National Poison Prevention Week 2016 Outreach Toolkit

February 16, 2016

Dear AAPCC Members, including SPIs, Educators, and all Directors:

In celebration of National Poison Prevention Week (NPPW), March 20-26, 2016, individuals, organizations, and institutions around the country will come together to raise poison prevention awareness and advocate for the nation’s poison control system.

Celebrated during the third full week of March each year, NPPW is nationally designated to highlight poisoning dangers and how to prevent them. According to the Center for Disease Control and Prevention (CDC), poisoning is the leading cause of injury death in the United States.\(^1\) As you know, in 2014, poison centers managed 2.9 million cases, about 2.2 million of which were about people coming into contact with dangerous or potentially dangerous substances (exposures). Despite the high volume of calls, poison centers treated 68 percent of cases at the exposure site, saving millions of dollars in medical expenses. AAPCC invites you to take advantage of the national attention that follows NPPW to help us promote the daily, life-saving work of poison centers.

NPPW allows poison centers the opportunity to not only highlight their success in managing poisonings, but also educate the children and adults in your communities on poison safety through educational outreach. Similar to #GivingTuesday, AAPCC has assembled a media toolkit to provide you with all of the necessary resources to start promoting NPPW in your poison centers’ coverage areas, should you elect to do so. The toolkit includes an overview of NPPW events and themes, an outreach email template, two press release templates, social media tips, and a suggested communications timeline.

Poison Information and Prevention Education Repository (PIPER)
You can access, download, and share (on your website and social media) a variety of #NPPW16 promotional materials (campaign images, graphics, videos, etc.) via this link from AAPCC’s new digital resource repository, “PIPER”: https://piper.filecamp.com/public/files/25lq-bp17h38e. Please let us know if you have trouble accessing the files, and we will make other arrangements for you.

Resources included on PIPER:

- [National Poison Prevention Week Banners](#), two versions (shareable sizes for website, Facebook and Twitter)
- [National Poison Prevention Week Poster Contest Information](#) 1-Pager (distribute throughout your communities and with your outreach email)
- AAPCC & National Poison Prevention Week Council’s [Embargoed Press Releases](#)
- [Infographics](#) (great to include with your Tweets and Posts)
- [SPI photos](#) (these were included in our #GivingTuesday media toolkit but will also work great alongside your #NPPW16 Tweets and Posts)
- [2014 Annual Report Snapshot](#)

We are looking forward to a successful campaign! Please contact me if you have any questions.

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NATIONAL POISON PREVENTION WEEK OVERVIEW

To encourage Americans to learn more about the dangers of accidental poisonings and to take appropriate preventative measures, the Congress, by joint resolution approved September 26, 1961, as amended (75 Stat. 681) has authorized and requested the President to issue a proclamation designating the third week of March each year as "National Poison Prevention Week" (NPPW). NPPW is the third full week in March each year. Here is a link to the 2015 proclamation. As soon as the 2016 proclamation is available, we will be sure to notify you.

NPPW COUNCIL
The National Poison Prevention Week Council coordinates NPPW events and promotes poison prevention, year-round. The Council provides information about the events associated with National Poison Prevention Week, the steps that you can take to help prevent accidental poisonings, and tips for promoting community involvement in poison prevention. The Council’s website is www.poisonprevention.org.

NPPW Overarching & Daily Themes
The two overarching themes of National Poison Prevention Week 2016 are:

- *Children Act Fast, So Do Poisons*
- *Poisonings Span a Lifetime*

Additionally, these daily themes will be promoted in 2016:
The following offers ideas and language you can use as part of your daily outreach.

Monday, March 21 – Children Act Fast; So Do Poisons
Not only are children naturally curious, but they also act fast. It takes only seconds for a child to get a hold of something dangerous. In 2014, just under half of the 2.9 million exposure cases managed by poison centers involved children younger than six. Of those cases, cosmetics/personal care products, household cleaning substances, and analgesics (pain relievers) were the top three substance categories involved. It’s imperative that parents and caregivers take extra precautions to protect children from being exposed to potentially poisonous substances. The best way to be prepared for poison emergencies is by programming the Poison Help number into your phone, 1-800-222-1222, and posting is somewhere visible in your home.

Tuesday, March 22 – Poison Centers: Saving You Time and Money
Responding to approximately 3 million calls each year, poison centers save countless American lives and millions of American taxpayer dollars every year by providing free, confidential medical advice to people who have been exposed to poison. Every dollar invested in the poison center system saves $13.39 in health care costs and lost productivity, totaling more than $1.8 billion every year. Poison centers are a good deal for taxpayers, for the government, for health care facilities, for insurance companies, and for the public. Click here to help support your local poison center today!

Wednesday, March 23 – Poisonings Span a Lifetime
Poisonings & medicine mishaps can happen to anyone, anywhere, and at any time. While half of the exposure cases managed by poison centers in 2014 involved children, many of the more serious cases occurred among adolescents and adults. From children to seniors and Millennials to Baby Boomers, poison prevention is for everyone. By taking a few precautions, you can help keep you and your loved ones of any age poison-free!
Thursday, March 24 – Home Safe Home

While poisonings can happen at work, school, outdoors, and anywhere else, 91% of human exposures occur at home. From the garage to the bathroom to the attic, hundreds of toxic chemicals and substances are stored in our homes. Even some of the more common household items can be poisonous to children, such as laundry products, plants, and personal care products. Follow a few simple steps to ensure that your home is poison safe:

- Save the Poison Help number, 1-800-222-1222, in your phone, and post it in your home for babysitters and visitors.
- Put all of the medicine in your home up, away, and out of sight. Safely dispose of expired or unneeded medications.
- Install and regularly check carbon monoxide detectors in your home.
- Be aware of where the button batteries are in your home (remote controls, key fobs, watches, etc.) and keep these objects secure or away from children!
- Make sure all cleaning products are stored in their original containers. Store these containers up high and out of reach of children.

Friday, March 25 – Medicine Safety:

In 2014, 57% of human exposures involved medications, or pharmaceuticals. Most over-the-counter and prescription medicines can be helpful when taken as directed. However, when not taken properly, medicines can be harmful, and in some cases deadly. Medication errors can occur at any age, which is why it’s important for everyone to be aware of proper medicine safety.

