



National Poison Prevention Week 2023

TOOLKIT FOR PARTNERS



March 19–25, 2023
#NPPW23

NPPW 2023 THEME:
**When poison
happens,
we're here for you.**

Toolkit Table of Contents

Thank you for helping America's Poison Centers observe and celebrate National Poison Prevention Week 2023!

In this toolkit you will find a number of materials for your use during NPPW 2023 and descriptions on how to use them. You can click on any of the items below to go directly to that section of the toolkit or keep scrolling.

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Poison Centers and NPPW Overview

When poison happens, Poison Centers are ready 24/7/365 with fast, free treatment advice by calling Poison Help (1-800-222-1222) or visiting poisonhelp.org. Whether it's a question or an emergency, Poison Help can provide life-saving information when people need it most, and calling a Poison Center is faster and more accurate than an internet search. On average, 90% of poisonings happen in American homes each year, and more than 70% of people who call Poison Help get the help they need right where they are—saving the cost of a trip to a doctor or hospital.

This year National Poison Prevention Week (NPPW) is March 19-25, 2023. NPPW is a week dedicated to raising awareness about poison control centers and the Poison Help Hotline (1-800-222-1222). We welcome your organization to join us in educating the public on the valuable services provided by poison control centers.

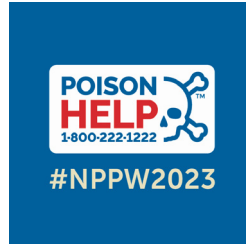
NPPW 2023 Main Images

> Find these images on America's Poison Center's website [here](#).

PROFILE IMAGE

Possible uses for this image include:

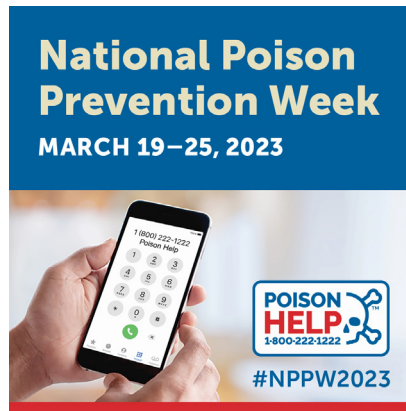
- FB profile picture (jpg)
- Twitter profile picture (jpg)
- IG profile picture (jpg)
- Insert into a newsletter or webpage (jpg)



MAIN SQUARE

Possible uses for this image include:

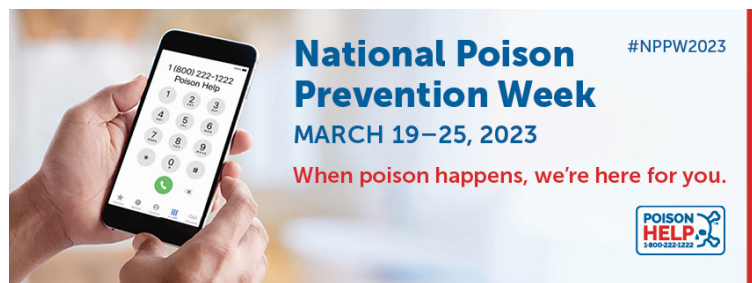
- Facebook (FB) posts (jpg)
- Twitter posts (jpg)
- Instagram (IG) posts (jpg)
- Insert into a newsletter or webpage (jpg)



MAIN BANNER

Possible uses for this image:

- FB cover photo (jpg)
- Twitter cover photo (jpg)
- Web banner (jpg)
- Newsletter header (jpg)
- Twitter posts (jpg)



Sample social media posts for use with main image and banner (English and Spanish)

SAMPLE SOCIAL MEDIA MESSAGES (for use with the main square and main banner images)

We strongly recommend using #NPPW23 on all posts.

