2018 National Poison Prevention Week Outreach Toolkit

AMERICAN ASSOCIATION OF POISON CONTROL CENTERS (AAPCC)

AAPCC.ORG
March 9, 2018

In celebration of National Poison Prevention Week (NPPW), March 18 - 24, 2018, 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 Centers for Disease Control and Prevention (CDC), poisoning is the leading cause of injury death in the United States.\(^1\) In 2016, U.S. poison control centers managed 2.7 million cases, about 2.2 million of which were people coming into contact with dangerous or potentially dangerous substances (exposures). Despite the high volume of calls, poison control centers treated almost 70 percent of cases at the exposure site, saving American taxpayers millions of dollars in medical expenses and lost productivity. AAPCC invites you to take advantage of the national attention that follows NPPW to help promote the daily, life-saving work of your poison control center and poison control centers in general.

NPPW allows organizations, institutions and individuals to educate the children and adults in your communities on poison safety through educational outreach. AAPCC has assembled a media toolkit to provide you with all of the necessary resources to start promoting NPPW in your communities. The toolkit includes an outreach email template, press release template, sample media pitches, and social media tips and example posts.

AAPCC has created a variety of #NPPW18 promotional materials for you to utilize during NPPW:

- [National Poison Prevention Week Banners](#)
- [NPPW Graphics](#)
- [2016 NPDS Annual Report Snapshot](#)
- [Poison Control vCard Promotional graphics (Text. Save. Share.)](#)

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

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NATIONAL POISON PREVENTION WEEK HISTORY

On September 26, 1961, the 87th United States Congress passed a joint resolution (Public Law 87-319) requesting that the President of the United States proclaim the third week of March National Poison Prevention Week. On February 7, 1962, President John F. Kennedy responded to this request and proclaimed the third full week of March as National Poison Prevention Week (NPPW). The 2016 NPPW Presidential Proclamation is available here. As soon as the 2018 proclamation is available, we will be sure to notify you.

Useful Links & Resources

If you plan to share this document with partners in your area, add your organization or poison prevention campaign to this list:

- www.aapcc.org
- http://www.aapcc.org/prevention/nppw
- https://www.facebook.com/aapcc
- https://www.facebook.com/Poison-Prevention-Week-Council-311432602245411/
- http://www.aapcc.org/alerts/ (AAPCC Topic Alerts)
- http://www.scholastic.com/otcmedsafety/
- http://www.upandaway.org/
RAISE AWARENESS

When publicizing National Poison Prevention Week, 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 emails 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 NPPW and invite them to participate in any events your center is hosting, including your social media efforts
- 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 NPPW and your organization’s goals or poison prevention tips
- Pitch news stories to local reporters or submit op-ed pieces to your local press outlets and blogs

Sample Outreach Emails

The following emails offer ideas and language you can use as part of your outreach. Content in red should be changed for your specific use.

**EXAMPLE 1**

Dear ____________,

This year, March 18 – 24, 2018, [ORGANIZATION] is participating in National Poison Prevention Week (NPPW), 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 center.

During Poison Prevention week our center reflects on the past year and continues to work to prevent poisonings. This year the (Insert Center) has done a great deal of work in the area of (insert example, story, or data here. Describe the issues, substances, crises, or success of your center in the past year. Include programming that highlights your relevant partners.)

We truly thank you for supporting poison centers as they continue to manage poison emergencies and provide educational outreach throughout the community.

Remember to follow National Poison Prevention Week on social media by following #PoisonHelp, #PreventPoison, and #NPPW18 on Twitter, liking our Facebook Page (hyperlink to your social media accounts) and by saving the Poison Help number (1-800-222-1222) in your phone by texting POISON to 797979.

Sincerely,

[Name]

[ORGANIZATION]
EXAMPLE 2

Dear ____________.

This year, March 18 – 24, 2018, [ORGANIZATION] is participating in National Poison Prevention Week (NPPW), 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 center.

In 2016, (insert center name) handled (insert data/statistic) cases of poison exposures. Out of these cases about (Insert data/statistic here) were about people coming into contact with dangerous or potentially dangerous substances. Despite heavy call volumes and caseloads, (insert center name) handled (insert data here) percent of these cases at the site of exposure.

During Poison Prevention week our center reflects on the past year and continues to work to prevent poisonings. (Make this paragraph about what this week means to your center and how you are celebrating it, e.g. events, social media, etc.)

We truly thank you for supporting poison centers as they continue to manage poison emergencies and provide educational outreach throughout the community.

Remember to follow National Poison Prevention Week on social media by following #PoisonHelp, #PreventPoison, and #NPPW18 on Twitter, liking our Facebook Page (hyperlink to your social media accounts) and by saving the Poison Help number (1-800-222-1222) in your phone by texting POISON to 797979.

