PoisonHelp.org Outreach Partner Toolkit:

AMERICAN ASSOCIATION OF POISON CONTROL CENTERS (AAPCC)
Dear Partner in Poisoning Prevention,

In 2015, there were 55 poison control centers (PCCs) serving 323 million people, nationwide, and poison centers managed nearly 3 million cases. That may seem like a lot, however, while poisoning is on the rise nationwide, telephone calls to the experts at poison control continue to decrease year after year. There is evidence suggesting that that fewer people are calling PCCs because of decreasing birth rates coupled with increasing preference for texting, chatting, and internet searching over using the telephone, both of which have led to the erosion of public awareness of the availability and accessibility of PCCs. This is unfortunate because as you know, the toxicologists - doctors, nurses, pharmacists, and other specially-trained clinical professionals who staff PCCs are the most accessible and most credible source of poisoning prevention and treatment advice available.

In 2013, the American Association of Poison Control Centers (AAPCC) commissioned John Snow, Inc. (JSI) to develop a comprehensive market research report to identify and address environmental factors and consumer communication and information-seeking preferences that may have contributed to the decrease in poison center utilization rates over the last half decade. JSI’s research yielded several key findings, one of which was that expanding poison control center use of new technologies is key to meeting consumers’ communication and health information-seeking preferences among the general public and healthcare providers, as a large majority of the general population (88.5%) reported using the internet as a source of health information. This fact, coupled with concerns about the inconsistent accuracy of poison-related information available on the web, made developing a stronger poison center presence online imperative.

In light of this key finding, in 2015 the AAPCC Board of Directors voted to fund and develop an online interactive poison information tool, and AAPCC began working with Epidemico – and four member-based working groups – to develop what is now known as “Poison.Help.org.” PoisonHelp.org is an interactive, mobile device-optimized online tool, wherein users are prompted to answer a few simple questions about a human exposure to approximately 325,000 available unique products and substances. PoisonHelp.org is the only AAPCC-sanctioned and endorsed online poisoning triage tool. The tool uses AAPCC-approved algorithms to quickly return a recommendation for the user based on his or her input. Input fields include substance, route of exposure, and some basic information about the exposed person. For any complex exposure or an exposure that the website algorithms determine is potentially dangerous, the user is prompted to call the poison center via the free, national Poison Help telephone number, 1 (800) 222-1222, and the number is of course provided for all search results as a resource for more information. For smart phone users, the Poison Help number on the screen is recognized by the mobile device as a phone number, making placing the call as easy as touching the number on the screen. In short, PoisonHelp.org is an extension of the lifesaving public service that has been offered by poison centers for decades via
telephone. If you would like to watch a brief demonstration of the tool, click here. This demonstration was given as part of a national webinar to school-based health care practitioners in August 2016 and shows use of the site for three different kinds of exposures.

The AAPCC central office is in the midst of executing a multi-faceted marketing plan to raise awareness of PoisonHelp.org, and as one of our valued partners in poison prevention, we need your help to get the word out! AAPCC has assembled this outreach toolkit to provide you with all of the necessary resources to start promoting PoisonHelp.org to your audiences.

We hope you will consider promoting Poisonhelp.org in one or more (or all!) of the following ways, in order of importance:

1. Link to www.PoisonHelp.org on your organization’s website, wherever you feel it’s appropriate. Consider linking to it from your homepage, even if it’s just temporarily. A suggested title for the link is, “New online interactive poison information tool from poison control.” Alternatively, use one of the graphics in this toolkit and link to the online tool from there.
2. Use the provided sample Tweets and Facebook posts to help us get the word out on social media. Be sure to use the hashtag, “#poisonhelp” so we can readily see your tweet/post and publicly thank you!
3. Use the provided drafts for email outreach or blog/newsletter posting.

Please let Angela Gonzales (gonzales@aapcc.org) know if you have trouble accessing the files hyperlinked throughout the toolkit, and we will make other arrangements for you.

We thank you in advance for your consideration. Please feel free to reach out with any questions or thoughts on this effort. We hope we have an opportunity to collaborate with you on future endeavors.

