



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, 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 barbecue 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 June 2024, AARBF will host its 39th Champ Camp;• In April 2024, we were recognized at the American Burn Association Annual Meeting for our burn prevention poster submission;• In August 2023, AARBF launched the IMPAC Tool which is used to evaluate the effectiveness in a prevention message;• In October 2021, AARBF completed and released a permanent Stop, Drop and Roll installation at the Los Angeles City Fire Museum;• In April 2021, AARBF celebrated our 50th Anniversary;• In August 2018, AARBF launched the Be Safe Tool: Behavioral Evaluation and Safety Assessment for Fire Education;• In August 2016, AARBF was awarded a FEMA Grant for burn prevention education through our Firefighters in Safety Education (FISE) program;• 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, Hot Liquids Burn Like Fire;• In 2006, AARBF was honored with the Health Care Champion Award 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 Stop, Drop and Roll 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 Contact	Katrina Arthur, AARBF Operations Manager karthur@aarbf.org or 559-286-0710 x110



AARBF REFERENCE GUIDE

Headquarter Office:	Alisa Ann Ruch Burn Foundation 44 Montgomery Street, 3rd Floor San Francisco, CA 94104 Phone: (818) 848-0223 eMail: info@aarbf.org Website: www.aarbf.org
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 AT AARBF EVENTS

While you're at our event:

- Please enjoy!
- Take photos while always **maintain discretion** and not interrupting the children's enjoyment to 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.**