- **Children** – As we know, young children are curious and act fast. Therefore, it’s vital to use and store medicine around children properly:
  - Always store medicines up, away, and out of sight of children.
  - Read each medicine’s label and always give “as directed” (use the dosing device that comes with the medicine) or as instructed by a physician or pharmacist.

- **Adolescents** – Youth begin to self-medicate around 11 years old, which is why it is important that parents, teachers, and guardians discuss the safe use and storage of medicines with tweens: (OTC Medicine Safety Program developed by Scholastic, McNeil, and AAPCC is a great resource: http://www.scholastic.com/otcmedsafety/)
  - Learn to read, understand, and follow the Drug Facts label.
  - Never share your medicine with someone else or use someone else’s medicine.
  - Measure every dose carefully, and always use the dosing device that comes with the medicine.
  - Be sure to get permission and guidance from a parent or trusted adult before taking medicines.
  - Parents and caregivers can find out how to start the conversation about over-the-counter medicine safety here!

- **Adults** – Between taking care of their children and parents, many adults forget about the importance of their own medicine safety. However, a few simple steps can help prevent poisonings and overdoses:
  - Be prepared for any poison emergency by programming the Poison Help line into your phone, 1-800-222-1222, and placing it somewhere visible in your home.
  - Properly getting rid of medicine that you don’t need is especially important if you have children or pets in your home. Click here to find out how to properly dispose of unwanted or unused medicine.
  - Keep medicines in their original containers and properly labeled. If you have any questions about a medicine or ingredient, call your local poison center.
Older Adults - About one-third of adults 57 years and older use at least 5 different prescription medicines, and most older adults taking prescription medicines are also using over-the-counter medicines, dietary supplements, or both. Due to the increase in medicines, older adults are twice as likely as others to come to emergency departments for adverse drug events and nearly seven times more likely to be hospitalized after an emergency. As more and more patients receive care from more than one provider and even more than one pharmacy to meet their pharmaceutical needs, the patient remains the common denominator. Here’s how older adults can protect themselves from accidental poisonings and overdoses:

- Discuss ALL medications with your doctors and/or pharmacists, including prescription and over-the-counter medicines, and vitamins and supplements.
- Read and follow the directions for each of your medicines, and take them exactly as directed.
- Keep a list of ALL medications that you are taking, including prescription and over-the-counter medicines, and vitamins and supplements, and bring the list whenever you go to a doctor or pharmacy.
- Keep your medicines in child-resistant containers and up, away, and out of sight of children.
- If you need glasses, always use them when taking medications. Never take medications in the dark.
- If you experience adverse effects from a medicine or have any questions or concerns about a medicine, call your local poison center immediately at 1-800-222-1222.
NPPW POSTER CONTEST
In honor of NPPW, the National Poison Prevention Week Council conducts a nationwide poster contest to engage communities in helping to ensure the safety of children and adults.

There are three divisions in the poster contest:
• Kindergarten – 2nd grade
• 3rd – 5th grade
• 6th – 8th grade

The themes of the poster contest are *Children Act Fast, So Do Poisons* and *Poisonings Span a Lifetime*.

**May 15, 2016** is the deadline for receipt of the posters. Artwork is judged by members of the National Poison Prevention Week Council. The winning artists and affiliated teachers for all divisions will be notified by June 30. Posters become the property of the Poison Prevention Week Council and will not be returned.

The Council will add the National Poison Prevention Week date, the artists name, the Poison Help line toll free number (800-222-1222) and the Council website address to the border of the artwork.

The 1st place artwork in each division is published and distributed nationwide. All winning artwork are also posted online.

Complete poster contest guidelines are available here. Please feel free to share this document that AAPCC created to spread the word about the poster contest.

USEFUL LINKS & RESOURCES:
*Feel free to add your organization or poison prevention campaign to this list:*

- www.aapcc.org
- http://www.aapcc.org/prevention/nppw/
- http://www.poisonprevention.org/index.htm
- http://www.poisonprevention.org/poster.htm
- http://www.poisonprevention.org/poison.htm
- https://www.facebook.com/aapcc
- http://www.aapcc.org/alerts/ (AAPCC Topic Alerts)
- http://www.cleaninginstitute.org/clean_living/take_the_pledge.aspx
- http://www.scholastic.com/otcmedsafety/
- http://www.upandaway.org/
- http://thebatterycontrolled.com/
RAISE AWARENESS

When publicizing #NPPW16, it is important to maximize the event’s visibility by promoting it to your intended audience effectively. Facebook, Twitter, Instagram, YouTube, and other social media sites can reach a large audience at minimal or no cost (we will cover “Social Media Tips” in the next section). However, more traditional media outlets, such as email, websites, and press releases are still great methods to reach and activate your constituency. Some examples include:

- Email your communities, partners, stakeholders, etc. to educate them about #NPPW16 and invite them to participate in any events your center is hosting
- Post photos from past NPPW events/campaigns or other events on your website to show your audience the importance of poison prevention
- Launch a press release highlighting #NPPW16 and your center’s goals
- Submit op-ed pieces to your local press outlets and blogs

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach:

Dear __________,

This year, March 20 – 26, 2016, [POISON CENTER] is participating in National Poison Prevention Week (#NPPW16), a week nationally designated to highlight the dangers of poisonings and how to prevent them. We invite you to join the movement by participating and advocating for the importance of poison prevention and your local poison control center, [POISON CENTER].

According to the Center for Disease Control and Prevention (CDC), poisoning is the leading cause of injury death in the United States. In 2014, poison centers managed 2.9 million cases, about 2.2 million of which were about people coming into contact with dangerous or potentially dangerous substances. Despite the high volume of calls, poison centers treated 68 percent of cases at the exposure site, saving millions of dollars in medical expenses.

America’s 55 poison centers provide free, expert information and treatment advice, 24 hours a day, seven days a week, 365 days a year, through the national Poison Help line – 1-800-222-1222. Calls are answered by specially trained nurses, toxicologists, pharmacists, and physicians. Each year, the [POISON CENTER] answers more than [INSERT # OF CALLS] calls about drug, consumer product, animal, environmental, food poisoning, and other issues. In addition, the [POISON CENTER] provides educational outreach to prevent poison emergencies and inform the public about the dangers of poisons.

