

National Poison Prevention Week Toolkit for Partner Organizations

March 16–22, 2025
#NPPW25

UPSTATE NEW YORK
POISON CENTER

AMERICA'S
POISON
CENTERS



When the
Unexpected
Happens,
Poison Help
is here for
you.

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Thank you for helping the **Upstate New York Poison Center** observe and celebrate National Poison Prevention Week (NPPW) 2025! In this toolkit you will find a number of materials for your use during NPPW 2025 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 you can keep scrolling.

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Poison Centers and NPPW Overview

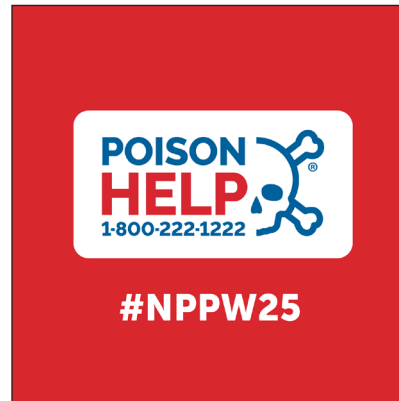
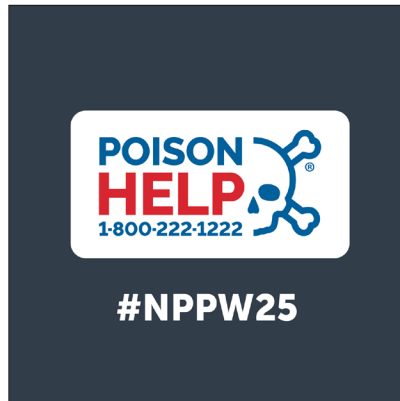
When the unexpected happens, Poison Help is here for you with fast, free treatment advice by calling the Poison Help line (1-800-222-1222) or visiting UpstatePoison.org. Whether it's a question or an emergency, we can provide life-saving information when people need it most. Calling our center is faster and more accurate than an internet search. On average, 90% of poisonings happen in homes in America 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 healthcare professional or hospital.

This year National Poison Prevention Week (NPPW) is March 16-22, 2025.

NPPW brings together the Nation's 54 Poison Centers, community organizations, and government agencies to raise awareness of the risks posed by poisonous substances, precautions people can take to keep their families safe, and using the **Poison Help line (1-800-222-1222)** when responding to an emergency. We welcome you to join us in educating the public on the valuable services provided by Poison Centers.

NPPW 2025 Main Images

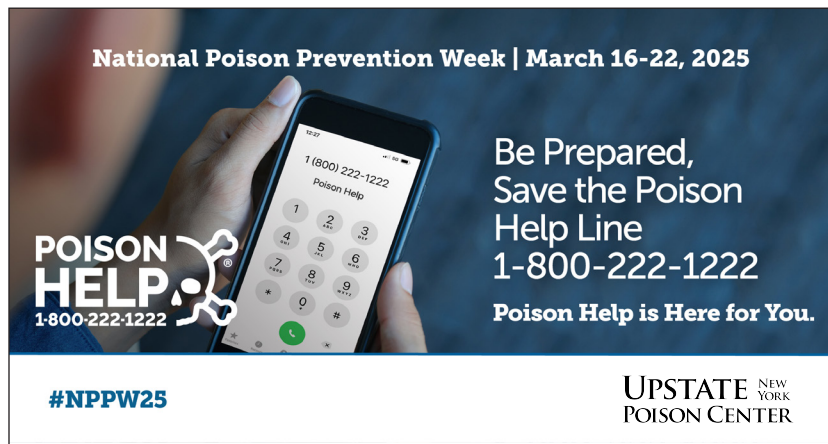
Find these images sized for platforms on [America's Poison Center's website](#) and attached in an email/newsletter with the Upstate New York Poison Center's logo.



PROFILE IMAGE

Possible uses for this image include:

- Facebook profile picture (jpg)
- X (Twitter) profile picture (jpg)
- Instagram profile picture (jpg)
- Insert into a newsletter or webpage (jpg)



MAIN BANNER IMAGES

Possible uses for this image:

- Facebook cover photo (jpg)
- X (Twitter) cover photo (jpg)
- Web banner (jpg)
- Newsletter header (jpg)
- X (Twitter) posts (jpg)
- Instagram square post (jpg)

Sample Social Media Posts for Use with Main Image and Banner (English and Spanish)

SAMPLE SOCIAL MEDIA MESSAGES (for use with the main banner images). We strongly recommend using the hashtag #NPPW25 on all posts. Tag **UPSTATE NEW YORK POISON CENTER**: @UpstatePoison on Instagram, Facebook, X, YouTube, LinkedIn, Threads & @upstatepoison.bsky.social on Bluesky.