Sincerely,

[Name]

[ORGANIZATION]
Sample Press Release

For Immediate Release

March 2018

For More Information, Contact:

Name, Position
email@email.org, Phone Number

(Poison Center Name) and the American Association of Poison Control Centers Celebrates the 56th Annual National Poison Prevention Week

This year, March 18 – 24, 2018, [insert center name], along with the other 54 Poison Centers and the American Association of Poison Control Centers (AAPCC) is participating in the 56th National Poison Prevention Week (NPPW), a week nationally designated to highlight the dangers of poisonings and how to prevent them.

This paragraph should be a quote from someone in your office. Try a Managing or Medical Director. Use this quote to set the tone or theme of your public relations efforts. It can be about how well your center has done this past year, how your center is dealing with a particular trend, etc. At the end of the quote, transition appropriate of giving and sharing the following tips:

To prevent poisonings, (insert center name) recommends the following:

- **Be prepared for an emergency.** Keep the national, free Poison Help phone number at your fingertips by saving the number in your mobile phone: 1-800-222-1222
- **Practice safe storage habits.** Always store medicines and hazardous substances where children up, away, and out of sight. Keep these substances in their original, child resistant containers.
- **Read and follow all labels and directions.** Review medicine and product labels before you use them, especially before giving medicine to children.
- **Detect invisible threats.** Have a working carbon monoxide detector in your home.

In 2016, (insert center name) received approximately (insert data about total number of calls). (Insert data about how many of them were dangerous or modify sentence to reflect trends you center dealt with). (Insert center name) treated (Insert percentage of total treatments were treated onsite or at home), saving people money and time.

All calls to (insert center name) are answered by specially trained nurses, pharmacists, and physicians. In addition to lifesaving services, poison centers also provide educational outreach to prevent poison emergencies and inform the public about the dangers of poisons.

You may insert a final paragraph with an ending quote from your Managing or Medical Director. It can be tweaked according to your center’s needs. For example: “This National Poison Prevention Week we remind people that poisonings can occur anywhere, anytime, to anyone, and any substance can be poisonous. Be prepared by saving 1-800-222-1222 as a contact in your mobile phones”.

Remember to follow National Poison Prevention Week on social media by following #PoisonHelp, #PreventPoison, and #NPPW18 on Twitter, liking our Facebook Page (hyperlink to you social media pages) and by saving the Poison Help phone number (1-800-222-1222) contact information in your phone by texting POISON to 797979.
Email Pitches to Reporters

Reaching out to media outlets and contacts who are willing to write, interview staff, or even just advertise the national Poison Help hotline and vCard is an important step in raising the profile of National Poison Prevention Week. One way to garner media attention is to write an email to your media outlets and contacts pitching them a potential story or tagline about National Poison Prevention Week. “Pitches” are short (3-sentence to one paragraph) emails to outlets and reporters explaining why they should write about a certain topic or except your submission.

Reporters are often away from their office phones, but they are almost always checking their emails. For this reason, most reporters and outlets prefer emails over calls. If you have an idea, a pitch, or are trying to find out how to contact a reporter ask the central office. The central office’s media software has the contact information of more 350,000 journalists worldwide.

Try to pitch at least a week before and before 3 PM. Most reporters work on tight deadlines and often have stories lined up a week in advance. Things to always include in your pitches:

- A greeting and introduction of yourself
- A sign-off explicitly using the language “Looking forward to connecting soon”
- Your contact information: Email, Phone, Hyperlinks to Facebook page, Twitter handles.
- You may also choose in include the relevant hashtags: #NPPW18, #PreventPoison, #PoisonHelp

Here are some sample pitches. Feel free to use or modify in your outreach efforts. Content in red should be changed for your specific use.

GENERAL PITCH

Hello (Reporter or Outlet Name),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name).

This March 18-24, 2018 is the 56th annual National Poison Prevention Week and our center will be enthusiastically participating. This past year our centers handled over 2.7 million poison exposures. The [name of poison center] specifically answered (Insert data here). We were and are crucial in dealing with the (Insert trend, story, or substance your center is most involved with. For example): opioid epidemic, new and emerging drugs, the laundry detergent packet challenge.

Given your areas of interest (hyperlink to one of his/her articles you find relevant or found interesting) we would love the opportunity to work with you on a story regarding National Poison Prevention Week and the value of poison centers.

Have a great day and looking forward to connecting.

Best,
(Insert Name)
(Contact Info, Social Media handles)
CHILDREN-FOCUSED PITCH

Hello (Reporter or Outlet Name),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name).