Since 2011, all of America’s 55 poison centers have suffered millions in federal and state funding cuts. Several studies have determined that the nation’s poison centers save Americans more than $1.8 billion in medical costs and lost productivity each year. Calls to poison centers keep the vast majority of callers out of hospitals and decrease the length of stays for patients admitted to hospitals.

It takes just $0.43 a year per U.S. resident to fund the nation’s entire poison control system—55 centers staffed 24/7 by experts tirelessly providing free services. That’s less than $2—the cost of a cup of coffee—to provide vital poison control services to a family of four! But because only a fraction of funding comes from the government, poison control centers need your help. If you or a loved one has ever called the Poison Help line, please consider investing the price of a cup or two of coffee and do YOUR part to help sustain this amazingly cost effective service by donating to [POISON CENTER]. We truly thank you for supporting [POISON CENTER] as we continue to manage poison emergencies and provide educational outreach throughout the community.

Please take a few minutes during #NPPW16 to donate to the [POISON CENTER]. Visit AAPCC.org to learn more about how to donate.

Sincerely,
[Name]
[POISON CENTER]
SAMPLE PRESS RELEASES
The National Poison Prevention Week Council and AAPCC will be releasing press releases highlighting NPPW on Tuesday, March 15 and Thursday, March 17. The embargoed press releases can be accessed through this link. You are welcome to borrow language from our press releases to do your own on behalf of your poison center. If you choose to use quotes from either release, we ask that you leave them intact.

The following press releases offer ideas and language you can use as part of your outreach:

[INSERT POISON CENTER] Celebrates the 54th Annual National Poison Prevention Week

[INSERT LOCATION] [INSERT DATEDLINE] – In 1961, the United States Congress designated the third week in March each year as National Poison Prevention Week (NPPW), a week dedicated to raising awareness about poisoning in the U.S. and highlighting specific ways to prevent it. [INSERT POISON CENTER] will celebrate the 54th Annual NPPW, March 20-26, 2016, by reminding the public that while poisoning is the leading cause of injury death in the United States, many poisonings are preventable, and expert help is always just a phone call away.

The National Poison Prevention Week Council has established the following overarching themes of National Poison Prevention Week: Children Act Fast; So Do Poisons and Poisonings Span a Lifetime. Additionally, the following daily themes will be observed during the week:

- Monday, March 21 – Children Act Fast ... So Do Poisons
- Tuesday, March 22 – Poison Centers: Saving You Time and Money
- Wednesday, March 23 – Poisonings Span a Lifetime
- Thursday, March 24 – Home, Safe Home
- Friday, March 25 – Medication Safety

While most poisoning deaths are due to the misuse and abuse of licit and illicit drugs, poison exposures can involve a vast array of substances and occur in many ways. In 2014, almost 80 percent of exposures reported to poison centers involved people who swallowed a substance. However, people were also exposed through the lungs, skin, eyes, and other routes. Additionally, 57 percent of human exposures reported to poison centers involved medications, or pharmaceuticals. Other exposures are to consumer and household products, plants, mushrooms, pesticides, animal bites and stings, carbon monoxide, chemicals, and many other types of nonpharmaceutical substances.

“It’s important to remember that poisonings can really happen to anyone, anywhere, and at any time. While the majority of human exposures called in to poison centers occur at a residence, they can also occur in the workplace, schools, healthcare facilities and elsewhere. The good news is that many poisonings are preventable, and if you need help, it’s readily available by calling Poison Help at 1-800-222-1222,” said Krista Osterthaler, Chair of the National Poison Prevention Week Council and Director of National Outreach at AAPCC.

For more information on National Poison Prevention Week, visit: http://www.poisonprevention.org/. For additional poison prevention tips and resources, visit AAPCC’s National Poison Prevention Week webpage at: http://www.aapcc.org/prevention/nppw/. Individuals and organizations who would like to follow social media content pertaining to NPPW should use and search for the hashtags #NPPW16 and #preventpoison.

For more information, the media may contact [INSERT POISON CENTER’S MEDIA CONTACT AND CONTACT INFORMATION].

About [INSERT POISON CENTER] [INSERT POISON CENTER’S BOILER PLATE]
[INSERT LOCATION] [INSERT DATELINE] – [INSERT POISON CENTER] will unite with poison centers across the country, as well as poison prevention organizations and advocates, to celebrate the 54th Annual National Poison Prevention Week, March 20-26, 2016. In 1961, the United States Congress designated the third week in March each year as National Poison Prevention Week, a week dedicated to raising awareness about poisoning in the U.S. and highlighting specific ways to prevent it.

This year’s National Poison Prevention Week will focus on two overarching themes: *Children Act Fast, So Do Poisons* and *Poisonings Span a Lifetime*. Additionally, daily themes will be observed during the week, including a day dedicated to recognizing the important role poison centers play in the communities they serve. And on Tuesday, March 17, [INSERT POISON CENTER] encourages the public to celebrate the value of America’s poison control system.

According to the Centers for Disease Control and Prevention (CDC), poisoning remains the leading cause of injury death in the United States. “In 2014, America’s poison control centers managed 2.9 million calls, about 2.2 million of which were about people coming into contact with dangerous or potentially dangerous substances,” said Jay L. Schauben, PharmD, DABAT, FAACT, Director of the Florida/USVI Poison Information Center in Jacksonville, and current AAPCC President. “National Poison Prevention Week allows poison centers to emphasize poison prevention education to help prevent poisoning accidents before they occur and to raise awareness that health care professionals are available around the clock for assistance in our nation’s poison centers.”

Jointly, America’s 55 poison centers provide services to the entire U.S. population in all 50 states and U.S. territories. Poison centers save lives and protect the health of Americans through direct medical services, data collection and monitoring, and educational outreach, at no cost to the public. “Poisonings can happen anywhere and to anyone. While the majority of poisonings happen at home, they can also occur in the workplace, schools, and healthcare facilities. Parents and older adults are not the only ones who benefit from poison control services. Health care providers in emergency rooms and hospitals rely on the experts at poison centers to assist in the diagnosis and treatment of their patients as well,” said Dr. Schauben.

