



National  
**POISON PREVENTION WEEK**  
PLANNER



[www.PoisonHelp.hrsa.gov](http://www.PoisonHelp.hrsa.gov)

[www.PoisonHelpEspanol.hrsa.gov](http://www.PoisonHelpEspanol.hrsa.gov)

## SNAPSHOTS OF PAST EVENTS AND ACTIVITIES

For almost 50 years, *National Poison Prevention Week* has helped teach people about poisons, poison safety, and poison prevention. Through partnerships with public and private organizations, poison centers help communities understand why poisoning is a public health problem and that it can happen to anyone, at any time, and in any place.

Some examples of the types of events held in previous years include those profiled below. Contact your local poison center at **1-800-222-1222** to find out how you can work together to celebrate *National Poison Prevention Week* this year.

### The West Texas Regional Poison Center Holds Annual Poison Jungle Safari

**Summary of Activities:** In honor of *National Poison Prevention Week*, the West Texas Regional Poison Center hosts an annual family-friendly bilingual event at the El Paso Zoo. Poison prevention stations are set up throughout the zoo. Each station focuses on a specific category of poisons, such as medications, plants, bites and stings, illegal drugs, household products, environmental hazards, and lead. The first 500 children who complete the safari receive a free tee-shirt and their own individual poison prevention certificate of completion.

**Target Audience:** Located directly on the U.S.-Mexico border, the West Texas Regional Poison Center focuses on the English- and Spanish-speaking families that reside in El Paso, TX.

**Partners:** The El Paso Zoo partners with the poison center.

**Outcomes:** The Poison Jungle Safari has been held for at least 15 years. In one recent year, the event attracted more than 5,000 participants.

### The Georgia Poison Center Garners Governor's Proclamation and Distributes Poison Information

**Summary of Activities:** In one recent *National Poison Prevention Week* celebration, the Georgia Poison Center (GPC) secured a proclamation signed by the Governor declaring *National Poison Prevention Week* in Georgia. The poison center also distributed poison prevention materials at community facilities—libraries, a hospital, and the Georgia State Capitol—and conducted a statewide poster contest among elementary school students.

**Target Audience:** The Georgia Poison Center targeted all residents of Georgia.

**Partners:** Grady Health System, Emory University School of Medicine, University of Georgia Cooperative Extension, the State of Georgia, and local community organizations partnered with the poison center.



**Outcomes:** More than 500 Georgia residents visited an informational display and material distribution center that was set up at a local hospital and at the Georgia State Capitol. Participants visited a look-alike display of poisonous items that resemble non-poisonous items and picked up brochures about medicine safety, pets and poisons, food poisoning, preventing poisonings in the home, bites and stings, and carbon monoxide. As many as 14 library branches distributed poison prevention informational sheets and gave out bookmarks with the poison center's phone number. Numerous posters were received for the poster contest, and six winners were selected and recognized at the GPC annual awards ceremony. Individuals who served as poison prevention instructors were also recognized at an awards ceremony for their commitment to poison prevention awareness. Additionally, press releases about poison prevention were published by the University of Georgia Cooperative Extension of Hall County and by Emory University School of Medicine. The dangers of poisons and how to prevent poisonings were highlighted on local TV stations.

### Carolinas Poison Center Distributes Materials for Parents

**Summary of Activities:** The Carolinas Poison Center partnered with local English and Spanish agencies to promote and distribute free *Parent Packs* during a "Poison Pack Blitz" effort to promote *National Poison Prevention Week*. Designed to prevent poisonings and to familiarize North Carolinians with the toll-free Poison Help line, *Parent Packs* consisted of a poison safety brochure, a plant safety brochure, a phone sticker, and a magnet. The *Parent Packs*, available in English and Spanish, were promoted through online, radio, and newspaper outlets and were distributed by the poison center and Latino radio stations.

**Target Audience:** The Carolinas Poison Center targeted parents and caregivers.

**Partners:** Carolinas Medical Center, La Tremenda 1310 AM, and La Raza 102.3 partnered with the poison center.

**Outcome:** More than 200 *Parent Packs* were distributed during a recent *National Poison Prevention Week*.

### Northern Ohio Poison Control Center Hosts K-5 Poster Contest and Educational Curriculum

**Summary of Activities:** During a recent *National Poison Prevention Week*, the Northern Ohio Poison Control Center at Rainbow Babies & Children's Hospital collaborated with local school districts to spread the message of poison safety to children in grades K through 5 with a poster contest. The poison center distributed age-appropriate lesson plans to schools with the aim of involving children in hands-on learning about poison prevention.

**Target Audience:** The target audience was children in grades K through 5 and their families and friends, with whom they were encouraged to share their newfound knowledge and take-home materials.

**Partners:** Ten schools submitted poster contest entries; participating schools had more than 400 students in the K through 5 grade range.

**Outcomes:** Children were able to express their creativity through learning. Each student was provided with the information needed to be poison-smart and engaged as an advocate in the poison smart message, and was given the confidence to spread the message to family members and friends.

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