March 18-24, 2018 is the 56th annual National Poison Prevention Week and given the provenance of children and poisonings, we think it is important to get the word out there to all parents that poisonings are preventable. Children under 6 accounted for almost half of all poison exposures this past year managed by poison control centers [You can customize this sentence to reflect your center’s data].

Given your area of interest (hyperlink to one of his/her articles you find relevant or found interesting), our work, and this nationally designated week, we would love the opportunity to discuss the dangers of childhood poisoning and preventative steps parents can take in a story with you.

Have a great day and looking forward to connecting.

Best,
(Insert Name)
(Contact Info, Social Media handles)

PRE-TEEN, TEEN, YOUNG MILLENNIAL PITCH:

Hello (Reporter or Outlet Name),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name).

This year Poison Centers were crucial in helping to respond to youth health crises such as (Give health crises your center was involved with or has information on. Some examples are listed here): laundry detergent packets, CBD Oil, and misleading vaping devices such as JUUL. March 18-24, 2018 is the 56th annual National Poison Prevention Week and given our work, your areas of interest (hyperlink to one of his/her articles you find relevant or found interesting), and the numerous dangerous substances youth are using, this would be an excellent time to collaborate on a story regarding (insert trend, substance, or story here).

Best,
(Insert Name)
(Contact Info, Social Media handles)
POTENTIAL TREND OR NEW STORY PITCH:

Hello (Reporter or Outlet Name),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name).

Our poison center has noticed a trend of (insert trend, substance, or story here) that is extremely toxic (or you can use: dangerous, unhealthy, inadvisable, etc.). March 18-24, 2018 is the 56th annual National Poison Prevention Week and given our work and your area of interest (hyperlink to one of his/her articles you find relevant or found interesting) we think this would be an excellent time to collaborate on a story regarding (Insert trend, substance, or story here).

Have a great day and looking forward to connecting.

Best,
(Insert Name)
(Contact Info, Social Media handles)

HEALTHCARE/FINANCIAL PITCH

Hello (Reporter or Outlet Name),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name).

This year on March 18-24, 2018 our center is celebrating National Poison Prevention Week. This past year received (Or treated) approximately (Insert data about how many exposures center treated or calls received). Despite these high call volumes, our center treated (Insert data about onsite treatments). All calls are free of charge, saving callers time and money.

Given your area of interest, our work in reducing healthcare costs, the particularly relevant time of year, and worries about rising healthcare costs we think a story around the services poison control centers provide would make for an excellent angle on a story.

Looking forward to connecting, have a great day.

Best,
(Insert name)
(Contact Info, Social Media handles)
OP-ED/EDITORIAL PITCH

Hello (Op-Ed/Editorial Section, Editor, Content Curator),

I hope this email finds you well. My name is (Name) and I am a (Title) at the (insert center name). The article for your consideration is attached to this email as per your submission guidelines.

This year (insert center name) along with 54 others in the United States will be observing the 56th annual National Poison Prevention Week from March 18-24, 2018. Given recent trends in health and potentially toxic substances we invite your outlet and public to make the upcoming year a safe and healthy one.

Have a great day and looking forward to connecting.

Best,
(Insert Name)
(Contact Info, Social Media handles)
SOCIAL MEDIA TIPS

Social media is crucial to making sure that your #NPPW18 messages reach the largest audience possible. Plus, social media is a great way to celebrate your organization’s story, mission and values.

In previous years, the National Poison Prevention Week Council has endorsed a specific overall week theme and specific daily themes. This year there are no explicit themes, however to promote consistent messaging among poison control centers, the example social media posts are assembled according to the following categories:

- Children act fast, so do poisons
- Poison control centers: Saving you time and money
- Poisonings span a lifetime
- Home safe home
- Medicine Safety
- Miscellaneous/general

**Remember to use the hashtags #NPPW18 and/or #PreventPoison on social media when talking about the campaign.** Using a common hashtag ensures that individual users who do not follow each other can see and engage with all of the tweets/post about a campaign or cause. Hashtags are more prominent on Twitter but are also used on Facebook. You can also tag us, @AAPCC, on Twitter and Facebook and we will retweet/share and promote your messages.

Using hashtags also allows you to monitor the conversation around social media for social listening. You are able to see all posts using that hashtag with a search. More importantly, you will be able to see who is using the hashtag in posts. Keeping track of who is posting high-quality, relevant content about NPPW18 may allow you to identify new organizations and individuals in your service area. These individuals/organizations could be new partners.