In 2014, approximately 68 percent of human exposures reported to poison centers were treated at the exposure site, saving millions of dollars in unnecessary hospital visits. Unfortunately, budget cuts continue to threaten the existence of poison centers. “Poison centers save Americans more than $1.8 billion every year in medical costs and lost productivity, however, without continued funding, many poison centers could be forced to close their doors,” said Stephen T. Kaminski, JD, AAPCC CEO and Executive Director. “The poison control system is extremely cost-efficient, as it takes just $0.43 a year per U.S. resident to fund the nation’s poison control system, a network of 55 poison centers working tirelessly to provide free services 24 hours a day, seven days a week, year-round through the Poison Help line.”

During National Poison Prevention Week, [INSERT POISON CENTER] encourages the public to visit http://www.aapcc.org/about/poison-center-donations/ to find out how to donate to [INSERT POISON CENTER].

For more information on National Poison Prevention Week, visit: http://www.poisonprevention.org/. For additional poison prevention tips and resources, visit AAPCC’s National Poison Prevention Week webpage at: http://www.aapcc.org/prevention/nppw/.
For more information, the media may contact [INSERT POISON CENTER’S MEDIA CONTACT AND CONTACT INFORMATION].

About [INSERT POISON CENTER]
[INSERT POISON CENTER’S BOILER PLATE]

# # #
SOCIAL MEDIA TIPS

Social media is crucial to making sure that your #NPPW16 messages reach the largest audience possible. Plus, social media is a great way to celebrate your poison center’s story, mission and values.

Remember to use the hashtags #NPPW16 and/or #PreventPoison on social media when talking about the campaign. Using a common hashtag ensures that individual twitter users who do not follow each other can see and engage with all of the tweets about a campaign or cause. You can also tag us, @AAPCC, on Twitter and Facebook and we will retweet/share and promote your messages.

TWITTER

Twitter (http://www.twitter.com) allows for easy updates and information-sharing (via “tweets”) in 140 characters or less. Due to the limited size of tweets, focus your Twitter efforts on a call to action, positive messages, local statistics/data, or important information about the campaign. Twitter is also a great way to share up-to-the-minute information and updates about the campaign and any additional events leading up to #NPPW16 your center may be participating in. Remember to include the hashtag, #NPPW16 or #PreventPoison, in your tweets.

Pro Tips: The easier you can make it to re-tweet your tweets the more successful your tweets will be in terms of engagement with your audience! Therefore, it’s best if you can keep your tweets to no more than 125 characters because that allows 15 characters’ worth of space for your followers to instantly re-tweet your tweets without modifying them. Here are some tips to limit characters in your tweets:

- Use a comma or &, not “and.”
- Try to find shorter, alternative synonyms. For example, use “via,” not “from.”
- Use one space instead of 2 after a period.
- Integrate hashtags in your phrasing. For example, “call #PoisonHelp in a poison emergency!” and, “Did you know it’s #NPPW? Go to (link) to find out how you can #PreventPoison!”
- Use abbreviations whenever possible, but not to the point where your tweet is not understandable. Examples: With = “w/”; Because = “b/c”; Regarding = “Re:”
- FYI- 1-800-222-1222 is 14 characters.

Use these sample tweets to get your followers involved in #NPPW16:

Note: When you see [media/website link], this means that there are enough characters left for you to add in media (graphic, photo, infographic, etc.) OR an additional link (your website/webpages’ URL, other websites, etc.).

Miscellaneous Tweets:

It’s National Poison Prevention Week! Follow #PreventPoison & #NPPW16 for tips on how to keep you & your loved ones safe

5/15 is the deadline for Nat’l Poison Prevention Week poster contest! Info here: http://ht.ly/Y7OQ3 #preventpoison #NPPW16

#NPPW16 starts 3/20 and we need your help spreading poison prevent awareness! Find out how: http://ht.ly/Y7PfF [media/website link]

Ever called poison control? #NPPW16 starts 3/20 & we need your support! http://ht.ly/Y7Pzg #preventpoison [media/website link]
If we could give 1 piece of advice? Save #PoisonHelp in your phone! 1-800-222-1222 #PreventPoison #NPPW16
http://ht.ly/Y7PL1

Help is just a phone call away. Save #PoisonHelp number in your phone 1-800-222-1222. #PreventPoison #NPPW16 [media/website link]

What’s a poison? Anything used in the wrong way, wrong amount, or by the wrong person can be a poison #PreventPoison [media/website link]

#PoisonHelp 1-800-222-1222 not just for when someone swallows something dangerous. Think eyes, skin & lungs too! #PreventPoison #NPPW16

Spring brings new plants/mushrooms to yards. Call #PoisonHelp w/ ?s re: what’s safe for kids & pets! 1-800-222-1222 #PreventPoison

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**Monday, March 21 – Children Act Fast, So Do Poisons**

It’s #NPPW16! Today’s theme is “Children Act Fast, So Do Poisons.” Follow #PreventPoison for tips [media/website link]

It only takes secs for a child to grab & swallow something poisonous. Be prepared w/ Poison Help 1-800-222-1222 #NPPW16 #preventpoison

Keep children safe from poisons by never leaving poisonous products unattended! #NPPW16 #preventpoison

About half of all poison exposures reported to poison centers involve children younger than 6! Take steps to #preventpoison #NPPW16

Cosmetics/personal care products top substance involved in pediatric exposures. Keep these up & away from children #preventpoison

Teach children to always ask an adult before eating, drinking or touching anything #preventpoison #NPPW16 [media/website link]

Keep batteries out of child’s reach. Call Poison Help 1-800-222-1222 right away if a child swallows a battery #preventpoison #NPPW16

Child-resistant is not child-proof! Re-seal & lock up, out of sight & reach. #preventpoison #NPPW16 [media/website link]

Keep magnetic toys/items away from children. Call Poison Help 1-800-222-1222 if child swallows magnet #preventpoison #NPPW16