ENGLISH	SPANISH
National Poison Prevention Week will be here sooner than you think! Join us and @UpstatePoison in a celebration of awareness from March 16-22, 2025. When the unexpected happens, Poison Help is here for you. #NPPW25	¡La Semana Nacional de Prevención de Envenenamientos llegará antes de lo que imagina! Únase a nosotros y a @UpstatePoison en una celebración de concientización del 16 al 22 de marzo de 2025. Cuando sucede lo inesperado, Poison Help está aquí para servirle. #NPPW25
This year's National Poison Prevention Week is March 16-22! Stay tuned! And watch for more ways to spread the word. #NPPW25	¡Este año, la Semana Nacional de Prevención de Envenenamientos será del 16 al 22 de marzo! ¡Esté pendiente y atento a más formas de correr la voz! #NPPW25
March 16-22, 2025 is National Poison Prevention Week. The unexpected happens, when it does—Poison Help is here for you. #NPPW25	Del 16 al 22 de marzo de 2025 es la Semana Nacional de Prevención de Envenenamientos. Lo inesperado sucede. Cuando ocurre, Poison Help está aquí para servirle. #NPPW25
Poisoning can happen to anyone of any age. That's why Poison Help and the 54 Poison Centers are here for everyone. When the unexpected happens, @UpstatePoison is here for you. #NPPW25	Los envenenamientos pueden afectar a cualquier persona de cualquier edad. Por eso Poison Help y los 54 Centros de Envenenamiento están aquí para todos. Cuando sucede lo inesperado, @UpstatePoison está aquí para servirle. #NPPW25
When the unexpected happens, @UpstatePoison is here for you. Save their number, 1-800-222-1222, in your contacts, and join us as we celebrate National Poison Prevention Week! #NPPW25	Cuando sucede lo inesperado, @UpstatePoison está aquí para servirle. Guarde el número de Poison Help, 1-800-222-1222, en sus contactos, ¡y únase a nosotros para celebrar la Semana Nacional de Prevención de Envenenamientos! #NPPW25
@UpstatePoison and the 54 Poison Centers are here for you when the unexpected happens. Call the Poison Help line if you have a question. 1-800-222-1222. #NPPW25	@UpstatePoison y los 54 Centros de Envenenamientos están a su servicio cuando sucede lo inesperado. Llame a la línea de Poison Help si tiene alguna pregunta. 1-800-222-1222. #NPPW25

Sample Social Media Graphics (English and Spanish)

Find these social media graphics sized for each platform on America's Poison Centers' website:

- [English](#)
- [Spanish](#)

There are 6 social media graphics for your use this year.

Each graphic displays a possible poison scenario and represents a wide range of common Poison Center calls for different audiences and people of all ages:

- Children
- Teens
- Medicine Mistakes
- Double Dosing
- Look-a-like products
- Supplements
- Edibles
- Healthcare providers
- Save the Poison Help Number

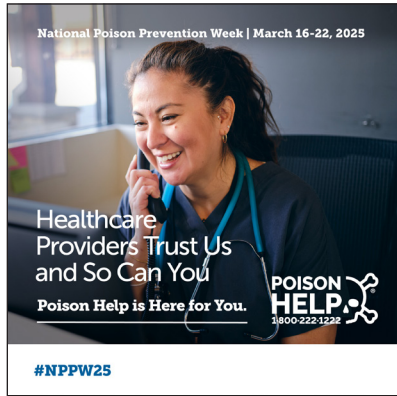
Possible uses for these images:

- Facebook posts (jpg)
- Instagram posts (jpg)
- X (Twitter) posts (jpg)
- Drop in newsletters (jpg)
- Add to websites (jpg or pdf)

English/Spanish shown sized for Instagram, sizes are available for each platform.