Including visuals (photographs, infographics, videos, etc.) in your social media posts increases engagement. AAPCC has made available a suite of graphic resources available [here](#). Additionally, you can find and use copyright free “stock” images at [pixabay.com](http://pixabay.com).
Twitter

Twitter (http://www.twitter.com) allows for easy updates and information-sharing (via “tweets”) in 280 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 also engages a more playful audience, so don’t be afraid to use emojis or GIFs. 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 #NPPW18 your organization may be participating in. Remember to include the hashtag, #NPPW18 and/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 225 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 #NPPW18? Go to (link) to find out how you can participate!”
- FYI: 1-800-222-1222 is 14 characters.
- Uploading images no longer takes up characters in your tweet, so make sure you add images/graphics to every tweet!
- Tag any relevant organization and individuals in your tweets.

*Use these sample tweets to get your followers involved in #NPPW18:*

**Note:** Many example tweets include [media/website link]. This is meant to prompt you to include a link to your educational content

**Miscellaneous Tweets:**

It’s National Poison Prevention Week! Follow #PreventPoison & #NPPW18 for tips on how to keep you & your loved ones safe.

#NPPW18 starts 3/18 and we need your help spreading poison prevention awareness! Find out how: http://bit.ly/1BRmY26 [media/website link]

Ever called poison control? #NPPW18 starts 3/18 & we need your support! #preventpoison [media/website link]

If we could give one piece of advice? Save #PoisonHelp in your phone! 1-800-222-1222 #PreventPoison #NPPW18

Help is just a phone call away. Save #PoisonHelp number in your phone 1-800-222-1222. #PreventPoison #NPPW18 [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 #NPPW18

**Children Act Fast, So Do Poisons**

It only takes secs for a child to grab & swallow something poisonous. Be prepared with Poison Help 1-800-222-1222 #NPPW18 #preventpoison

Keep children safe from poisons. Never leave potential poisons within sight or reach of a child. Even during use! #NPPW18 #preventpoison

About half of all poison exposures reported to poison centers involve children younger than 6! Take steps to #preventpoison #NPPW18

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 #NPPW18 [media/website link]

Keep button & disc batteries out of child’s reach. Call #PoisonHelp 800-222-1222 right away if a child swallows battery #preventpoison #NPPW18

Child-resistant is not child-proof! Re-seal & lock up, out of sight & reach. #preventpoison #NPPW18 [media/website link]

Swallowing magnets can cause very serious injury! Always supervise children when playing with magnetic toys: Call #PoisonHelp 1-800-222-1222 if child swallows magnet #preventpoison #NPPW18

Save the Poison Help number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW18 [media/website link]

New baby? Congratulations! Save yourself some worry and program #PoisonHelp in your phone 1-800-222-1222 #PreventPoison #NPPW18

#PoisonHelp is NOT just for emergencies? Call with questions about how to keep kids safe from poisonings! 1-800-222-1222 #PreventPoison

Attention babysitters! Save #PoisonHelp number in your phone & have it handy 1-800-222-1222 #preventpoison #NPPW18 [media/website link]

**Poison Centers: Saving You Time and Money**

Did u know poison control NOT a government agency? Poison centers must secure their own funding [http://bit.ly/1vwwt0v](http://bit.ly/1vwwt0v) #PreventPoison
Not sure if it’s an emergency? When in doubt, call your local poison center at 1-800-222-1222. A
real poison expert will give you advice. #PreventPoison [media/website link]

Call #PoisonHelp for questions about emergency poisoning. Call 911 if person
unconscious/trouble breathing #PreventPoison #NPPW18

Poison centers provide free, expert info & treatment advice 24/7/365 through #PoisonHelp 1-800-
222-1222 #preventpoison #NPPW18

Poison centers save more than $1.8 billion in medical costs & lost productivity each year
#preventpoison #NPPW18 [media/website link]

In 2016, poison control centers managed 2.2 million cases of people coming into contact with
dangerous substances http://bit.ly/2i6qu2m #preventpoison #NPPW18

67% of people who call a poison center are treated at home, saving time and dollars by
eliminating unnecessary visits to the hospital. #NPPW18

Poison centers provide educational outreach to #preventpoison & inform public about
poisonings #NPPW18 [media/website link]

Poison center experts answer questions and provide treatment advice to people of all ages at no
cost to the public #preventpoison #NPPW18

Help your local poison center continue to save lives & encourage friends to support theirs too!
#preventpoison

Did you know that calls to poison control centers are answered by specially trained medical
professionals: nurses, pharmacists, and doctors! #NPPW18 [media/website link]

**Poisonings Span a Lifetime**

A poison is anything that is taken in the wrong amount, in the wrong way, or by the wrong person
#preventpoison #NPPW18

Poisonings can happen anywhere to anyone! Be prepared with #PoisonHelp 1-800-222-1222
#preventpoison #NPPW18 [media/website link]