Save the Poison Help number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW16 [media/website link]

New baby? Congratulations! Save yourself some future worry & program #PoisonHelp in your phone 1-800-222-1222 #PreventPoison #NPPW16

#PoisonHelp is NOT just for emergencies? Call w/ ?s about how to keep kids safe from poisonings! 1-800-222-1222 #PreventPoison
Attn babysitters! Save #PoisonHelp number in your phone & have it handy 1-800-222-1222 #preventpoison #NPPW16 [media/website link]

Tuesday, March 22 – Poison Centers: Saving You Time and Money

It’s #NPPW16! Today’s theme is “Poison Centers: Saving Lives, Time, & Money” Follow #PreventPoison for more info [media/website link]

What is a poison center & how can it help me? Short video from our friends at @HRSAgov http://ht.ly/JUQLV #PreventPoison

Did u know poison control NOT a gov’t agency? Poison centers must secure their own funding http://bit.ly/1vnwt0y #PreventPoison

$0.43/year per US resident funds the nation’s 55 poison centers staffed 24/7 by experts #preventpoison #NPPW16 [media/website link]

Not sure if it’s an emergency? When in doubt, call your local poison center at 1-800-222-1222 #PreventPoison [media/website link]

When scanned this QR code will create a contact for #PoisonHelp in your phone. Please use and share! http://ow.ly/i/8Pvr9

Call #PoisonHelp for ?s/emergency re: poisoning. Call 911 if person unconscious/trouble breathing #PreventPoison #NPPW16

Poison centers provide free, expert info & treatment advice 24/7/365 through Poison Help line 1-800-222-1222 #preventpoison #NPPW16

English not your first language? No problem. #PoisonHelp is available in 150 languages 1-800-222-1222 #PreventPoison [media/website link]

Poison centers save more than $1.8B in medical costs & lost productivity each year #preventpoison #NPPW16 [media/website link]

In 2014 poison centers managed 2.2 million cases of people coming into contact w/ dangerous substances #preventpoison #NPPW16

68% of people who call a poison center are treated at home, saving time and $ by eliminating unnecessary hospital visits #NPPW16

Poison centers provide educational outreach to #preventpoison & inform public about dangers of poisons #NPPW16 [media/website link]

Poison center experts answer ?s and provide treatment advice to people of all ages at no cost to the public #preventpoison #NPPW16

$2—the cost of a cup of coffee—provides poison control services each year to family of 4 #preventpoison #NPPW16 [media/website link]

Help your local poison center continue to save lives & encourage friends to support theirs too! http://ht.ly/Y5PNf #preventpoison
**Wednesday, March 23 – Poisonings Span a Lifetime**

It’s #NPPW16! Today’s theme is “Poisonings Span a Lifetime.” Follow #PreventPoison for tips [media/website link]

A poison is anything that is taken in the wrong amount, in the wrong way, or by the wrong person #preventpoison #NPPW16

Poisonings can happen anywhere to anyone! Be prepared w/ Poison Help line 1-800-222-1222 #preventpoison #NPPW16 [media/website link]

Half of cases managed by poison centers in 2014 involved children but more serious cases involved adolescents & adults #NPPW16

People call the poison center for info about meds, pesticides, chemicals, bites & stings, and many other topics #preventpoison #NPPW16

In 2014, almost 80% of exposures involved people who swallowed a substance #preventpoison #NPPW16 [media/website link]

In 2014, 91% of exposures occurred at a residence but they can also occur in the workplace, schools & outdoors! #preventpoison #NPPW16

At work in the attic, bitten by a spider & it might be poisonous. Call #PoisonHelp 1-800-222-1222 #PreventPoison [media/website link]

Hiking in the woods, snake bit me. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]

Splashed a chemical in my eye at work. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]

My aging parent mixed up his medicines. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]

In 2014 over 27,000 exposures took place at a school #preventpoison #NPPW16 [media/website link]

T or F? #PoisonHelp is just for kids. FALSE! Poisoning can happen to anyone; we help ppl of all ages. #PreventPoison #NPPW16

Parents and babysitters call poison centers when young children get into a toxic substance #preventpoison #NPPW16 [media/website link]

Seniors call poison centers when they may have made an error in taking their medicines #preventpoison #NPPW16 [media/website link]

Doctors, nurses, pharmacists & ER staff call poison centers for treatment advice on drug/poison-related cases #preventpoison #NPPW16

Pregnant/nursing? Call #PoisonHelp w/ ?s re: what’s safe to take, eat, etc. 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]
Thursday, March 24 – Home Safe Home

It’s #NPPW16! Today’s theme is “Home, Safe Home.” Follow #PreventPoison for tips [media/website link]

Are there any good housekeeping rules I can use to prevent poisonings? YES! http://ht.ly/Y7WrG #PreventPoison #NPPW16

Inspect your home to make sure medicines, cleaning products, pesticides & fertilizers are stored up & out of sight of children #NPPW16

Keep cleaning products and household chemicals in their original containers with their original labels intact #NPPW16 #preventpoison

Be aware of where the button batteries are in your home (remotes, watches, etc.) & keep these objects secure! #preventpoison #NPPW16

Know names of all plants in your home; remove poisonous plants from your house/yard. #preventpoison #NPPW16 [media/website link]

Never mix household cleaning products together; could create a poisonous gas. #PreventPoison #NPPW16 [media/website link]

Meds in your home? Some meds should be flushed, others in trash after mixing w/ something. http://1.usa.gov/1t9icrt #PreventPoison

Child-resistant is not child-proof! Re-seal & lock up, out of sight & reach. #preventpoison #NPPW16 [media/website link]

Keep magnetic toys/items away from children. Call Poison Help 1-800-222-1222 if child swallows magnet #preventpoison #NPPW16

Install and regularly check carbon monoxide detectors in your home #preventpoison #NPPW16 [media/website link]

Save the Poison Help number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW16 [media/website link]

Friday, March 25 – Medicine Safety

It’s #NPPW16! Today’s theme is “Medicine Safety” Follow #PreventPoison for tips [media/website link]

Tell children what medicine is and why you give it to them. Never call medicine “candy” to get them to take it #NPPW16 #preventpoison