ENGLISH	SPANISH
<p>SAVE THE DATE! National Poison Prevention Week will be here sooner than you think! Join us and America's Poison Centers in a celebration of safety from March 19-25, 2023. When poison happens, Poison Help is here for you. #NPPW23</p>	<p>¡MARCA TU CALENDARIO! ¡La Semana Nacional de Prevención de Envenenamientos llegará antes de lo que piensas! Únete a nosotros y a America's Poison Centers en la celebración de la seguridad del 19 al 25 de marzo de 2023. Cuando hay algún envenenamiento, estamos aquí para ayudarte. #NPPW23</p>
<p>This year's National Poison Prevention Week is March 19-25, 2023! More to come! #NPPW23</p>	<p>Este año, la Semana Nacional de Prevención de Envenenamientos es del 19 al 25 de marzo. ¡Más por venir! #NPPW23</p>
<p>March 19-25, 2023 is National Poison Prevention Week. Poison happens. When it does—Poison Help is here for you. #NPPW23</p>	<p>Del 19 al 25 de marzo es la Semana Nacional de Prevención de Envenenamientos. Las intoxicaciones ocurren. Cuando ocurran, Poison Help está aquí para ayudarte. #NPPW23</p>
<p>Poison happens to people of all ages. That's why Poison Centers are here for *everyone*. When poison happens, they're here for YOU. #NPPW23</p>	<p>El envenenamiento afecta a personas de todas las edades. Por eso los centros de envenenamiento están aquí para *todos*. Cuando ocurran, están aquí para ayudarte. #NPPW23</p>
<p>When poison happens, Poison Centers are here for you. Save the Poison Help number in your contacts, and join us as we celebrate National Poison Prevention Week! #NPPW23</p>	<p>Cuando el envenenamiento ocurre, los centros de envenenamiento están aquí para ayudarte. Guarda el número de Poison Help en tus contactos y acompáñanos en la celebración de la Semana Nacional de la Prevención del Envenenamiento. #NPPW23</p>
<p>Poison Centers: there for you when poison happens. 24/7/365. #NPPW23</p>	<p>Centros de envenenamiento: aquí para usted en caso de envenenamiento. 24/7/365. #NPPW23</p>

Social media carousels (English and Spanish)


CAROUSEL 1: “Household cleaners looked like juice?”

<p>Household cleaners looked like juice? We're here for you.</p> 	<p>“My son drank a mouthful of all-purpose cleaner while I was cleaning the house. My only thought was to call Poison Help! I even got a follow-up call from them, which made me feel like they really cared.”</p> <p>— Poison Help Caller</p>	 <p>Poison Pro Tip Keep cleaning supplies and other household products up, away, and out of reach of kids.</p>	<p>When poison happens, we're here for you.</p> 	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>POISON HELP 1-800-222-1222 #NPPW2023</p>
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<p>¿Los limpiadores líquidos para el hogar lucen como los jugos? Estamos aquí para usted.</p> 	<p>“Mi hijo se bebió un trago de limpiador multiuso mientras yo limpiaba la casa. ¡Mi reacción inmediata fue llamar a Poison Help! Incluso recibí una llamada de seguimiento de ellos, lo que me hizo sentir que realmente se preocupaban”.</p> <p>— Persona que llama a Poison Help</p>	 <p>Consejo pro para prevenir envenenamientos: Mantén los artículos de limpieza y otros productos domésticos en alto, alejados y fuera del alcance de los niños.</p>	<p>Quando ocurra un envenenamiento, estamos a su servicio.</p> 	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>POISON HELP 1-800-222-1222 #NPPW2023</p>
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CAROUSEL 2: “Double dose of medicine?”

<p>Double dose of medicine? We're here for you.</p> 	<p>“My husband accidentally took his medicine twice. I called Poison Help. A warm, helpful voice calmed me down and gave me peace of mind.”</p> <p>— Poison Help Caller</p>	 <p>Poison Pro Tip If you take the wrong medicine or the wrong amount, we can help.</p>	<p>When poison happens, we're here for you.</p> 	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>POISON HELP 1-800-222-1222 #NPPW2023</p>
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<p>¿Dosis doble de medicina? Estamos aquí para ayudarle.</p> 	<p>“Mi marido accidentalmente se tomó su medicamento dos veces. Llamé a Poison Help. Una persona cálida y servicial me dio más información, me calmó y me dio tranquilidad”.</p> <p>— Persona que llama a Poison Help</p>	 <p>Consejo pro para prevenir envenenamientos: Si toma el medicamento equivocado o la cantidad equivocada, podemos ayudarle.</p>	<p>Quando ocurra un envenenamiento, estamos a su servicio.</p> 	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>POISON HELP 1-800-222-1222 #NPPW2023</p>
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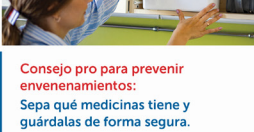

CAROUSEL 3: “Sting or bite?”

