



UPSTATE
NEW YORK
POISON CENTER
1-800-222-1222

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 & Upstate New York Poison Center 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.

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Poison Centers and NPPW Overview

When poison happens, The Upstate New York Poison Center is ready 24/7/365 with fast, free treatment advice by calling Poison Help (1-800-222-1222) or visiting www.upstatepoison.org. Whether it's a question or an emergency, we can provide life-saving information when people need it most, and calling our 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 any poison center 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 like ours 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.**

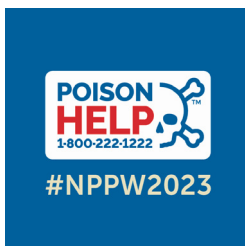
NPPW 2023 Main Images

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

PROFILE IMAGE

Possible uses for images include:

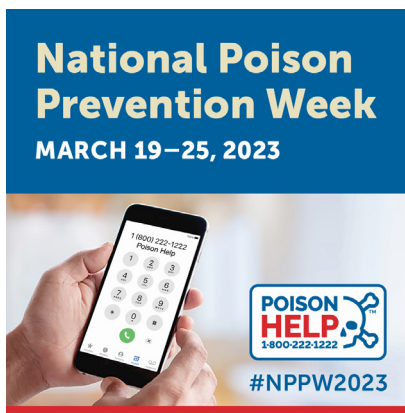
- FB profile picture (jpg)
- Twitter profile picture (jpg)
- IG profile picture (jpg)
- Insert into a newsletter or webpage (jpg)



MAIN SQUARE

Possible uses for this image include:

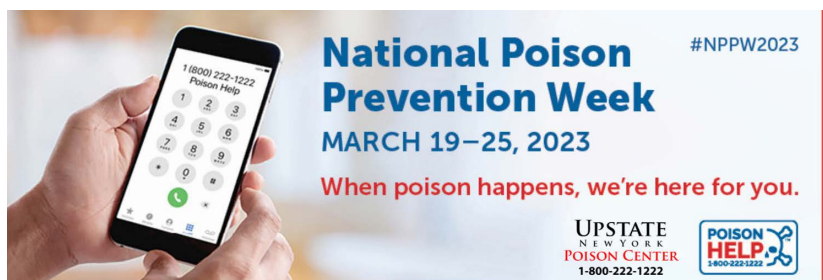
- Facebook (FB) posts (jpg)
- Twitter posts (jpg)
- Instagram (IG) posts (jpg)
- Insert into a newsletter or webpage (jpg)



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 and tagging @UpstatePoison (Twitter) & @UpstateNewYorkPoison (Instagram & Facebook)

ENGLISH	SPANISH
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	¡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
This year's National Poison Prevention Week is March 19-25, 2023! More to come! #NPPW23	Este año, la Semana Nacional de Prevención de Envenenamientos es del 19 al 25 de marzo. ¡Más por venir! #NPPW23
March 19-25, 2023 is National Poison Prevention Week. Poison happens. When it does—Poison Help is here for you. #NPPW23	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
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	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
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	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
Poison Centers: there for you when poison happens. 24/7/365. #NPPW23	Centros de envenenamiento: aquí para usted en caso de envenenamiento. 24/7/365. #NPPW23

Social media carousels (English and Spanish)

CAROUSEL 1: "Household cleaners looked like juice?"

Household cleaners looked like juice? We're here for you. 	"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." — Poison Help Caller	Poison Pro Tip Keep cleaning supplies and other household products up, away, and out of reach of kids. 	When poison happens, we're here for you. 	National Poison Prevention Week MARCH 19–25, 2023  POISON HELP 1-800-232-1222 #NPPW2023
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¿Los limpiadores líquidos para el hogar lucen como los jugos? Estamos aquí para usted. 	"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". — Persona que llama a Poison Help	Consejo pro para prevenir envenenamientos: Mantén los artículos de limpieza y otros productos domésticos en alto, alejados y fuera del alcance de los niños. 	Cuando ocurra un envenenamiento, estamos a su servicio. 	Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023  POISON HELP 1-800-232-1222 #NPPW2023
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CAROUSEL 2: "Double dose of medicine?"