Put all medicine in your home up, away, & out of sight. Safely dispose of expired or unneeded medications #preventpoison #NPPW16

Take your medicine where children can’t see you; they may try to imitate you #preventpoison #NPPW16 [media/website link]

Most common pharmaceutical exposures in children involve analgesics (pain relievers) #PreventPoison #NPPW16 [media/website link]
Save the Poison Help number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW16 [media/website link]

Read medicine label & always give as directed or as instructed by physician/pharmacist #preventpoison #NPPW16 [media/website link]

#OTCed is a free resource for parents & teachers to teach kids how to take meds safely http://bit.ly/17mvqZG #PreventPoison

Youth begin to self-medicate around 11yrs. Tips to discuss safe use & storage of meds: http://ht.ly/Y5SNJ #otced #preventpoison

Never share your medicine with someone else or use someone else’s medicine #otced #preventpoison #NPPW16 [media/website link]

Measure every dose carefully. Use dosing device that comes w/ your medicines #otced #preventpoison #NPPW16 [media/website link]

Get permission & guidance from a parent or trusted adult before taking medicines #otced #preventpoison #NPPW16 [media/website link]

Parents/caregivers, find out how to start convo about OTC medicine safety here: http://ht.ly/Y5Tqh #otced #preventpoison #NPPW16

Properly get rid of expired or unneeded medicines:http://ht.ly/Y5TGC #preventpoison #NPPW16 [media/website link]

Meds in your home? Some meds should be flushed, others in trash after mixing w/ something. http://1.usa.gov/1t9icrt #PreventPoison

Discuss ALL medications w/ your doctors/pharmacists #preventpoison #NPPW16 [media/website link]

Keep a list of ALL medications that you are taking & take the list whenever you go to doctor/pharmacy #preventpoison #NPPW16

Keep medicines in child-resistant containers and up, away & out of sight of children #preventpoison #NPPW16 [media/website link]

If you wear glasses, always use them when taking meds. Never take meds in the dark #preventpoison #NPPW16 [media/website link]

Have adverse effects from or ?s about a medication, call Poison Help 1-800-222-1222 #preventpoison #NPPW16 [media/website link]

If you or someone you know is addicted to prescription drugs, get help NOW http://ht.ly/Y7Xyc #PreventPoison #NPPW16

Prescription drug abuse affects the young/old, men/women, & ppl of all income levels http://ht.ly/Y7XJE #PreventPoison #NPPW16
FACEBOOK

Facebook ([http://www.facebook.com](http://www.facebook.com)) has many options to help your center promote the #NPPW16. If your center has a Facebook page you can keep friends, local businesses and members of the community in the loop about your #NPPW16 events and messages by regularly updating your Facebook profile status and posting new information, tips and resources. Include visuals (photos, graphics, videos, etc.) as much as possible in posts to attract attention to your content. Include important links to your centers website and the donation directory page on AAPCC’s website ([http://www.aapcc.org/about/poison-center-donations/](http://www.aapcc.org/about/poison-center-donations/)). Link you partners’ and sponsors’ Facebook pages as well by including their Facebook name in your posts.

You can also create an event page solely dedicated to #NPPW16 and send it out as an invitation (“Share”) to your Facebook network. You can ask your followers to respond back to your invitation, showing their commitment to advocate and bring awareness to #NPPW16 and poison prevention.

*Use these sample posts to get your followers involved in #NPPW16:*

*Note: Don’t forget to add [media/website link] to your posts!*

**Miscellaneous Posts:**

It’s National Poison Prevention Week! Follow #PreventPoison & #NPPW16 for tips on how to keep you & your loved ones poison safe! [media/website link]

May 15 is the deadline for National Poison Prevention Week poster contest! Find more information here: http://ht.ly/Y7OQ3 #preventpoison #NPPW16 [media/website link]

National Poison Prevention Week starts March 20 and we need your help spreading the word and awareness about poison prevention! Find out how: http://ht.ly/Y7PfF #preventpoison #NPPW16 [media/website link]

Have you or a loved one ever called poison control? #NPPW16 starts March 20 & we need your support! http://ht.ly/Y7Pzg #preventpoison [media/website link]

If we could only give one piece of advice? It would be to save the #PoisonHelp number in your phone and post it somewhere visible in your home! 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]

Help is just a phone call away. Save #PoisonHelp number in your phone 1-800-222-1222. #PreventPoison #NPPW16 [media/website link]

What’s a poison? Anything used in the wrong way, wrong amount, or by the wrong person can be a poison #PreventPoison #NPPW16 [media/website link]

The #PoisonHelp number, 1-800-222-1222, is NOT just for when someone swallows something dangerous. You should call PH if you are exposed through the eyes, skin & lungs too! #PreventPoison #NPPW16 [media/website link]

Warmer Spring weather also means new plants and mushrooms in your yard. Call #PoisonHelp with questions re: what’s safe for kids & pets! 1-800-222-1222 #PreventPoison #NPPW16 [media/website link]

**Monday, March 21 – Children Act Fast, So Do Poisons**

It’s #NPPW16! Today’s theme is “Children Act Fast, So Do Poisons.” Follow #PreventPoison on Twitter and FB today for poison prevention tips to keep your children safe! [media/website link]
It only takes seconds for a child to grab & swallow something poisonous. Be prepared for any poison emergency by programming the Poison Help line, 1-800-222-1222, into your phone and posting it in a visible place in your home! #NPPW16 #preventpoison [media/website link]

In 2014, just under half of exposure cases managed by poison centers involved children younger than six. Take steps to #preventpoison and keep children poison safe! #NPPW16 [media/website link]

You can keep children safe from poisons by never leaving poisonous products unattended! #NPPW16 #preventpoison [media/website link]

In 2014, cosmetics/personal care products were the top substances involved in pediatric exposures. Make sure to keep these products up & out of the reach of children #preventpoison #NPPW14 [media/website link]

Teach children to always ask an adult before eating, drinking or touching anything #preventpoison #NPPW16 [media/website link]

Keep button batteries out of child’s reach. Call Poison Help, 1-800-222-1222, immediately if you think a child has swallowed a battery #preventpoison #NPPW16 [media/website link]