Warmest regards,
AAPCC Central Office
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Objectives
More than ever, Americans need immediate access to a credible source of poisoning information and treatment advice. In addition to providing credible poison information online, in the interest of helping raise awareness of “poison control” and enhancing PCC utilization nationwide, we hope you will consider promoting PoisonHelp.org in one or more of the following ways:

- Via your organization’s social media platforms, especially Facebook and Twitter
- Email outreach
- Via your organization’s blogs and/or electronic newsletters
- By linking to PoisonHelp.org from your organization’s website

Creative Development (AAPCC)
Imagery and messaging is essential to generating engagement around and clicks to PoisonHelp.org. AAPCC has created graphics for our partners to utilize in their marketing efforts. These graphics include:

1. **Graphics** (for both website and social media)
2. **Infographic** (which was created for and is embedded in AAPCC’s multimedia press release)
3. **Text-to-Save Poison Control Contact Promotion and Pledge Information** (toolkit and graphics)

Graphic Examples:
IN A POISON EMERGENCY, EVERY SECOND COUNTS.

POISON HELP LINE
Poisonings are the leading cause of injury-related death in America. Someone calls a poison center every 11 seconds.

1
47%
Of calls are about children <6

2
50%
Of all opioid overdose deaths involved a prescription opioid

3
64%
Increase in cannabinoid exposures in kids <12 reported to poison control from 2011 to 2013

4
99%
Increase in liquid laundry detergent packet exposures in kids <5 reported to poison control from 2012 to 2015

Answers to your poison questions at your fingertips.

Get FREE, CONFIDENTIAL, and EXPERT poison help by:

CALLING: 1-800-222-1222
National Poison Help Hotline

VISITING: www.poisonhelp.org
Our new interactive poison information tool

NOW IT’S EVEN EASIER
Simply TEXT “poison” to 797979, and add poison control contact information – the online tool and the hotline – to your smartphone.

Additional social media tips and resources are available in the “Social Media Outreach” section of this toolkit.
National Poison Prevention Week (NPPW) Overview
AAPCC has scheduled the hard launch of PoisonHelp.org around NPPW not only to utilize the week’s relevant messaging, but more importantly, leverage the national recognition given to the observance by the media.

Below we’ve provided a brief overview of NPPW and its daily themes. You can access AAPCC’s complete 2017 NPPW 2017 Outreach Toolkit and collateral materials here.

NPPW Overarching and Daily Themes
The two overarching themes of National Poison Prevention Week 2017 are:
- Children Act Fast, So Do Poisons
- Poisonings Span a Lifetime

Additionally, the following daily themes will be promoted in 2017:

Monday, March 20 – Children Act Fast, So Do Poisons
Tuesday, March 21 – Poison Centers: Saving You Time and Money
Wednesday, March 22 – Poisonings Span a Lifetime
Thursday, March 23 – Home Safe Home
Friday, March 24 – Medicine Safety
Email Outreach

While Facebook, Twitter, and other social media sites can reach a large audience at minimal or no cost (we will cover social media in the next section), more traditional media outlets, such as emails, blogs, and press releases are still great methods to reach and activate your constituency. Some examples include:

- Email your membership, stakeholders, etc. to inform them about the launch of PoisonHelp.org and ask them to share the information through their communication channels as well. A sample email is provided below.
- Share AAPCC’s press release highlighting the launch of PoisonHelp.org. AAPCC will be distributing its multimedia press release about the launch of PoisonHelp.org on Monday, March 20. AAPCC’s embargoed press release can be accessed through this link.
- Submit op-ed pieces to your local press outlets and blogs. A sample blog post is provided, here.

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

Dear [MEMBER],

[ORGANIZATION] is requesting your help to officially support the new interactive online poison help triage tool from the American Association of Poison Control Centers (AAPCC), www.poisonhelp.org, which is being launched to the public during National Poison Prevention Week – March 19-25, 2017.

As you may know, poisoning is the leading cause of injury death in the U.S. More people die of poisoning every year than even gun or car-related injuries, and many more are seriously injured. These alarming trends are due in large part to the increasing prevalence of opioid and other prescription analgesic use, coupled with emerging pediatric poisoning hazards such as marijuana edibles, liquid nicotine, and single use laundry detergent packets increasingly found in homes, nationwide.