Half of cases managed by poison centers in 2016 involved children but more serious cases involved
adolescents & adults #NPPW18

People call the poison center for info about meds, pesticides, chemicals, bites & stings, and many
other topics #preventpoison #NPPW18

In 2016, 80% of exposures involved people who swallowed a substance #preventpoison
#NPPW18 [media/website link]

In 2016, 93% of exposures occurred at a residence but they can also occur in the workplace, schools &
outdoors! #preventpoison #NPPW18
At work in the attic, bitten by a spider & it might be poisonous. Call #PoisonHelp 1-800-222-1222 #PreventPoison [media/website link]

If you’re hiking in the woods and a snake bites you. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW18 [media/website link]

I splashed a chemical in my eye at work. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW18 [media/website link]

My aging parent mixed up his/her medicines. Call #PoisonHelp 1-800-222-1222 #PreventPoison #NPPW18 [media/website link]

In 2016 over 28,500 exposures took place at a school. School nurses should also keep the #PoisonHelp 1-800-222-1222 number posted near their phones. #preventpoison #NPPW18 [media/website link]

True or False? #PoisonHelp is just for kids. FALSE! Poisoning can happen to anyone; we help people of all ages. #PreventPoison #NPPW18

Parents and babysitters call poison centers when young children get into a toxic substance #preventpoison #NPPW18 [media/website link]

Seniors call poison centers when they may have made an error in taking their medicines #preventpoison #NPPW18 [media/website link]

Doctors, nurses, pharmacists & ER staff call poison centers for treatment advice on drug/poison-related cases #preventpoison #NPPW18

Pregnant/nursing? Call #PoisonHelp with questions regarding what’s safe to take, eat, etc. 1-800-222-1222 #PreventPoison #NPPW18 [media/website link]

Home Safe Home

Are there any good housekeeping rules I can use to prevent poisonings? YES! http://bit.ly/1vnMfIQ #PreventPoison #NPPW18

Inspect your home to make sure medicines, cleaning products, pesticides etc. are stored up & out of sight of children #NPPW18

To avoid an unintentional exposure, keep cleaning products & household chemicals in original containers with original labels intact #NPPW18 #preventpoison

Be aware of where the button batteries are in your home (remotes, watches, etc.) & keep these objects secure! #preventpoison #NPPW18

Know names of all plants in your home. Remove poisonous plants from your house/yard. #preventpoison #NPPW18 [media/website link]
Never mix household cleaning products together; could create a poisonous gas. #PreventPoison #NPPW18 [media/website link]

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

Child-resistant is not child-proof! Re-seal & lock up, out of sight & reach. #preventpoison #NPPW18 [media/website link]

Keep magnetic toys/items away from children. Call #PoisonHelp 1-800-222-1222 if child swallows magnet #preventpoison #NPPW18

Install and regularly check carbon monoxide detectors in your home #preventpoison #NPPW18 [media/website link]

Save the #PoisonHelp number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW18 [media/website link]

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

What should you know about using pesticides in your home? Check out these resources from the @NPICatOSU: http://npic.orst.edu/health/safeuse.html #NPPW18 #PreventPoison

**Medicine Safety**

Tell children what medicine is and why you give it to them. Never call medicine “candy” #NPPW18 #preventpoison

Put all medicine in your home up, away, & out of sight. Safely dispose of expired/unneeded meds #preventpoison #NPPW18

Take your medicine where children can’t see you; they may try to imitate you #preventpoison #NPPW18 [media/website link]

The most common medicine or drug exposures in children involve pain relievers like acetaminophen or ibuprofen. Read the label every time you give your child medicine. #PreventPoison #NPPW18 #otced [media/website link]

Save the #PoisonHelp number, 1-800-222-1222, in your phone, and post it in your home #preventpoison #NPPW18 [media/website link]

Read medicine label & always give as directed or as instructed by doctor/pharmacist #preventpoison #NPPW18 [media/website link]

Free resource for parents/teachers to teach kids how to take meds safely: http://bit.ly/17mvqZG #PreventPoison #otced
Youth begin to self-medicate around 11 years. 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 #NPPW18 [media/website link]

Measure every dose carefully. Use dosing device that comes with your medicines #otced #preventpoison #NPPW18 [media/website link]

Get permission & guidance from a parent or trusted adult before taking medicines #otced #preventpoison #NPPW18 [media/website link]

Parents/caregivers, find out how to start convo about OTC medicine safety here http://ht.ly/Y5Tqh  #otced #preventpoison #NPPW18

Properly get rid of expired or unneeded medicines #preventpoison #NPPW18 [media/website link]

