

National Poison Prevention Week Toolkit for Partner Organizations

March 17–23, 2024
#NPPW24

UPSTATE NEW YORK
POISON CENTER

AMERICA'S
POISON
CENTERS



THEME:

When the
Unexpected
Happens

**We're Here for
You 24/7.**

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Thank you for helping the Upstate New York Poison Center observe and celebrate National Poison Prevention Week (NPPW) 2024! In this toolkit you will find a number of materials for your use during NPPW 2024 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

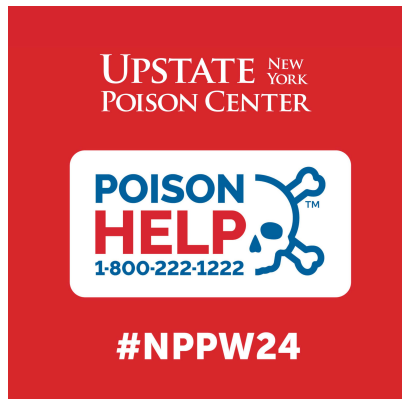
When the unexpected happens, we are here for you 24/7 with fast, free treatment advice by calling 1-800-222-1222 or visiting www.upstatepoison.org. Whether it's a question or an emergency, we can provide life-saving information when people need it most. Calling our poison center is faster and more accurate than an internet search. On average, 90 percent of poisonings happen in homes in America each year, and more than 70 percent 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 17-23, 2024.

NPPW brings together the Nation's 55 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) and website (PoisonHelp.org) when responding to an emergency. We welcome you to join us in educating the public on the valuable services provided by Poison Centers.

NPPW 2024 Main Images

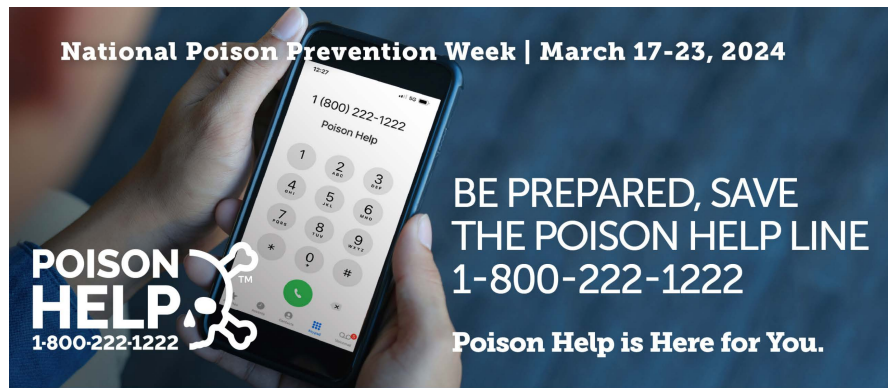
Find these images sized for platforms on [America's Poison Center's website](#) and attached in email/newsletter with Upstate New York Poison Center logo.



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)

#NPPW24

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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 #NPPW24 on all posts.

TAG UPSTATE NEW YORK POISON CENTER: @UpstateNewYorkPoison (INSTAGRAM) & @UpstatePoison (FACEBOOK/X/TWITTER).