More than ever, Americans need immediate access to a credible source of poisoning information and treatment advice. There is now more than one way to access “poison control” – by calling the national Poison Help hotline at 1 (800) 222-1222 or by using www.poisonhelp.org. This new (and free) interactive, mobile device-optimized, online poison information tool was created and vetted by the very toxicology experts who oversee the nation’s poison control centers.

Based in large part on concerns about the inconsistent accuracy of poison-related information available on the web, the AAPCC Board initiated the development of PoisonHelp.org, wherein
users are prompted to answer a few simple questions about a human exposure to approximately 325,000 available unique products and substances. The site uses AAPCC-approved algorithms to quickly return a recommendation for the user based on his or her input. Input fields include substance, route of exposure, and some basic information about the exposed person. For any complex or potentially dangerous exposure, the user is prompted to call Poison Help at 1 (800) 222-1222, and the number is provided for all search results as a resource for more information. For smart phone users, the Poison Help number can be dialed by touching the number on the screen.

In short, PoisonHelp.org is a novel extension of the life-saving public service that has been offered by poison centers for decades via telephone. PoisonHelp.org is the only AAPCC-sanctioned and endorsed online poisoning triage tool.

We are writing you today on behalf of AAPCC to ask you to promote Poisonhelp.org. Please consider linking to www.PoisonHelp.org on your organization’s website, wherever you feel it’s appropriate. A suggested title for the link is, “Poison Control Center Online Tool and Resource.” You can also support the site by getting the word out through social media. Be sure to use the hashtag, “#PoisonHelp” so we can readily see your tweet/post and publicly thank you.

We thank you in advance for your consideration. Please feel free to reach out with any questions or thoughts on this effort. We hope we have an opportunity to collaborate with you on future endeavors.

Sincerely,

[Name]
[ORGANIZATION]
Social Media Outreach
Social media is crucial to making sure that your PoisonHelp.org messages reach the largest audience possible.

Remember to use the hashtags #PoisonHelp on social media when talking about PoisonHelp.org. 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.

*Don’t forget to refer to AAPCC’s 2017 National Poison Prevention Week toolkit for more ideas on leveraging NPPW’s daily themes to promote PoisonHelp.org as well!*

Twitter
Twitter ([http://www.twitter.com](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 PoisonHelp.org. Remember to include the hashtag, #PoisonHelp, in your tweets (sample tweet below).

![Sample Tweet](image)

**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!”
- 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.
- Uploading images no longer takes up characters in your tweet, so make sure you add images/graphics to every tweet!

**Use these sample tweets to inform your followers about PoisonHelp.org:**

**Note: Note: Don’t forget to add [media/website link], to your tweets! Attachments to your tweets no longer take up any of your allotted 140 characters!**

When you come into contact w/ a poison, PoisonHelp.org can tell you what to do. Try it now! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

PoisonHelp.org is FREE, FAST, and can help you & loved ones during poison emergencies. [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

Anything used in the wrong way/wrong amount/by wrong person can be a poisonous [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

PoisonHelp.org is not just for when someone swallows something dangerous. Think eyes, skin & lungs too! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

Each season brings its own poison hazards. PoisonHelp.org give you the info you need in secs! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

It only takes secs for a child to grab & swallow something poisonous. Be prepared w/ PoisonHelp.org [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

50% of all poison exposures reported to poison centers involve kids < 6! Be prepared w/ PoisonHelp.org [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp
Cosmetics #1 substance involved in pediatric exposures. Be ready w/ PoisonHelp.org
https://www.poisonhelp.org #PoisonHelp

Child-resistant is not child-proof! Re-seal & lock up, out of sight & reach. But just in case know PoisonHelp.org  https://www.poisonhelp.org #PoisonHelp

Poisonings can happen anywhere to anyone! Be prepared w/ PoisonHelp.org https://www.poisonhelp.org #PoisonHelp

While most exposures occur at a home, they can also occur in the workplace, schools & outdoors! Be prepared w/ PoisonHelp.org https://www.poisonhelp.org #PoisonHelp

Use PoisonHelp.org if you suspect poisoning: https://www.poisonhelp.org. Call 911 if person unconscious/trouble breathing #PoisonHelp

Get free, expert treatment advice 24/7/365 through PoisonHelp.org https://www.poisonhelp.org #PoisonHelp