National Poison Prevention Week | March 16-22, 2025



Healthcare Providers Trust Us and So Can You

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



Los proveedores de servicios médicos confían en nosotros y usted también puede hacerlo

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

National Poison Prevention Week | March 16-22, 2025



When the Edible Was Stronger Than Expected

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



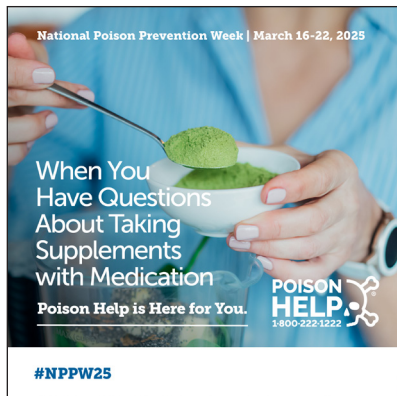
Cuando el comestible fue más fuerte de lo esperado

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

National Poison Prevention Week | March 16-22, 2025



When You Have Questions About Taking Supplements with Medication

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



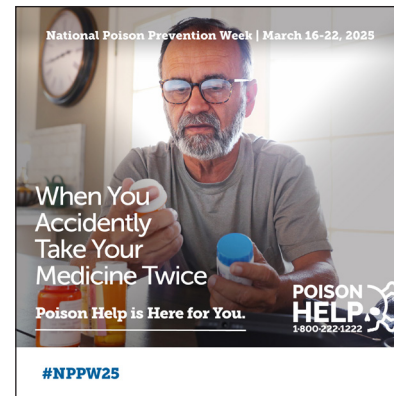
Si tiene preguntas sobre tomar suplementos con medicamentos

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

National Poison Prevention Week | March 16-22, 2025



When You Accidentally Take Your Medicine Twice

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



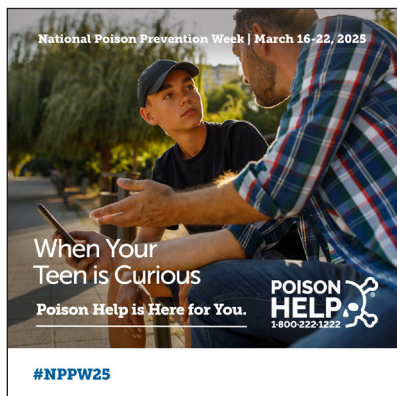
Cuando accidentalmente toma su medicina dos veces

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

National Poison Prevention Week | March 16-22, 2025



When Your Teen is Curious

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



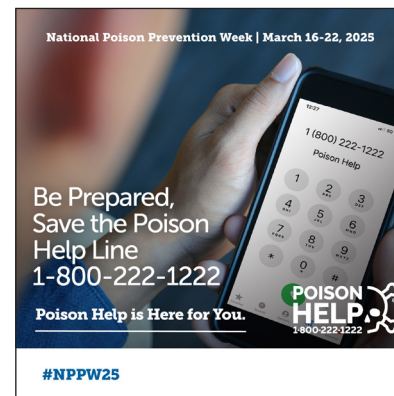
Cuando su adolescente tiene curiosidad

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

National Poison Prevention Week | March 16-22, 2025



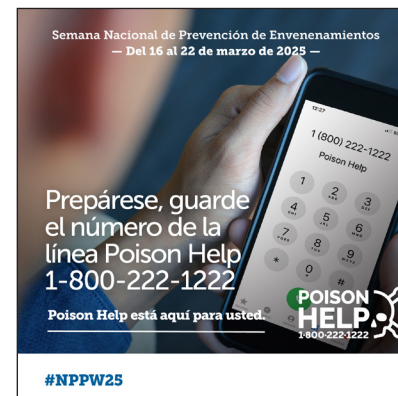
Be Prepared, Save the Poison Help Line 1-800-222-1222

Poison Help is Here for You.

POISON HELP
1-800-222-1222

#NPPW25

Semana Nacional de Prevención de Envenenamientos
— Del 16 al 22 de marzo de 2025 —



Prepárese, guarde el número de la línea Poison Help 1-800-222-1222

Poison Help está aquí para usted.

POISON HELP
1-800-222-1222

#NPPW25

English/Spanish shown sized for Instagram, sizes are available for each platform.

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 has a post focusing on educating the public about poison, highlighting scenarios and Poison Center' resources and availability.

Please use these visuals/text on the specified days to create a unified voice and amplify each organization's efforts. (Feel free to edit the post to fit your organization). Some posts may be too long for X (Twitter), a shortened variation has been provided in English.

Tag UPSTATE NEW YORK POISON CENTER: @UpstatePoison on Instagram, Facebook, X, YouTube, LinkedIn, Threads & @upstatepoison.bsky.social on Bluesky.