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

Discuss ALL medications with your doctors/pharmacists #preventpoison #NPPW18 [media/website link]

Keep a list of ALL medications that you are taking & take the list whenever you go to doctor/pharmacy #preventpoison #NPPW18

Keep medicines in child-resistant containers and up, away & out of sight of children #preventpoison #NPPW18 [media/website link]

If you wear glasses, always use them when taking meds. Never take meds in the dark #preventpoison #NPPW18 [media/website link]

Have adverse effects from or questions about a medication, call #PoisonHelp 1-800-222-1222 #preventpoison #NPPW18 [media/website link]

If you or someone you know is addicted to prescription drugs, get help NOW using @Samhsagov ‘s treatment locator: https://findtreatment.samhsa.gov/  #PreventPoison #NPPW18

Mark your calendars: April 28th is the next @DEAHQ National Drug Takeback Day. https://takebackday.dea.gov/  #PreventPoison #NPPW18

Looking for safe drug disposal locations in [insert location]? Click here [insert link] #NPPW18 #PreventPoison
Facebook

Facebook ([http://www.facebook.com](http://www.facebook.com)) has many options to help your organization promote #NPPW18. If your organization has a Facebook page you can keep friends, local businesses, and members of the community in the loop about your #NPPW18 events and messages by regularly posting new information, tips, and resources.

You can also create an event page solely dedicated to #NPPW18 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 #NPPW18 and poison prevention.

**Pro Tip:** Using the right posting tactics will give you better results from your Facebook marketing. Starting in early 2018, Facebook “Pages” have severely limited organic reach in the Facebook Newsfeed. The best way to reach people is to post high quality content with photos and to boost your engagement (likes, comments, shares). Tips to do this are outlined below.

- **Write your text for skim readers.** While Facebook does not employ strict character limits on posts, you still need to write your messages to grab your audience’s attention. Be concise.
- **Include links to relevant webpages.** Give your followers easy access to where they can find more information.
- **Use images or videos.** Posts with images greatly outperform those without.
- **Tag relevant pages and partners.** If your post includes pictures of an individual be sure to tag them in the post (so long as you have consent). If your post relates to/includes another organization or partner, tag their page. This will increase your reach.
- **Comments boost your pages rankings.** If someone comments and it is appropriate to do so, respond to the comment and encourage your staff to comment on relevant posts.

**Use these sample posts to get your followers involved in #NPPW18:**

*Note: Many example posts include “[media/website link]”. This is meant to prompt you to include a link to your educational content."

**Miscellaneous Posts:**

It’s National Poison Prevention Week! Follow #PreventPoison & #NPPW18 for tips on how to keep you & your loved ones safe from poisonings! [media/website link]

National Poison Prevention Week starts March 18th and we need your help spreading the word and awareness about poisoning prevention! #preventpoison #NPPW18 [media/website link]

Have you or a loved one ever called poison control? #NPPW18 starts March 18th and we need your support! [http://bit.ly/1BRmY26](http://bit.ly/1BRmY26) #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 #NPPW18 [http://bit.ly/1BRmY26](http://bit.ly/1BRmY26).

Help is just a phone call away. Save the #PoisonHelp number in your phone 1-800-222-1222. #PreventPoison #NPPW18 [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 #NPPW18 [media/website link]

The #PoisonHelp number, 1-800-222-1222, is NOT just for when someone swallows something dangerous. You should call #PoisonHelp if you are exposed through the eyes, skin & lungs too! #PreventPoison #NPPW18 [media/website link]

Warmer Spring weather also means new plants and mushrooms in your yard. Call #PoisonHelp with questions about what’s safe for your kids and pets! 1-800-222-1222 #PreventPoison #NPPW18 [media/website link]

Children Act Fast, So Do Poisons

It only takes seconds for a child to grab & swallow something poisonous. Be prepared for any poison emergency by programing the #PoisonHelp line, 1-800-222-1222, into your phone and posting it in a visible place in your home! #NPPW18 #preventpoison [media/website link]

In 2016, just under half of exposure cases managed by poison centers involved children younger than six. Take steps to #preventpoison and keep children safe from poisonings! #NPPW18 [media/website link]

You can keep children safe from poisonings by never leaving poisonous products unattended! #NPPW18 #preventpoison [media/website link]

In 2016, 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 #NPPW18 [media/website link]

Teach children to always ask an adult before eating, drinking or touching anything #preventpoison #NPPW18 [media/website link]

Keep button batteries out of child’s reach. Call #PoisonHelp, 1-800-222-1222, immediately if you think a child has swallowed a battery #preventpoison #NPPW18 [media/website link]