ENGLISH	SPANISH
National Poison Prevention Week will be here sooner than you think! Join us and @UpstatePoison in a celebration of awareness from March 17-23, 2024. When the unexpected happens, Poison Help is here for you 24/7. #NPPW24	¡La Semana Nacional de Prevención de Envenenamientos llegará antes de lo que imagina! Únase a nosotros y a America's Poison Centers en una celebración de concientización del 17 al 23 de marzo de 2024. Cuando sucede lo inesperado, Poison Help está a su servicio 24 horas al día, 7 días a la semana. #NPPW24
This year's National Poison Prevention Week is March 17-23! Stay tuned! And watch for more ways to spread the word. #NPPW24	¡Este año, la Semana Nacional de Prevención de Envenenamientos será del 17 al 23 de marzo! ¡Manténgase pendiente y atento a más formas de correr la voz! #NPPW24
March 17-23, 2024 is National Poison Prevention Week. The unexpected happens, when it does—@UpstatePoison is here for you 24/7. #NPPW24	Del 17 al 23 de marzo de 2024 es la Semana Nacional de Prevención de Envenenamientos. Lo inesperado ocurre. Cuando sucede, Poison Help está a su servicio 24 horas al día, 7 días a la semana. #NPPW24
Poison can happen to anyone of any age. That's why @UpstatePoison and the 55 Poison Centers are here for everyone. When the unexpected happens, we're here for you 24/7. #NPPW24	Los envenenamientos pueden afectar a cualquier persona de cualquier edad. Por eso Poison Help y los 55 centros de envenenamiento están aquí al servicio de *todos.* Cuando sucede lo inesperado, estamos aquí para ayudarle 24 horas al día, 7 días a la semana. #NPPW24
When the unexpected happens, @UpstatePoison is here for you 24/7. Save the Poison Help number, 1-800-222-1222, in your contacts, and join us as we celebrate National Poison Prevention Week! #NPPW24	Cuando sucede lo inesperado, Poison Help está a su servicio 24 horas al día, 7 días a la semana. Guarde el número de Poison Help, 1-800-222-1222, en sus contactos y únase a nosotros en la celebración de la Semana Nacional de Prevención de Envenenamientos. #NPPW24
.@UpstatePoison and the 55 Poison Centers are here for you when the unexpected happens. Call the Poison Help line if you have a question. 1-800-222-1222. 24/7. #NPPW24	Poison Help y los 55 centros de envenenamiento están a su servicio cuando sucede lo inesperado. Llame a la línea de Poison Help si tiene preguntas. 1-800-222-1222. 24/7. #NPPW24

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.

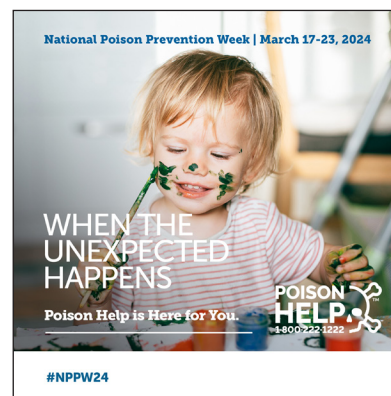
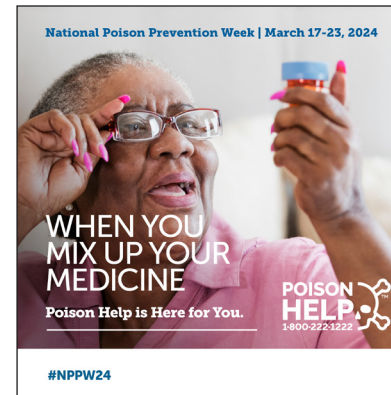
Each graphic displays a possible poison scenario and represents a wide range of common Poison Center calls for different audiences and people of all ages:

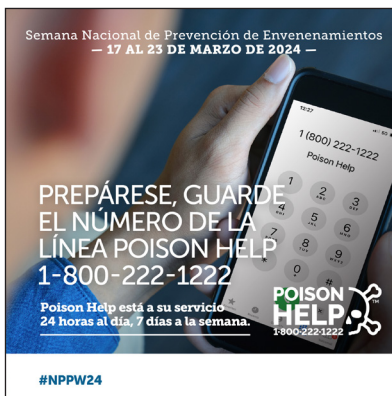
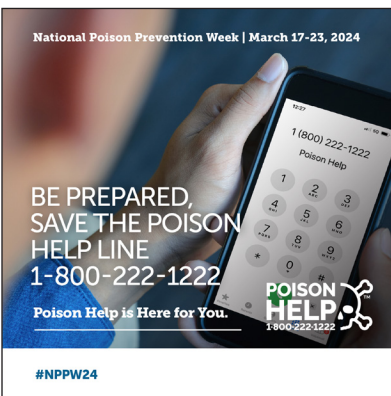
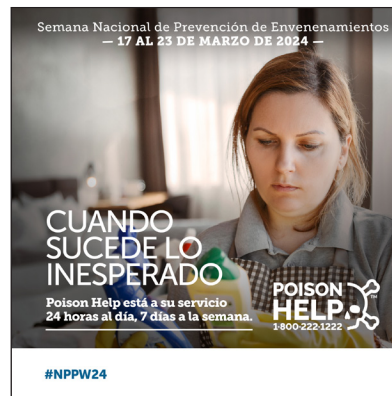
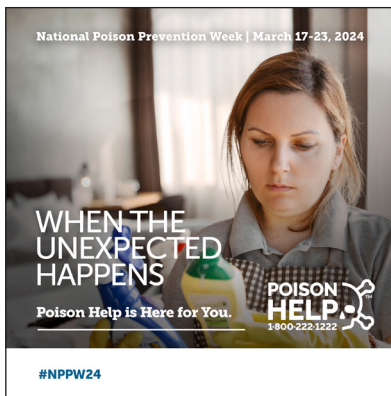
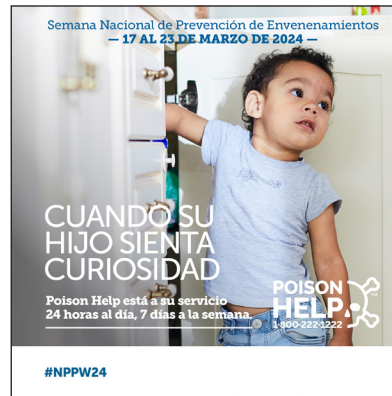
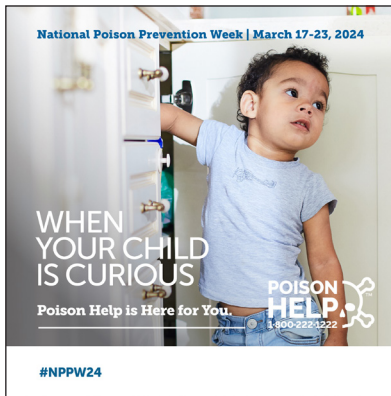
- Older adults
- Friend
- Children
- Call to action
- General audience

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.





English/Spanish
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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 our resources and availability. Please use these visuals/text on the specified days to create a unified voice and to amplify each center's efforts.

Some posts may be too long for X (Twitter). Posts may be shortened for brevity, or posted as a thread.

TAG UPSTATE NEW YORK POISON CENTER: @UpstateNewYorkPoison (INSTAGRAM) & @UpstatePoison (FACEBOOK/X/TWITTER).

DATE	VISUALS	ENGLISH POST	SPANISH POST
Sunday, March 17, 2024 Launch Day	Main NPPW Video	Today is the first day of National Poison Prevention Week! When the unexpected happens, @UpstatePoison is here for you 24/7. Their poison center is open 24/7/365 for questions and emergencies with fast, free, confidential, and expert advice! Join us each day of #NPPW24 to learn how your local 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 lo inesperado, Poison Help está a su servicio 24 horas al día, 7 días a la semana. Los centros de envenenamiento están abiertos 24/7/365 para preguntas y emergencias, ¡con asesoramiento rápido, gratuito, confidencial y especializado! ¡Únase a nosotros cada día de la #NPPW24 para aprender cómo su centro de envenenamiento local puede ayudarlo! ¿Tiene alguna anécdota sobre una vez que llamó a Poison Help? Compártala en los comentarios.