Double dose of medicine? We're here for you. 	"My husband accidentally took his medicine twice. I called Poison Help. A warm, helpful voice calmed me down and gave me peace of mind." — Poison Help Caller	Poison Pro Tip If you take the wrong medicine or the wrong amount, we can help. 	When poison happens, we're here for you. 	National Poison Prevention Week MARCH 19–25, 2023  POISON HELP 1-800-232-1222 #NPPW2023
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¿Dosis doble de medicina? Estamos aquí para ayudarle. 	"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". — Persona que llama a Poison Help	Consejo pro para prevenir envenenamientos: Si toma el medicamento equivocado o la cantidad equivocada, podemos ayudarle. 	Cuando ocurra un envenenamiento, estamos a su servicio. 	Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023  POISON HELP 1-800-232-1222 #NPPW2023
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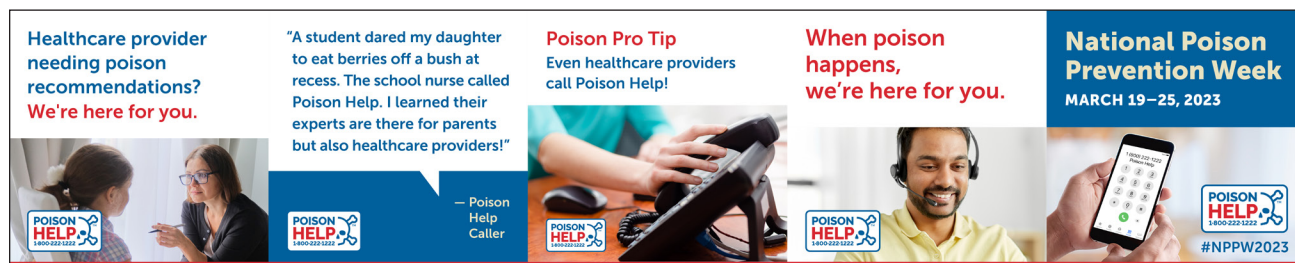
CAROUSEL 3: “Sting or bite?”

Sting or bite? We're here for you.  POISON HELP 1-800-222-1222	"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." POISON HELP 1-800-222-1222 — Poison Help Caller	Poison Pro Tip We can help with bites and stings from creatures where you live.  POISON HELP 1-800-222-1222	When poison happens, we're here for you.  POISON HELP 1-800-222-1222	National Poison Prevention Week MARCH 19–25, 2023  POISON HELP 1-800-222-1222 #NPPW2023
¿Picadura o mordedura? Estamos aquí para ayudarle.  POISON HELP 1-800-222-1222	"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". POISON HELP 1-800-222-1222 — Persona que llama a Poison Help	Consejo pro para prevenir envenenamientos: Podemos ayudar con las mordeduras y picaduras de los animales de donde usted vive.  POISON HELP 1-800-222-1222	Cuando ocurra un envenenamiento, estamos a su servicio.  POISON HELP 1-800-222-1222	Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023  POISON HELP 1-800-222-1222 #NPPW2023

CAROUSEL 4: “Parenting a teen?”

Parenting a teen? We're here for you.  POISON HELP 1-800-222-1222	"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." POISON HELP 1-800-222-1222 — Poison Help Caller	Poison Pro Tip Know what medicines you have and store them safely.  POISON HELP 1-800-222-1222	When poison happens, we're here for you.  POISON HELP 1-800-222-1222	National Poison Prevention Week MARCH 19–25, 2023  POISON HELP 1-800-222-1222 #NPPW2023
¿Eres padre de un adolescente? Estamos aquí para usted.  POISON HELP 1-800-222-1222	"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". POISON HELP 1-800-222-1222 — Persona que llama a Poison Help	Consejo pro para prevenir envenenamientos: Sepa qué medicinas tiene y guárdalas de forma segura.  POISON HELP 1-800-222-1222	Cuando ocurra un envenenamiento, estamos a su servicio.  POISON HELP 1-800-222-1222	Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023  POISON HELP 1-800-222-1222 #NPPW2023

CAROUSEL 5: “Healthcare provider needing poison recommendations?”



> 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) on the specified days to create a unified voice and amplify each center's efforts.

Again, we strongly recommend using #NPPW23 on all posts and tagging @UpstatePoison (Twitter) & @UpstateNewYorkPoison (Instagram & Facebook)

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, @UpstatePoison (or @UpstateNewYorkPoison) are here for you. They are open 24/7/365 for questions and emergencies. Join us each day of #NPPW23 to learn how they 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 @UpstatePoison (or @UpstateNewYorkPoison)! 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	@UpstatePoison (or @UpstateNewYorkPoison): 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, @UpstatePoison (or @UpstateNewYorkPoison) 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 @UpstatePoison (or @UpstateNewYorkPoison)	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. @UpstatePoison (or @UpstateNewYorkPoison) are 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, @UpstatePoison (or @UpstateNewYorkPoison) are here for YOU. Don't forget to save the number: 1-800-222-1222. Learn more about their services and ways to keep your loved ones safe at www.upstatepoison.org . 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 www.upstatepoison.org . ¿Tienes una historia sobre una vez que te llamaste a Poison Help? Compártala en los comentarios.