Child-resistant does not mean NOT child-proof! Re-seal and lock anything that could potentially harm a child! #preventpoison #NPPW18 [media/website link]

Keep magnetic toys/items away from children. Call #PoisonHelp, 1-800-222-1222 right away if a child swallows a magnet #preventpoison #NPPW18 [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 #NPPW18 [media/website link]
Poison Centers: Saving You Time and Money

Poison centers provide free, confidential expert information and treatment advice 24/7/365 through the #PoisonHelp line, 1-800-222-1222 #preventpoison #NPPW18 [media/website link]

Poison centers save Americans more than $1.8 billion in medical costs and lost productivity each year #preventpoison #NPPW18 [media/website link]

In 2016, poison centers managed 2.7 million cases, about 2.2 million of which were about people coming into contact with dangerous or potentially dangerous substances #preventpoison #NPPW18 [media/website link]

About 67% of the 2.2 million exposures reported to poison centers in 2015 were treated at the exposure site, saving time and money by eliminating unnecessary hospital visits #preventpoison #NPPW18 [media/website link]

Poison centers also provide educational outreach to prevent poison emergencies and inform the public about the dangers of poisons. Find out about our programs here: [media/website link] #preventpoison #NPPW18

Poison center experts answer questions and provide treatment advice to people of all ages at NO cost to the public #preventpoison #NPPW18 [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 #NPPW18 [media/website link]

If you or a loved one has ever 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! #preventpoison #NPPW18 [media/website link]

Poisonings Span a Lifetime

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 #NPPW18 [media/website link]

Poisonings can happen anywhere, at any time, and to anyone! Be prepared by programming the #PoisonHelp line, 1-800-222-1222, into your phone TODAY! #preventpoison #NPPW18 [media/website link]

Half of cases managed by poison centers in 2015 involved children younger than 6, but as in previous years, many of the more serious cases occurred among adolescents and adults #preventpoison #NPPW18 [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 #NPPW18 [media/website link]

In 2016, 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 #NPPW18 [media/website link]

In 2016, 93% of human exposures occurred at a residence, but they can also occur in the workplace, schools, outdoors, and anywhere else! #preventpoison #NPPW18 [media/website link]

In 2016 over 28,000 exposures took place at a school #preventpoison #NPPW18 [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 #NPPW18 [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 medicine #preventpoison #NPPW18 [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 #NPPW18 [media/website link]

**Home Safe Home**

Inspect your home, garage and yard to make sure medicines, cleaning products, pesticides & fertilizers are stored up & out of sight of children #preventpoison #NPPW18 [media/website link]

Keep cleaning products and household chemicals in their original containers with their original labels intact #preventpoison #NPPW18 [media/website link]

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. Be aware of where the button batteries are in your home & keep these objects securely fastened or out of the reach of children! #preventpoison #NPPW18 [media/website link]

Know the names of all the plants in your home and remove any poisonous plants from your house or yard. #preventpoison #NPPW18 [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 #NPPW18 [media/website link]

Keep magnetic toys/items away from children. Call the #PoisonHelp line, 1-800-222-1222, if a child swallows a magnet #preventpoison #NPPW18 [media/website link]
In 2015, poison centers were consulted for about 14,400 carbon monoxide exposures. #preventpoison #NPPW18 [media/website link]

Also referred to as the “silent killer,” carbon monoxide is an odorless and colorless gas. It’s vital to have your heating systems and fuel burning appliances inspected regularly by professionals to ensure proper ventilation and prevent exposure. #preventpoison #NPPW18 [media/website link]

Be prepared for any poison emergency by programming the #PoisonHelp line, 1-800-222-1222, into your phone and posting it in a visible place in your home! #NPPW18 #preventpoison [media/website link]

Is your home poison safe? Find out here http://bit.ly/1vnMfIQ #NPPW18 #preventpoison [media/website link]

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! #NPPW18 #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! #NPPW18 #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 #NPPW18 #preventpoison [media/website link]

Is your bedroom poison safe? Medicine, personal care products, cosmetics, and jewelry cleaners should be properly and securely stores to prevent accidental poisonous exposures #NPPW18 #preventpoison [media/website link]

What should you know about using pesticides in your home? Check out these resources from the @NPICatOSU http://npic.orst.edu/health/safeuse.html #NPPW18 PreventPoison

**Medicine Safety**

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 #NPPW18 #preventpoison [media/website link]

Put all medicine in your home up, away, & out of sight of children. Safely dispose of expired or unneeded medications #NPPW18 #preventpoison [media/website link]

Take your medicine where children can’t see you; they may try to imitate you #NPPW18 #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 #NPPW18 #preventpoison [media/website link]
Read each medicine’s drug fact labels & always give “as directed” or as instructed by your doctor and/or pharmacist #preventpoison #NPPW18 [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 #NPPW18 [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 #NPPW18 [media/website link]