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Sunday, March 16, 2025 Launch Day	Main NPPW Video	Today is the first day of National Poison Prevention Week! When the unexpected happens, Poison Help is here for you. @UpstatePoison is open 24/7, 365 days a year for questions and emergencies, with fast, free, confidential, and expert advice! Join us each day of #NPPW25 to learn how @UpstatePoison can help you! Have a story about a time you called Poison Help? Share it in the comments.	It's the first day of National Poison Prevention Week! When the unexpected happens, Poison Help is here for you. @UpstatePoison is open 24/7, 365 days a year with fast, free, confidential, and expert advice! Join us for #NPPW25 to learn how they can help you!	¡Hoy es el primer día de la Semana Nacional de Prevención de Envenenamientos! Cuando ocurre algo inesperado, Poison Help está a su servicio. Los centros de envenenamiento están abiertos 24/7, 365 días del año para preguntas y emergencias, ¡con asesoramiento rápido, gratuito, confidencial y experto! ¡Únase a nosotros cada día de la #NPPW25 para aprender cómo su centro de envenenamiento local puede ayudarle! ¿Tiene alguna anécdota sobre una vez que llamó a la línea Poison Help? Compártala en los comentarios.

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Monday, March 17, 2025	Child with Plant 	Kids are curious and often put things into their mouths, including plants. Did you know that many common houseplants can be toxic? Some common poisonous houseplants include poinsettia, pothos, peace lily, philodendron, and ZZ plants. You can prevent poisonings from houseplants by following these simple tips: Identify any poisonous plants in your home and remove them if possible. Place remaining poisonous plants up high and out of reach of children. Teach your children not to eat plants, berries, or mushrooms. Keep plants up high and out of reach of children. If your child eats a plant, call @UpstatePoison at 1-800-222-1222. They are available 24/7 for fast, free, confidential, expert advice. #NPPW25	Did you know many common houseplants are toxic, like poinsettia, pothos & peace lily? To prevent poisonings identify & remove poisonous plants, teach kids not to eat plants, keep plants up high & out of reach. If your child eats a plant call @UpstatePoison at 1-800-222-1222. #NPPW25	Los niños son curiosos y a menudo se llevan cosas a la boca, incluidas las plantas. ¿Sabía que muchas plantas de interior comunes pueden ser tóxicas? Algunas plantas de interior comunes que son venenosas incluyen la flor de Pascua, el pothos, el lirio de la paz, el filodendro y las plantas ZZ. Puede prevenir los envenenamientos por plantas de interior siguiendo estos sencillos consejos: - Identifique las plantas venenosas de su casa y elimínelas si es posible. Coloque las plantas venenosas restantes en un lugar alto y fuera del alcance de los niños. - Enseñe a sus hijos a no comer plantas, bayas ni setas. - Mantenga las plantas en alto y fuera del alcance de los niños. Si su hijo come una planta, llame a la línea Poison Help al 1-800-222-1222. Los Centros de Envenenamiento están disponibles 24 horas al día, 7 días a la semana, para un asesoramiento rápido, gratuito, confidencial y experto. #NPPW25
Tuesday, March 18, 2025 (Morning)	Medicine - Middle of the Night 	Mistakes can happen at any time, especially in the middle of the night when it's dark and you're tired. If you accidentally take the wrong medication, call @UpstatePoison right away, 1-800-222-1222. They are available 24/7 for fast, free, expert advice. #NPPW25	(Same as English Copy)	Los errores pueden ocurrir en cualquier momento, sobre todo a mitad de la noche, cuando está oscuro y uno está cansado. Si accidentalmente toma un medicamento equivocado, llame inmediatamente a la línea @UpstatePoison al 1-800-222-1222. Los Centros de Envenenamiento están disponibles 24 horas al día, 7 días a la semana, para ofrecer asesoramiento experto rápido y gratuito. #NPPW25