<p>Sting or bite? We're here for you.</p> 	<p>"I was stung by a bee while gardening. I called Poison Help right away, and they gave me the advice I needed. I'm so glad they were there for me."</p> <p>— Poison Help Caller</p>	<p>Poison Pro Tip We can help with bites and stings from creatures where you live.</p> 	<p>When poison happens, we're here for you.</p> 	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>POISON HELP 1-800-232-1222 #NPPW2023</p>
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<p>¿Picadura o mordedura? Estamos aquí para ayudarle.</p> 	<p>"Me picó una abeja mientras trabajaba en el jardín. Enseguida llamé a Poison Help y me dieron los consejos que necesitaba. Estoy contenta y aliviada de que hayan estado ahí para mí".</p> <p>— Persona que llama a Poison Help</p>	<p>Consejo pro para prevenir envenenamientos: Podemos ayudar con las mordeduras y picaduras de los animales de donde usted vive.</p> 	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p> 	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>POISON HELP 1-800-232-1222 #NPPW2023</p>
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CAROUSEL 4: “Parenting a teen?”

<p>Parenting a teen? We're here for you.</p> 	<p>"My son took too many antidepressants. The person I spoke with at Poison Help told me what to do and gave us next steps. We're doing much better."</p> <p>— Poison Help Caller</p>	<p>Poison Pro Tip Know what medicines you have and store them safely.</p> 	<p>When poison happens, we're here for you.</p> 	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>POISON HELP 1-800-232-1222 #NPPW2023</p>
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<p>¿Eres padre de un adolescente? Estamos aquí para usted.</p> 	<p>"Mi hijo se tomó demasiados antidepresivos. La persona con la que hablé en Poison Help me dijo a qué atenerme y me dio' los próximos pasos. Ahora, estamos mucho mejor".</p> <p>— Persona que llama a Poison Help</p>	<p>Consejo pro para prevenir envenenamientos: Sepa qué medicinas tiene y guárdalas de forma segura.</p> 	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p> 	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>POISON HELP 1-800-232-1222 #NPPW2023</p>
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CAROUSEL 5: “Healthcare provider needing poison recommendations?”

Healthcare provider needing poison recommendations?
We're here for you.

“A student dared my daughter to eat berries off a bush at recess. The school nurse called Poison Help. I learned their experts are there for parents but also healthcare providers!”

Poison Pro Tip
Even healthcare providers call Poison Help!

When poison happens, we're here for you.

National Poison Prevention Week
MARCH 19–25, 2023

— Poison Help Caller

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

#NPPW2023

¿Profesional de salud en busca de recomendaciones?
Podemos ayudarle.

“Un alumno retó a mi hija a comer bayas de un arbusto durante el recreo. La enfermera del colegio llamó a Poison Help. Me enteré de que sus expertos están al servicio de los padres, pero también de los profesionales de la salud”.

Consejo pro para prevenir envenenamientos:
Incluso los proveedores de atención médica llaman al servicio de Poison Help.

Cuando ocurra un envenenamiento, estamos a su servicio.

Semana Nacional de Prevención de Envenenamientos
19 AL 25 DE MARZO DE 2023

— Persona que llama a Poison Help

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

POISON HELP 1-800-222-1222

#NPPW2023

> Find these carousels/individual images on America’s Poison Centers’ website:

- For English, [click here.](#)
- For Spanish, [click here.](#)

There are 5 social media carousels for your use this year. Each carousel contains 5 images that tell a poison “story.” Each individual image is also designed to be used separately, as a stand-alone image. These are available in both English and in Spanish.

Feel free to use them as carousels or individual images, depending on your preferences.

Each carousel tells a different “story”, which represent a wide range of common Poison Center calls and exposures for people of all ages:

- Household cleaners looking like juice to a child
- Older adult medicine mix-up
- Bite/sting
- Teen medicine misuse
- Guiding other healthcare providers

Possible uses for these images:

- FB posts (jpg)
- IG posts (jpg)
- Twitter posts (jpg)
- Drop in newsletters (jpg)
- Add to websites (jpg or pdf)
- Share individually or together as a carousel post (suggested on FB or IG)

Suggested posts for each day of NPPW

(English and Spanish)

Below, please find suggested posts for each day of NPPW, in both English and Spanish. Each day focuses on an important message about Poison Centers, including a caller's story. Please use these images/text (feel free to edit the post to fit your center) on the specified days to create a unified voice and amplify each center's efforts.