Child-resistant is NOT child-proof! Re-seal and lock anything that could potentially harm a child! #preventpoison #NPPW16 [media/website link]

Keep magnetic toys/items away from children. Call Poison Help, 1-800-222-1222, if a child swallows a magnet #preventpoison #NPPW16 [media/website link]

Children are naturally curious and mimic adult behaviors, so adults should take special care to keep wine, beer, liquor and other alcoholic beverages up and away from children. Alcohol affects children differently than it does adults, and swallowing even a little can be very toxic to a child! #preventpoison #NPPW16 [media/website link]

**Tuesday, March 22 – Poison Centers: Saving You Time and Money**

It’s #NPPW16! Today’s theme is “Poison Centers: Saving You Time and Money.” Follow #PreventPoison on Twitter and FB today for more information and resources! [media/website link]

Did you know, it takes just $0.43 a year per U.S. resident to fund the nation’s entire poison control system—55 centers staffed 24/7 by experts tirelessly providing free services? #preventpoison #NPPW16 [media/website link]

Poison centers provide free, confidential expert information and treatment advice 24/7/365 through the Poison Help line, 1-800-222-1222 #preventpoison #NPPW16 [media/website link]

Poison centers save Americans more than $1.8 billion in medical costs and lost productivity each year #preventpoison #NPPW16 [media/website link]

In 2014, poison centers managed 2.9 million cases, about 2.2 million of which were about people coming into contact with dangerous or potentially dangerous substances #preventpoison #NPPW16 [media/website link]

About 68% of the 2.2 million exposures reported to poison centers were treated at the exposure site, saving time and money by eliminating unnecessary hospital visits #preventpoison #NPPW16 [media/website link]

Poison centers also provide educational outreach to prevent poison emergencies and inform the public about the dangers of poisons #preventpoison #NPPW16 [media/website link]
Poison center experts answer questions and provide treatment advice to people of all ages at NO cost to the public #preventpoison #NPPW16 [media/website link]

Poison center cases are managed by medical experts – doctors, nurses, and pharmacists who have extensive training in poison prevention and treatment #preventpoison #NPPW16 [media/website link]

$2—the cost of a cup of coffee—provides vital poison control services to a family of four! #preventpoison #NPPW16 [media/website link]

If you or a loved one has every called Poison Help, show your support for this vital public health service! Help your local poison center continue to save lives & encourage your family and friends to support theirs too! http://ht.ly/Y5PNf #preventpoison #NPPW16 [media/website link]

**Wednesday, March 23 – Poisonings Span a Lifetime**

It’s #NPPW16! Today’s theme is “Poisonings Span a Lifetime.” Follow #PreventPoison on Twitter and FB today for more information and resources! [media/website link]

A poison is anything that is taken in the wrong amount, in the wrong way, or by the wrong person. Some poisons may be harmful if they come into direct contact with your eyes or skin. Others may be toxic if you breathe them or swallow them #preventpoison #NPPW16 [media/website link]

Poisonings can happen anywhere at any time to anyone! Be prepared by programming the Poison Help line, 1-800-222-1222, into your phone TODAY! #preventpoison #NPPW16 [media/website link]

Half of cases managed by poison centers in 2014 involved children younger than six, but as in previous years, many of the more serious cases occurred among adolescents and adults #preventpoison #NPPW16 [media/website link]

People call the poison center when they think someone may have been exposed to something that could hurt them. People also call the poison center for information about medications, pesticides, chemicals, bites and stings, carbon monoxide, and many other topics. #preventpoison #NPPW16 [media/website link]

In 2014, almost 80% of exposures involved people who swallowed a substance. However, people were also exposed through the lungs, skin, eyes, and in other ways. #preventpoison #NPPW16 [media/website link]

In 2014, 91% of human exposures occurred at a residence, but they can also occur in the workplace, schools, outdoors, and anywhere else! #preventpoison #NPPW16 [media/website link]

In 2014 over 27,000 exposures took place at a school #preventpoison #NPPW16 [media/website link]

Parents and babysitters should call their local poison center, 1-800-222-1222, when young children come into contact with dangerous or potentially dangerous substances #preventpoison #NPPW16 [media/website link]

Seniors should call their local poison center, 1-800-222-1222, when they think they may have made an error in taking their medicines or have questions about a medication #preventpoison #NPPW16 [media/website link]

Doctors, nurses, pharmacists & emergency room staff also call poison centers, 1-800-222-1222, for treatment advice on drug- and poison-related cases #preventpoison #NPPW16 [media/website link]
Thursday, March 24 – Home Safe Home

It’s #NPPW16! Today’s theme is “Home Safe Home.” Follow #PreventPoison on Twitter and FB today for more information and resources! [media/website link]

Inspect your home, garage and yard to make sure medicines, cleaning products, pesticides & fertilizers are stored up & out of sight of children #preventpoison #NPPW16 [media/website link]

Keep cleaning products and household chemicals in their original containers with their original labels intact #preventpoison #NPPW16 [media/website link]

In 2014, poison centers were consulted for approximately 94,000 cases of foreign body and/or button battery ingestion. Button batteries, which can be found in watches, toys, games, flashing jewelry, singing greeting cards, and remote control devices, can be especially dangerous when swallowed by children. These batteries can become stuck in the esophagus, causing severe tissue damage and even death. Button batteries may also cause injury when they are placed in the nose or ears. Be aware of where the button batteries are in your home & keep these objects securely fastened or out of the reach of children! #preventpoison #NPPW16 [media/website link]

Know the names of all the plants in your home and remove any poisonous plants from your house or yard. #preventpoison #NPPW16 [media/website link]

Child-resistant does NOT mean child-proof! Be sure to re-seal & lock up any potentially harmful substances and objects out of the sight and reach of children! #preventpoison #NPPW16 [media/website link]

Keep magnetic toys/items away from children. Call Poison Help, 1-800-222-1222, if a child swallows a magnet #preventpoison #NPPW16 [media/website link]