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Tuesday, March 18, 2025 (Afternoon)	Look-a-like 	Can you spot the difference? It's easy to mix up products when the packaging, color, texture, or containers are similar. A simple mix-up can lead to an accidental poisoning. To prevent "look-alike" poisonings: ● Store medications and household products up, high, and out of reach of children. ● Read labels carefully and . double check products and medications before using them Never leave young children unattended with medications or chemicals. If anyone uses the wrong product, call @UpstatePoison at 1-800-222-1222. They are here for you 24/7 with confidential, non-judgmental, and free expert advice. #NPPW25	It's easy to mix up products. To prevent "look-alike" poisonings: ● Store meds up, high, and out of reach of children. ● Read labels carefully. ● Never leave kids alone with meds or chemicals. If anyone uses the wrong product, call @UpstatePoison at 1-800-222-1222. #NPPW25	¿Puede notar la diferencia? Es fácil confundir productos cuando el envase, el color, la textura o los recipientes son similares. Una simple confusión puede provocar un envenenamiento accidental. Para evitar envenenamientos "por parecido": ● Guarde los medicamentos y productos domésticos en alto y fuera del alcance de los niños. ● Lea atentamente las etiquetas y vuelva a comprobar los productos y medicamentos antes de utilizarlos. ● Nunca deje a los niños pequeños sin supervisión con medicamentos o productos químicos. Si alguien utiliza el producto equivocado, llame a la línea Poison Help al 1-800-222-1222. Los Centros de Envenenamiento están a su servicio 24 horas al día, 7 días a la semana, con asesoramiento experto, gratuito, sin prejuicios y confidencial. #NPPW25

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Wednesday, March 19, 2025	Healthcare providers 	Healthcare providers across the country rely on Poison Centers for expert advice, and so can you. When you call Poison Help (1-800-222-1222), you'll be connected to a medically trained specialist who can provide: ☎ Accurate information about poisons and treatments. ☎ Expert guidance on the best course of action for you or your loved one. ☎ Confidential and non-judgmental service so you can feel comfortable discussing your situation. When you need poison help, @UpstatePoison is here for you at 1-800-222-1222. Save the Poison Help line to your phone so you have it if you need it. #NPPW25	Healthcare providers rely on Poison Centers for expert advice, and so can you. When you call @UpstatePoison (1-800-222-1222), you'll be connected to a medically trained specialist who can provide accurate information, expert guidance, & confidential service. #NPPW25	Los proveedores de servicios médicos de todo el país confían en los Centros de Envenenamiento para obtener asesoramiento experto, y usted también puede hacerlo. Cuando llame a Poison Help (1-800-222-1222), le pondrán en contacto con un especialista médico capacitado que puede proporcionarle: ☎ Información precisa sobre venenos y tratamientos. ☎ Orientación experta sobre el mejor curso de acción para usted o su ser querido. ☎ Servicio confidencial y sin prejuicios para que pueda sentirse cómodo hablando de su situación. Cuando necesite ayuda contra los envenenamientos, los Centros de Envenenamiento están a su servicio en el 1-800-222-1222. Guarde el número de la línea Poison Help en su teléfono para tenerlo a mano si lo necesita. #NPPW25 @UpstatePoison
Thursday March 20, 2025 (Morning)	Supplements 	Some supplements can interact with medications, leading to unexpected side effects. Before starting a new supplement, talk to your health care provider or pharmacist. They can help you determine if the supplement is safe for you and if it could interact with any medications you are taking. If you have questions after starting a new supplement or experience any side effects, @UpstatePoison is here for you. Just call 1-800-222-1222 for fast, free, confidential advice. #NPPW25	Some supplements can interact with medications. Before starting a new supplement, always talk to your healthcare provider or pharmacist. If you have questions after starting a new supplement or experience any side effects, call @UpstatePoison at 1-800-222-1222. #NPPW25	Algunos suplementos pueden interactuar con los medicamentos, provocando efectos secundarios inesperados. Antes de empezar a tomar un nuevo suplemento, hable con su médico o farmacéutico. Ellos pueden ayudarle a determinar si el suplemento es seguro para usted y si podría interactuar con algún medicamento que esté tomando. Si tiene alguna pregunta después de empezar a tomar un nuevo suplemento o experimenta algún efecto secundario, la línea de @UpstatePoison está a su servicio. Llame al 1-800-222-1222 para recibir asesoramiento rápido, gratuito y confidencial. #NPPW25

