

National Poison Prevention Week 2019

Toolkit

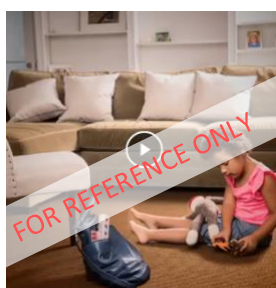
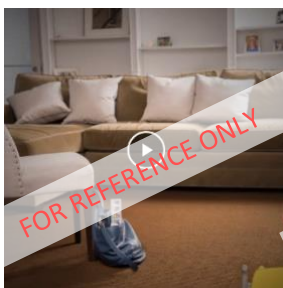
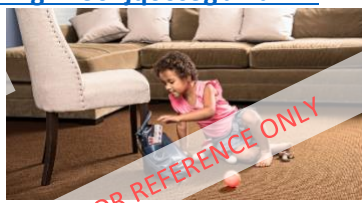
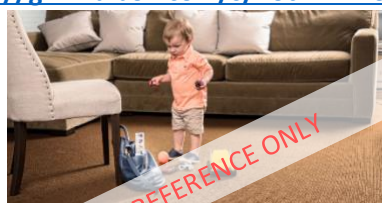


In recognition of National Poison Prevention Week in March, we invite you to join us in reminding families with young children to practice safe medicine storage by putting all medicines up and away, and out of sight and reach—a habit that will keep kids safe all year long.

We encourage you to share the following Up and Away content on your communications channels leading up to and during National Poison Prevention Week, March 17 – 23, 2019. The hashtags we will use are #MedsUpAway and #NPPW19.

Images and Motion Graphics to Download

We've provided still images as well as motion graphics to accompany the posts below. Motion graphics can be attached to posts on Facebook and Twitter just like still images. You can download the still images and motion graphics at the following link: <https://gmbb.box.com/s/2othmwk0b5cxngwv307jq06s3gbman1k>



Sample Posts to Accompany Images and Motion Graphics

Facebook

- Curious kids don't leave anything alone. Leaving medicine within their reach can be harmful. Make sure to practice safe medicine storage everyday: keep pill boxes up, away, and out of sight and reach, even between doses. Learn how at UpandAway.org. #MedsUpAway #NPPW19
- To a toddler, everything is a toy. Keep your curious kids safe this #NPPW19 and every day by putting your medicines up, away, and out of sight and reach, even between doses. Learn how at UpandAway.org. #MedsUpAway
- Curious toddlers are always on the hunt for new toys. This #NPPW19 and every day, prevent your kids from accidental poisoning by keeping all medicine up, away, and out of sight and reach, even between doses. Learn how at UpandAway.org. #MedsUpAway
- For curious kids, purses are treasure troves. Make sure playtime doesn't turn into time in the emergency room by storing all purses and bags containing medicine up, away, and out of sight and reach, even between doses. Learn more at UpandAway.org. #MedsUpAway #NPPW19

Twitter

- For curious kids, everything is a toy. Store all purses and bags with meds up, away, and out of sight and reach, even between doses. Learn more at UpandAway.org. #MedsUpAway #NPPW19
- Curious kids love finding new toys, and your purse can be a treasure trove. To make sure your little one is safe, store all bags with meds up, away, and out of sight and reach, even between doses. Learn how at UpandAway.org. #MedsUpAway #NPPW19

- Don't let playtime turn into emergency room time. Practice safe medicine storage everyday: keep pill boxes and bags with meds up, away, and out of sight and reach, even between doses. Learn how at UpandAway.org.
#MedsUpAway #NPPW19

Library of Safe Storage Toolkits, Images, and Motion Graphics

In addition to the toolkits circulated for each Up and Away campaign rally this year, we want to provide access to the below library of safe storage toolkits, images, and motion graphics. We encourage you to use these resources when you have an opportunity to promote safe medicine storage. Please use the password-protected link below to find files organized by theme, including sample social media posts to accompany each visual.

Link: <https://gmmb.box.com/v/UpandAwayImageLibrary>

Password: medsupaway

Customizable Newsletter/Web Content

Please feel free to customize the below article for your newsletters, websites, or blogs to share with your networks.

5 Easy Ways to Keep Your Child from Playing with Poison

As we transition into Spring, there is a lot going on—whether it be time for a deep spring cleaning, dealing with another season of allergies, or packing for a vacation with the family. This year, amid the hustle and bustle of the season, make sure to keep safe medicine storage a part of your everyday routine.

Most people don't give much thought to where they store their medicine. For many, leaving medicine out in a convenient location like an accessible pill minder in a purse, or on the kitchen countertop seems intuitive, especially when there's a lot on your mind. But for parents and caretakers of young children, it's important to consider what medicine looks like through the eyes of a child. Accessible medicines within reach of young children hunting for toys can lead to serious consequences. Each year, approximately 60,000 young children visit the emergency room because they got into medicines that were left within reach. That's one child every eight minutes.

Luckily, these accidents can be easily prevented by practicing simple safe medicine storage habits. That's why [ORGANIZATION] has joined forces with the [Up and Away](#) campaign to remind you that it's [Poison Prevention Week](#)—a great time to take a fresh look at your home through the eyes of a child, and prevent your little one from an accidental poisoning. Follow these five simple tips to make sure all medicines are stored up and away and out of sight, even between doses:

1. **Store all medicines out of reach of children.** Any medicine can be dangerous if not taken as directed by the label—even over-the-counter medicines. Survey your home and find the best place to store medicines up and away and out of sight of children, even between doses.
2. **Put medicines up and away after *each* use.** It's easy to leave medicines on the nightstand when caring for your child in the middle of the night, or on the kitchen counter when taking medicine with water or food. But most accidents happen when the medicine is within reach, so no matter the occasion, always put medicines up and away after each use—even between doses.
3. **Don't forget about visitors in your home.** Always remind guests to keep purses, bags, or coats that have medicines in them up and away when they're in your home. Everyday items like birth control pills and allergy medicine may not seem harmful, but to a child, they are new toys with lots of little pieces.
4. **Ask the host where you can safely store medicines** when you are a guest in their home. Any medicine can be dangerous if not taken as directed by the label—even over-the-counter medicines. If you know where to keep your medicines while visiting, you can help make sure they're out of sight and reach of children.
5. **Save the Poison Help number** (800-222-1222) in your cell phone so you'll have it in case of an emergency. Make it available to your child's babysitter or caregiver before leaving the house. Did you know that each poison control center is staffed with doctors, pharmacists, and toxicologists that can answer your questions 24/7? Even questions that are non-emergency or pet-related!

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Thank you for spreading the word! If you have any questions, please email phoebe.galt@gmmb.com.