DATE	VISUALS	ENGLISH POST	SPANISH POST
Monday, March 18, 2024	Mixed up medicines 	Keeping track of medications and refills is a lot of work! @UpstatePoison is here for you when you have questions or concerns if: - the refill looks different - you might have mixed up a medication - the print is hard to read and/or - you took a double dose When you aren't sure, @UpstatePoison is here for you 24/7 with confidential, expert advice. And it's free! Save the Poison Help line to your phone so you don't have to search: 1-800-222-1222. #NPPW24	¡Llevar cuenta de los medicamentos y reabastecerse de ellos es mucho trabajo! Podemos ayudarle cuando tenga preguntas o dudas si: - el reabastecimiento parece diferente - puede que haya confundido un medicamento - la letra es difícil de leer y/o - tomó una dosis doble Si no está seguro, Poison Help está a su servicio 24 horas al día, 7 días a la semana, con asesoramiento confidencial y especializado. ¡Y es gratis! Guarde el número de la línea Poison Help en su teléfono para no tener que buscarlo: 1-800-222-1222. #NPPW24
Tuesday, March 19, 2024	Friend 	A concerned friend is a good friend. If you aren't sure what substance your friend has taken, if they may have taken too much, or are concerned, make the call to @UpstatePoison: 1-800-222-1222. Poison Help is here for you—and your friend—24/7 with confidential, nonjudgmental, and free expert advice. #NPPW24	Un amigo preocupado es un buen amigo. Si no está seguro de qué sustancia ha tomado su amigo, si puede haber tomado demasiada o si está preocupado, haga la llamada a Poison Help: 1-800-222-1222. Poison Help está aquí para usted, y su amigo, 24 horas al día, 7 días a la semana, con asesoramiento confidencial, sin prejuicios, especializado y gratuito. #NPPW24
Wednesday, March 20, 2024	Call to Action - Save Poison Help 	What are you doing right now? Take less than a minute and save @UpstatePoison's # = 1-800-222-1222, in your phone. You never know when you'll need it. Remember: ✓ The Poison Help line is staffed by experts ✓ The service is free ✓ It's available 24/7, 365 days a year #NPPW24	¿Qué está haciendo ahora mismo? Tómese menos de un minuto y guarde el número de la línea Poison Help, 1-800-222-1222, en su teléfono. No sabe cuándo lo va a necesitar. Recuerde: ✓ La línea de Poison Help está atendida por expertos. ✓ El servicio es gratuito. ✓ Está disponible 24 horas al día, 365 días al año. #NPPW24

DATE	VISUALS	ENGLISH POST	SPANISH POST
Thursday, March 21, 2024	Child 	Curious kids can get into...well, everything. That's why you can ask @UpstatePoison anything! When your child is curious, Poison Help is here for you 24/7. No judgment—just fast, free, confidential, and expert advice. Save this number when they're little, use it for a lifetime: 1-800-222-1222. #NPPW24	Los niños curiosos pueden meterse en... bueno, en todo. ¡Por eso puede preguntar a los centros de envenenamiento lo que quiera! Cuando su hijo sienta curiosidad, Poison Help está a su servicio 24 horas al día, 7 días a la semana. Sin prejuicios, sólo con asesoramiento especializado, confidencial, gratuito y rápido. Guarde este número cuando sean pequeños, úselo para toda la vida: 1-800-222-1222. #NPPW24
Friday, March 22, 2024	When the Unexpected Happens - Cleaners 	Did you know @UpstatePoison offers free, expert advice on a variety of topics? Call Poison Help with questions for medications, cleaning products, insect bites, food poisoning, and liquid nicotine... just to name a few! When the unexpected happens, Poison Help is here for you 24/7. 1-800-222-1222. #NPPW24	¿Sabía que los centros de envenenamiento ofrecen asesoramiento gratuito y especializado sobre diversos temas? Llame a Poison Help si tiene preguntas sobre medicamentos, productos de limpieza, picaduras de insectos, intoxicaciones alimentarias y nicotina líquida... ¡sólo por nombrar algunos! Cuando sucede lo inesperado, Poison Help está a su servicio 24 horas al día, 7 días a la semana. 1-800-222-1222. #NPPW24
Saturday, March 23, 2024 Closing out NPPW	When the Unexpected Happens - Paint 	That's a wrap on #NPPW24, but remember: When the unexpected happens, @UpstatePoison is here for you 24/7. Don't forget to save the Poison Help line: 1-800-222-1222. Learn more about how the Upstate New York Poison Center can keep your loved ones safe at www.upstatepoison.org .	Con esto terminamos la #NPPW24, pero recuerde: Cuando sucede lo inesperado, Poison Help está a su servicio 24 horas al día, 7 días a la semana. No olvide guardar el número de la línea Poison Help: 1-800-222-1222. Obtenga más información sobre cómo puede mantener a salvo a sus seres queridos en www.upstatepoison.org . ¿Tiene alguna anécdota sobre una vez que llamó a Poison Help? ¡Compártala en los comentarios!