Never share your medicine with someone else or use someone else’s medicine #otced #preventpoison #NPPW18 [media/website link]

Measure every dose carefully. Use the dosing device that comes with your medicines #otced #preventpoison #NPPW18 [media/website link]

Teach your children to get permission & guidance from a parent or trusted adult before taking medicine #otced #preventpoison #NPPW18 [media/website link]

Parents/caregivers, find out how to start the conversation about over-the-counter medicine safety here http://ht.ly/Y5SNJ #otced #preventpoison #NPPW18 [media/website link]

Properly get rid of expired, unused or unneeded medicines #preventpoison #NPPW18 [media/website link]

Discuss ALL medications with your doctors and/or pharmacists #preventpoison #NPPW18 [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 #NPPW18 [media/website link]

Keep medicines in child-resistant containers and stored up, away & out of sight of children #preventpoison #NPPW18 [media/website link]

If you wear glasses, always use them when taking medicine. Never take medicine in the dark #preventpoison #NPPW18 [media/website link]

Experiencing unwanted side effects of a new medicine? Call the #PoisonHelp link at 1-800-222-1222. Our poison experts can help you with that too! #preventpoison #NPPW18 [media/website link]

If you or someone you know is addicted to prescription drugs, find help using @Samhsa’s treatment locator: https://findtreatment.samhsa.gov/ #PreventPoison #NPPW18

Mark your calendars: April 28th is the next National Drug Takeback Day. https://takebackday.dea.gov/ #PreventPoison #NPPW18
Looking for safe drug disposal locations in [insert location]? Click here [insert link] #NPPW18 #PreventPoison
YouTube

YouTube (http://www.youtube.com) is also a creative way to share information about your organization’s involvement in #NPPW18. You can create a single video or an entire YouTube channel and include promotional videos, testimonials about your organization (from staff, community advocates and partners), or highlights from your past events. Your videos should include information about #NPPW18 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 local poison center during #NPPW18.

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

Live Video

Facebook and Instagram live are great ways to highlight real-time issues. These can be live events, current events happening in your state, or promoting a media interview. Live is a great way to put a personal face to your Poison Center.

**Pro Tips:**

- **Noise control.** If you have a speaker, remember to take your videos where the background noise is not louder than the speaker. If you are filming an event, stand somewhere where the background noise is not picking up personal conversations.
- **Visual** – Do a test run of a video on your phone. Stand where the main event can be seen and make sure any speakers are lit enough to be seen.
- **Script** – If you choose to use any script in your videos make sure it is off – screen and the reader sounds natural and not dry.
- **Location** – Be sure to have location enabled on Live videos.
- **Responses** – Reply to Youtube comments. If you are doing a live video and someone asks a question live be prepared to respond quickly during/at the conclusion of a broadcast.

**Examples videos from poison control centers:**

- Talk about a current event
- Promote an upcoming media interview
- Go live at an event
Photo-based sites

Instagram ([https://instagram.com/](https://instagram.com/)) is a photo-sharing application, where you can upload, caption, and tag images using hashtags (#NPPW18 and/or #PreventPoison) to promote your #NPPW18 events. You can also share your images on Facebook and Twitter through your Instagram account.

Leading up to March 18th, 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 #NPPW18 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.

**Pro Tips:** Using the right posting tactics will give you better results from your Instagram marketing.

- **Keep your images clear and of high quality.** Instagram does not have an easy zoom or save feature for follows. Make sure your photos are clear and crisp without little details.
- **Links** – Instagram does not allow you to post links in your captions. Make sure your account has an updated link in your bio to share.
- **Images have been created for your posts** - which can be accessed [here](https://example.com).
- **Location** – If you are able to, share your location in your posts. By adding a location, your post will show up for people who search by location and reach more individuals.
- **Post consistently**, not just during peak hours.

Pinterest ([https://pinterest.com/](https://pinterest.com/)) is a photo-sharing application, where you can upload and pin images to promote your #NPPW18 events. You can also share your images on Facebook through your account.

Leading up to March 18th, 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 #NPPW18 through sharing your posts with others.

**Pro Tips:** Using the right posting tactics will give you better results from your Pinterest marketing.

- **Boards** – Create a NPPW18 board to save all of your images too.
- **Keep your images clear and of high quality.** Make sure your images are of high quality and easy to read.
- **Links** – You can link a photo to a website by clicking on it or you can include the link in the information section.
- **Images have been created for your posts** - which can be accessed [here](https://example.com). Pinterest is a great place to upload infographics.