PoisonHelp.org provides treatment advice to people of all ages, for FREE https://www.poisonhelp.org #PoisonHelp

You can use PoisonHelp.org for info about meds, chemicals, bites/stings & many other topics https://www.poisonhelp.org #PoisonHelp

Bitten by a spider & it might be poisonous? PoisonHelp.org provides treatment advice in secs https://www.poisonhelp.org #PoisonHelp

Mixed up your medicines? PoisonHelp.org provides treatment advice in secs https://www.poisonhelp.org #PoisonHelp

Parents and babysitters – Use PoisonHelp.org when you think a child gets into a toxic substance https://www.poisonhelp.org #PoisonHelp

Pregnant/nursing? Use PoisonHelp.org to find out what’s safe to take, eat, etc. https://www.poisonhelp.org #PoisonHelp

#1 pharmaceutical exposures in children involve pain relievers. Know what to do w/ PoisonHelp.org https://www.poisonhelp.org #PoisonHelp
Took the wrong dose of your meds? PoisonHelp.org can give you info about what to do
https://www.poisonhelp.org #PoisonHelp

Have adverse effects from a medication? PoisonHelp.org provides treatment advice in secs!
https://www.poisonhelp.org #PoisonHelp

Facebook
Facebook (http://www.facebook.com) has many options to help your organization promote PoisonHelp.org. If your organization has a Facebook page you can keep friends, local businesses and members of the community in the loop about PoisonHelp.org 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 link your partners’ and sponsors’ Facebook pages as well by including their Facebook name in your posts (sample post below).

Pro Tip: Using the right posting tactics will give you better results from your Facebook marketing.
• **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** – such as your organization’s website – so that your followers can easily access information.

• **Use images!** Posts with images greatly outperform those without. We’ve uploaded several images and graphics for the launch of PoisonHelp.org [here](https://www.poisonhelp.org).

• **Post consistently,** not just during peak hours.

• **Include hashtags, such as #PoisonHelp** in your Facebook posts as well. Similar to Twitter, FB also uses hashtags to track trending topics and conversations.

*Use these sample posts to inform your followers about the launch of PoisonHelp.org:*

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

Poisoning is the leading cause of injury death in the U.S. More people die of poisoning every year than even gun or car-related injuries, and many more are seriously injured. Keep you and your loved ones safe with PoisonHelp.org, a FREE, CONFIDENTIAL, EXPERT interactive tool. By simply answering a few questions, you will immediately be given expert treatment advice. And as we all know, in an emergency, every second counts. So, don’t rely on luck or waste time searching the Internet...use PoisonHelp.org! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

PoisonHelp.org is a novel extension of the life-saving public service that has been offered by poison centers for decades via telephone. Now, help is just a few clicks away. Here’s how PoisonHelp.org can help you and your loved ones during a poison emergency [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

PoisonHelp.org: Provides FREE, FAST, CONFIDENTIAL AND EXPERT treatment advice during any poison emergency. Don’t hesitate – visit PoisonHelp.org TODAY! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

Anything used in the wrong way, wrong amount, or by the wrong person can be a poison. Luckily, PoisonHelp.org is there to help you during any poisoning. [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp

PoisonHelp.org is not just for when someone swallows something dangerous. Poisonings can also occur in our eyes, skin & lungs too! [https://www.poisonhelp.org](https://www.poisonhelp.org) #PoisonHelp
Each season brings its own poisoning hazards. Have questions or concerns? PoisonHelp.org can provide you with the info you need in a matter of seconds! https://www.poisonhelp.org #PoisonHelp

It only takes seconds for a child to grab & swallow something poisonous. Be prepared for any poison emergency with PoisonHelp.org https://www.poisonhelp.org #PoisonHelp. Make sure you share this new tool with family members, friends and you babysitters too!
Text-To-Save Poison Control Contract Campaign
In addition to launching PoisonHelp.org, AAPCC has recently developed a text-to-save poison control contact campaign as a way to make it even easier for the public to get the contact information for poison control (Poison Help hotline and the PoisonHelp URL) into their mobile phones.

By simply texting “poison” to 797979, you will immediately be sent a link to save the poison control contact into your mobile phone. A complete toolkit for marketing this new campaign is available [here](#).