



AARBF REFERENCE GUIDE

Organization Name	Alisa Ann Ruch Burn Foundation (<i>A-leesa-Ann-Roosh</i>)
Abbreviation	AARBF
Website	www.aarbf.org
Social Media Handles	Facebook: @alisaannruchburnfoundation, Twitter & Instagram: @aarbf
Mission and History	AARBF was founded out of the tragic death of eight-year-old Alisa Ann, whose fatal burn injury was caused by a backyard barbeque accident involving lighter fluid. Her parents and the Southern California fire service began the organization in 1971 with the mission to significantly reduce the number of burn injuries through prevention education, and to enhance the quality of life of those affected by burn injuries in California.
Organizational Achievements	<ul style="list-style-type: none">• In August 2016 and 2017, AARBF was awarded two FEMA Assistance to Firefighters Grants for burn prevention education totaling more than \$675,000 in federal funding;• In April 2016, AARBF's Champ Camp program was presented at the American Burn Association 48th Annual Meeting in Las Vegas, NV;• In June 2015, Champ Camp's 30th Anniversary was recognized by California Governor Jerry Brown, the Fresno County Board of Supervisors and President Barack Obama.• In 2009, AARBF was nationally recognized by the US FEMA department for our scald prevention campaign, <i>Hot Liquids Burn Like Fire</i>;• In 2006, AARBF was honored with the <i>Health Care Champion Award</i> from United States Senator Barbara Boxer which recognized its exemplary service in California;• In 1985, AARBF established Champ Camp, a summer camp for burn injured children;• In 1972, AARBF created the <i>Stop, Drop and Roll</i> marketing campaign, now a life-saving technique taught in schools worldwide.
Demographics	AARBF's client's ages, ethnicities and incomes span every category; however, the majority of our clients are from low- to no-income households and are youth under 18 . While ethnically diverse, the majority of AARBF clients come from Hispanic first-generation immigrant families . There is a higher population of male burn survivors within AARBF services and programs.
Staff Contacts	<ul style="list-style-type: none">• Jennifer Radics-Johnson, AARBF Executive Director jradics@aarbf.org or 818-848-0223 x 12.• Daniel Chacon, AARBF Assistant Director and Champ Camp Staff Lead, dchacon@aarbf.org or 415-495-7223 x18.



AARBF REFERENCE GUIDE

Office Locations

Southern California (Headquarters)

Margarita Rodriguez
Senior Regional Manager
50 N. Hill Ave. Suite 305
Pasadena, CA 91106
Phone: (818) 848-0223

Central California

McKenzie Dern
Regional Manager
911 H. Street
Fresno, CA 93721
Phone: (559) 621-4016

Northern California

Scott Wertz
Regional Manager
708 El Cerrito Plaza
El Cerrito, CA 94530
Phone: (415) 495-7223

Preferred Phrases

Burn Survivor instead of "burn victim"

Firefighter instead of "firemen" or "firewomen"

Burn injuries instead of "burn wounds"

California fire service denotes the State's firefighting force

IMPORTANT MESSAGE TO MEDIA

While you're at our event:

- Please enjoy!
- Take photos while always **maintaining discretion** and not interrupting the children's enjoyment of event activities;
- Stay with your AARBF escort **at all times**;
- Retell stories of the children and volunteers in a sensitive and responsible manner **maintaining confidentiality** at all times*; and
- Use camera etiquette – a camera close to a child's face will interrupt their enjoyment of the activity.

Please DO NOT:

- Ask how a child received their burn injury (often they will tell you the story themselves but **asking is not permitted**);
- Use a child's **last name** (hometown names are acceptable); or
- **Photograph or film children whom we have asked you not to.**