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Sunday, March 19, 2023 Launch Day	Main NPPW Graphic/ Banner	Today is the first day of National Poison Prevention Week! When poison happens, Poison Centers are here for you. They are open 24/7/365 for questions and emergencies. Join us each day of #NPPW23 to learn how your Poison Center can help you! Have a story about a time you called Poison Help? Share it in the comments.	Hoy es el primer día de la Semana Nacional de Prevención de Envenenamientos. Cuando ocurre un envenenamiento, los centros de envenenamiento están aquí para ayudarte. Los centros de envenenamiento están abiertos 24/7/365 para preguntas y emergencias. ¡Únete a nosotros cada día de la #NPPW23 para aprender cómo tu centro de envenenamiento puede ayudarte! ¿Tienes una historia sobre una vez que te llamaste a Poison Help? Compártala en los comentarios.
Monday, March 20, 2023	Carousel 1: "Household cleaners looked like juice?"	Kids get into...well, everything. That's why you can ask Poison Centers anything! They're here for you and your little ones as they grow. Save this number when they're little, use it for a lifetime: 1-800-222-1222. #NPPW23	Los niños se meten en... bueno, en todo. ¡Es por eso que puedes preguntar cualquier cosa a los centros de envenenamiento! Están aquí para ti y tus pequeños mientras están creciendo. Guarda este número cuando sean pequeños, úsalo para toda la vida: 1-800-222-1222. #NPPW23

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Tuesday, March 21, 2023	Carousel 2: “Double dose of medicine?” carousel	Poison Centers: not just for kids. They help adults too! Have a question about a medicine or drug? They provide 24/7 confidential, expert advice. More reliable than a confusing internet search: 1-800-222-1222. #NPPW23	Centros de envenenamiento: no sólo para niños. También ayudan a los adultos. ¿Tiene una pregunta sobre un medicamento o una droga? Proporcionan asesoramiento confidencial y experto las 24 horas del día, los 7 días de la semana. Más fiable que una confusa búsqueda en Internet: 1-800-222-1222. #NPPW23
Wednesday, March 22, 2023	Carousel 3: “Sting or bite?”	Bee stings, snake bites, and jellyfish. Oh my! The great outdoors is full of potential poisons. The good news: when poison happens, Poison Centers are here for you. Save their number: 1-800-222-1222. #NPPW23	Picaduras de abeja, mordeduras de serpiente o medusas. ¡Oh, Dios mío! La naturaleza está llena de sustancias tóxicas. La buena noticia: cuando el envenenamiento ocurre, están aquí para ayudarte. Guarda su número: 1-800-222-1222. #NPPW23
Thursday, March 23, 2023	Carousel 4: “Parenting a teen?”	It takes a village to raise a teen. Add Poison Help to yours! When poison happens, they’re here for you with confidential, non-judgmental, fast, free, expert advice. #NPPW23	Se necesita una aldea para criar a un adolescente. Añade Poison Help a la tuya. Cuando el envenenamiento ocurra, están aquí para ti con asesoramiento confidencial, sin juicios, rápido, gratuito y experto. #NPPW23

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Friday, March 24, 2023	Carousel 5: “Healthcare provider needing poison recommendations?”	Did you know...healthcare providers call Poison Help when they need poison guidance? That’s right. They’re here for you, and all of the providers caring for you. When poison happens, they’re the go-to call, for you AND your healthcare provider: 1-800-222-1222. #NPPW23	¿Sabías que... los profesionales de la salud llaman a Poison Help cuando necesitan orientación sobre venenos? Así es. Están aquí para ti, y para todos los proveedores que te atienden. Cuando se produce una intoxicación, son las personas a la que hay que llamar, tanto para ti como para tu proveedor de servicios médicos: 1-800-222-1222. #NPPW23
Saturday, March 25, 2023 Closing Out NPPW	Main NPPW graphic/banner	That’s a wrap on #NPPW23, but remember: when poison happens, Poison Centers are here for YOU. Don’t forget to save the Poison Help number: 1-800-222-1222. Learn more about their services and ways to keep your loved ones safe at [LINK TO CENTER RESOURCES/WEBSITE]. Have a story about a time you called Poison Help? Share it in the comments!	Con esto terminamos la #NPPW23, pero recuerda: cuando algún envenenamiento ocurra, los centros de envenenamiento están aquí para ayudarte. No te olvides de guardar el número de ayuda contra el envenenamiento: 1-800-222-1222. Obtén más información sobre sus servicios y formas de mantener a tus seres queridos a salvo en [LINK TO CENTER RESOURCES/ WEBSITE]. ¿Tienes una historia sobre una vez que te llamaste a Poison Help? Compártala en los comentarios.

NPPW Council poster and video contest

The National Poison Prevention Week (NPPW) Council helps to raise awareness of poisonings, poison prevention, and the free Poison Help helpline. Annually, the council sponsors a nationwide contest to engage the community in helping to ensure the safety of children and adults.

Students in kindergarten through fourth grade are invited to participate in a poison safety poster showcase, and students in grades five through twelve are invited to participate in a video contest. Both posters and videos are featured on NPPW Council social media platforms, and participants are eligible to receive prizes.

To access the contest website, please visit: <https://bit.ly/NPPW2023Contest>.