In 2014, poison centers were consulted for almost 14,000 carbon monoxide exposures. Also referred to as the “silent killer,” carbon monoxide is an odorless and colorless gas, which is released through defective generators, gas furnaces and heaters, gasoline-powered vehicles and equipment, and other fuel-burning appliances. It’s vital to have your heating systems and fuel burning appliances inspected regularly by professionals to ensure proper ventilation. Additionally, installing and regularly replacing battery-operated carbon monoxide detectors on every level of your home can help to determine if there is a leak. #preventpoison #NPPW16 [media/website link]

Be prepared for any poison emergency by programing the Poison Help line, 1-800-222-1222, into your phone and posting it in a visible place in your home! #NPPW16 #preventpoison [media/website link]

Is your home poison safe? Find out here: [media/website link] #NPPW16 #preventpoison

Is your laundry room poison safe? Make sure all cleaning products, including laundry packets, are stored in their original containers, high and out of the reach of children! #NPPW16 #preventpoison [media/website link]

Is your bathroom poison safe? Make sure all medicines, cleaning supplies, personal care products, cosmetics, fragrance oils, and aerosol sprays are stored up and away from children! #NPPW16 #preventpoison [media/website link]

Is your attic poison safe? Keep rat and insect poisons, moth balls, chemicals, sprays, and pesticides up and away from children’s eyesight and reach #NPPW16 #preventpoison [media/website link]
Is your bedroom poison safe? Medicine, personal care products, cosmetics, and jewelry cleaners should be properly and securely stored to prevent accidental poisonous exposures #NPPW16 #preventpoison [media/website link]

**Friday, March 25 – Medicine Safety**

It’s #NPPW16! Today’s theme is “Medicine Safety.” Follow #PreventPoison on Twitter and FB today for more information and resources! [media/website link]

Tell children what medicine is and why you have to be the one to give it to them. Never call medicine “candy” to get them to take it #NPPW16 #preventpoison [media/website link]

Put all medicine in your home up, away, & out of sight of children. Safely dispose of expired or unneeded medications #NPPW16 #preventpoison [media/website link]

Take your medicine where children can’t see you; they may try to imitate you #NPPW16 #preventpoison [media/website link]

Save the Poison Help number, 1-800-222-1222, in your phone, and post it somewhere visible in your home #preventpoison #NPPW16 #preventpoison [media/website link]

Read each medicine’s drug fact labels & always give “as directed” or as instructed by your physician and/or pharmacist #preventpoison #NPPW16 [media/website link]

Youth begin to self-medicate around 11 years old. Find tips to discuss safe use & storage of medicine here: http://ht.ly/Y5SNJ #otced #preventpoison #NPPW16 [media/website link]

Only 54% of tweens know over-the-counter (OTC) medicine can be dangerous when misused. Start a conversation with your child today - See more at: http://ht.ly/Y5SNJ #otced #preventpoison [media/website link]

Never share your medicine with someone else or use someone else’s medicine #otced #preventpoison #NPPW16 [media/website link]

Measure every dose carefully. Use the dosing device that comes with your medicines #otced #preventpoison #NPPW16 [media/website link]

Get permission & guidance from a parent or trusted adult before taking medicines #otced #preventpoison #NPPW16 [media/website link]

Parents/caregivers, find out how to start the conversation about over-the-counter medicine safety here: http://ht.ly/Y5Tqh #otced #preventpoison #NPPW16 [media/website link]

Properly get rid of expired or unneeded medicines: http://ht.ly/Y5TGC #preventpoison #NPPW16 [media/website link]

Discuss ALL medications with your doctors and/or pharmacists #preventpoison #NPPW16 [media/website link]

Keep a list of ALL medications that you are taking & take the list whenever you go to see your doctor or to the drug store #preventpoison #NPPW16 [media/website link]

Keep medicines in child-resistant containers and stored up, away & out of sight of children #preventpoison #NPPW16 [media/website link]
If you wear glasses, always use them when taking medicine. Never take medicine in the dark #preventpoison #NPPW16 [media/website link]

Have adverse effects from or questions about a medication, call Poison Help, 1-800-222-1222, immediately #preventpoison #NPPW16 [media/website link]

**YOUTUBE**

YouTube ([http://www.youtube.com](http://www.youtube.com)) is also a creative way to share information about your poison center and #NPPW16. You can create a single video or an entire YouTube channel and include promotional videos, testimonials about your center (from staff, community advocates and partners), or highlights from your past events. Your videos should include information about #NPPW16 and instruction on how to get involved.

Use your smartphone or digital camera with video recording ability to film a short, 30-60sec, video on the importance of participating and supporting your poison center during #NPPW16.

Have subject look at you/camera and answer 1-2 of the following questions:
- What do poison centers have that other emergency services don’t?
- Why are poison centers important? (experts, free, confidential, etc.)
- How do communities benefit from the work of poison centers?
- Why do poison centers need their communities help? (lack of funding, keeps PCs running, etc.)?
- How can communities help their poison centers?
- How far does a donation really go in helping a poison center keep its doors open?
- What do you enjoy most about working for your poison center?

*If your video is 15 seconds or less, you can also upload and share it through your Instagram account...*

**INSTAGRAM**

Instagram ([https://instagram.com/](https://instagram.com/)) is a photo-sharing application, where you can upload, caption, and tag images using hashtags (#NPPW16 and/or #PreventPoison) to promote your #NPPW16 events. You can also share your images on Facebook and Twitter through your Instagram account.

During February, leading up to March 20, you should create a posting schedule and identify photos or images to post once a day/week, or more often. These photos will help to build excitement and encourage your followers to get involved in #NPPW16 through sharing your posts with others. Instagram has many photo filters and special tools that allow you play around with the look of your photos as well.
COMMUNICATIONS TIMELINE

February:
- Focus on pitching to local press
- Encourage partners and stakeholders to submit op-ed pieces to local press and blogs on the important of participating and supporting poison centers during #NPPW16
- Secure larger media partnerships
- Build excitement and participation around #NPPW16 all month long
  - Start scheduling and sharing your social media posts daily and weekly
- Important dates to highlight:
  - February 21 – Four weeks out!
  - March 6 – Two weeks to go!
  - March 13 – One week left!

March:
- March 20 – 26, 2016 – #NPPW16