Research:

Nepal, Ethiopia and the Occupied Palestinian Territories (OPT)

2017-2020

The Centre for Global Burn Injury Policy and Research (CGBIPR) and Interburns ran a three year project in Ethiopia, Nepal and the Occupied Palestinian Territories (OPT) to **research and implement interventions to improve burn care and prevention in LMICs.**

In each partner country, a community survey collected data on the incidence and severity of burns, as well as Knowledge, Attitudes and Practices surrounding burns in the target areas. The results of these surveys were used to create context-specific burn prevention and burn care activities.

The project facilitated uptake of these interventions, and supported additional **prevention** and **first aid training programmes** such as Basic Burn Care (BBC) for health workers to improve burn care in communities.



Swansea University
Prifysgol Abertawe

Centre for Global Burn Injury Policy and Research
Canolfan Polisi ac Ymchwil Anafiadau Llosgi Byd-eang

FUNDED BY

NIHR | National Institute
for Health Research



COMMUNITY RESEARCH: OCCUPIED PALESTINIAN TERRITORIES (OPT)

Problem:

- An estimated 65,000 burns occur across Gaza and the West Bank each year.
- 69% of those injured are female.
- 40% of the total are children aged under 18.

Despite attempts to promote prevention through awareness, continued problems include disruption of power supplies, poor cooking practices, lighting and heating infrastructure (including living accommodation).

Step 1: Steering Committee set up with the Ministry of Health (MoH), Arab World for Reconstruction and Development (AWRAD), burn units in Gaza and West Bank, the International Cooperation Dept, the Continuing Education Dept and project partners Medical Aid for Palestinians (MAP).

Step 2: Standardised Community Survey was adapted by the CGBIPR based on a WHO community survey, in order to assess the epidemiology, aetiology and Knowledge, Attitudes and Practice (KAP) around burns. Local staff were trained in using a participatory, mixed method approach for the survey.

Step 3: Community Surveys were carried out in a variety of settings such as urban and rural areas, Bedouin communities, refugee status of the population, proximity to the Separation Wall in the West Bank and border areas in Gaza.

The survey of 1,500 households in the West Bank and Gaza showed that:

- ★ 1.5% of Palestinians had experienced serious burns.
- ★ Females and children are the most high-risk groups.
- ★ Children are most likely to sustain a scald burn.
- ★ Gaza was more high-risk than the West Bank.
- ★ 88% of households keep gas cylinders in their home.
- ★ 91% of Palestinian households rely primarily on liquefied petroleum gas (LPG) for cooking.

This research fed into the prevention campaign.

Key message: Burns can be avoided

Key slogan: WE CAN.. prevent burns



The wider impact of research:

- ❖ The first of its kind in the region.
- ❖ International partnership was invaluable.
- ❖ Rigorous methodology and mixed methods approach to the survey including focus groups, key informant interviews, qualitative and quantitative methods.
- ❖ It helped to build local capacity for community level research projects in future.
- ❖ Close coordination with the authorities ensured a strong link between policy and programming.

PREVENTION CAMPAIGN



Focus areas for campaign: Gaza: Um Al Naser Bedouin Village - highly marginalized and close to the border; in the Northern district where burn rates were the highest in all research regions. **West Bank:** Hebron city, a high number of burns and the largest population in the West Bank..



5,000 leaflets distributed to homes and public areas through a door-to-door campaign.



1,000 posters distributed in schools, primary health clinics, government clinics and community centers.



QUOTES FROM THE COMMUNITY

“After this campaign, many workshops were held on burns upon the request of the villagers, to change misconceptions and wrong habits. The municipality’s biggest achievement was the acceptance by the community of the emergency teams made up of men and women by the people of Umm al-Nasr”.



“The participation of young people in awareness activities continued after the end of the field trips. A committee was established in the neighborhood consisting of young men and women to carry out activities related to burns.”

COMMUNITY ENGAGEMENT - AMPLIFYING THE VOICES OF WOMEN AND CHILDREN

The project resulted in **empowering youth, women and children** in target communities especially in the more conservative community of the Bedouin village. It also encouraged wider conversations around community participation, the role of youth, children and women, and gender mixing in community service.

Quotes from women and children involved in the project:

“Through producing the educational video on burns, I became the source of information on burns for my family, neighbors and school mates. Now, they come to me for information and I feel great about that” (Mohammad, male, 14).

“This was my first opportunity to publicly participate in my traditional community; where the campaign on burns gave me the umbrella to go out and educate my community members”.

“I used to participate in many activities just outside of the village, because of my constant fear of joining the village community and the cultural barriers, but this campaign and the acceptance that I gained from the people of the village broke this barrier!”



OPT MEDIA STRATEGY

In Bedouin villages, community members produced videos about burn awareness, these were shared widely on Facebook. Given the increasing economic hardship in the village, AWRAD also provided assistance for families such as food coupons for children and families who participated.

A 45-second motion graphic video was produced and published through large media outlets in the West Bank and Gaza. The video targeted children and caregivers and placed emphasis on the need to use proven medical methods to cure burns and to encourage all family members to be part of the prevention effort.

A puppet show video was produced by a group of young artists from Gaza. Given the high rate of burns among children in the home, this was considered an innovative and cost-effective approach to target relevant prevention messages.

The “Tamer Network” shared the puppet show video and motion graphic video to more than 3,000 caregivers using WhatsApp. Tamer estimates the number of children/adolescents who have viewed the videos at 15,000.



Puppet show developed in Gaza

An important part of the prevention campaign was using radio stations to broadcast information. This part of the campaign grew after Covid-19. The use of radio was an innovative contingency put together by our partners in OPT, MAP and AWRAD.

Radio Alam: More than 68,000 followers on Facebook. The following activities were implemented:

- Streaming radio spots 7 times a day during July 2020.
- Hosting the MoH and MAP in Hawwa' show (حواء) which focuses on issues of importance to women and on gender equality.
- The interview streamed live on air and Facebook; around 2,000 people watched live.

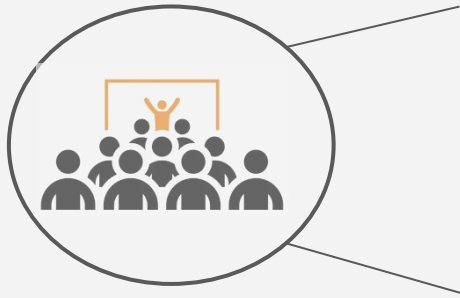


Rabee'a (4) Radio: a local station in Hebron with more than **54,400** followers on Facebook, and a monthly reach of around **800,000**. The campaign included:

- Streaming awareness radio spots 5 times a day during August 2020 (150 times).
- Hosting an awareness show with participation from burn experts from the MoH/Continuing Education department, Burn Unit in Rafidia Hospital, MAP and AWRAD.

Ajyal Radio: This is the largest and most popular radio station reaching Palestinians in all areas in the West Bank and Gaza Strip. It has more than 3 million followers and likes on its Facebook page.

BBC is a locally delivered course in first aid and prevention of burn injuries. It gives community level health workers knowledge and skills to effectively manage minor burns that do not require inpatient treatment.



52 MoH staff were trained as BBC trainers.
The course materials were localised.

361 primary healthcare staff were trained in OPT in BBC across 2 years.

Key achievements



Data will ensure that burn injuries are prioritised and clearly articulated in the National Health Strategy.



The process raised awareness among officials, researchers and household members.



BBC has been adopted as a national training programme.



The voices of community members, especially women and children were raised in relation to burn prevention.