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Thursday March 20, 2025 (Afternoon)	Teens 	Teens are curious and may experiment with substances or participate in social media challenges. For when your teen is curious, remember to: ☞ Talk openly about the dangers of substances and social media challenges. ☞ Teach your teen about the Poison Help line @UpstatePoison and encourage them to save the number in their phone: 1-800-222-1222. ☞ Call Poison Help if you have questions about potential poisons. When you or your teen need Poison Help, Poison Centers are here for you. The Poison Help line is always free, fast, confidential, and non-judgmental. #NPPW25	Teens are curious & may experiment with substances or participate in social media challenges. Remember to: ☞ Talk openly about the dangers of substances. ☞ Teach your teen about @UpstatePoison and encourage them to save the number in their phone: 1-800-222-1222. #NPPW25	Los adolescentes son curiosos y pueden experimentar con sustancias o participar en retos en las redes sociales. Cuando su adolescente tenga curiosidad, recuerde: ☞ Hablarle abiertamente sobre los peligros de las sustancias y los retos de las redes sociales. ☞ Enseñarle a su adolescente el teléfono de la línea Poison Help y animarle a guardar el número en su teléfono: 1-800-222-1222. ☞ Llamar a Poison Help si tiene dudas sobre posibles venenos. Cuando usted o su adolescente necesiten de Poison Help, los Centros de Envenenamiento están a su servicio. La línea de Poison Help es siempre gratuita, rápida, confidencial y sin prejuicios. #NPPW25
Friday, March 21, 2025 (Morning)	Edibles 	Edible cannab*s products can be very strong. If using edibles, remember to start with a low dose and wait for effects before eating more. Avoid combining edibles with other substances, such as alcohol or medications. If you take an edible and experience unexpected side effects like anxiety, paranoia, or hallucinations, call @UpstatePoison at 1-800-222-1222. They are here for you with confidential, non-judgmental, and free expert advice. #NPPW25.	Edible cannab*s products can be very strong. If using edibles, start with a low dose & wait for effects before eating more. Avoid combining edibles with other substances. If you take an edible & experience unexpected side effects call @UpstatePoison at 1-800-222-1222. #NPPW25.	Los productos cannábicos comestibles pueden ser muy fuertes. Si usa comestibles, recuerde empezar con una dosis baja y esperar a ver los efectos antes de consumir más. Evite combinar los comestibles con otras sustancias, como alcohol o medicamentos. Si toma un comestible y experimenta efectos secundarios inesperados como ansiedad, paranoia o alucinaciones, llame a la línea Poison Help al 1-800-222-1222. Los Centros de Envenenamiento están a su servicio con asesoramiento experto, gratuito, sin prejuicios y confidencial. #NPPW25 @UpstatePoison

DATE	VISUALS	ENGLISH POST	TWITTER COPY	SPANISH POST
Friday, March 21, 2025 (Afternoon)	Medicine – double dosing	Accidents happen. It's easy to forget if you've taken your medication, especially if you're busy or distracted. Here are some tips to prevent unintentional double-dosing: 💊 Set medication reminders on your phone or calendar. 💊 Read labels carefully before taking medication. 💊 Use a pill organizer to help you keep track of your medications. If you've taken too much medicine, Poison Centers are here for you 24/7 with confidential, expert advice. And it's free! Call the @UpstatePoison at 1-800-222-1222. #NPPW25	Accidents happen. It's easy to forget if you've taken your medication. Here are some helpful tips: 💊 Set medication reminders. 💊 Read labels carefully. Use a pill organizer. If you've accidentally taken too much medicine, call @UpstatePoison at 1-800-222-1222. #NPPW25	Los accidentes ocurren. Es fácil olvidar si ha tomado su medicamento, sobre todo si está ocupada o distraída. Aquí tiene algunos consejos para evitar la doble dosis accidental: 💊 Establezca recordatorios de medicamentos en su teléfono o calendario. 💊 Lea atentamente las etiquetas antes de tomar el medicamento. 💊 Utilice un pastillero para llevar un registro de sus medicamentos. Si accidentalmente ha tomado demasiados medicamentos, los Centros de Envenenamiento están a su servicio 24 horas al día, 7 días a la semana, para ofrecerle asesoramiento confidencial y experto. ¡Y es gratis! Llame a la línea Poison Help al 1-800-222-1222. #NPPW25
Saturday, March 22, 2025 (Closing out NPPW)	Save the Poison Help Line	That's a wrap on #NPPW25! Before you go, do you have a few seconds? Take a moment to save the Poison Help line, 1-800-222-1222, in your phone today. @UpstatePoison is fast, free, staffed by experts, and available 24/7, 365 days a year. You never know when you might need it.	(Same as English Copy)	¡Eso es todo sobre la #NPPW25! Antes de irse, ¿tiene unos segundos? Tómese un momento para guardar el número de la línea de @UpstatePoison, 1-800-222-1222, en su teléfono hoy mismo. La línea Poison Help es rápida, gratuita, atendida por expertos y disponible 24/7, 365 días del año. Nunca se sabe cuándo se puede necesitar.