



# Poison Prevention

## Newsletter

June 2014

UPSTATE MEDICAL UNIVERSITY • 750 East Adams Street • Syracuse, NY 13210

## New York State's Joint Senate Task Force on Heroin and Opioid Addiction Conducts Statewide Forums

The Joint Senate Task Force conducted 12 forums throughout NYS to address the impact of heroin and opioid abuse on our communities. The forums brought together local community representatives from law enforcement, mental health and substance abuse, as well as government officials to solicit public input on this critical issue.

Task force members include Vice-Chair David Carlucci (D-Rockland), Chairman of the Senate Committee on Mental Health and Developmental Disabilities and Vice-Chair Michael Nozzolio (R-C, Fayette), Chairman of the Senate Codes Committee. In addition to the Vice-Chairs, fifteen of the other 22 committee members represent districts within the coverage area of the Upstate New York Poison Center. These members included: Senator Greg Ball (R-C-I, Patterson), Senator John Bonacic (R-C-I, Mount Hope), Senator Pat Gallivan (R-C-I, Elma), Senator Martin J. Senator Joseph A. Griffo (R, Rome), Senator William Larkin (R-C, Cornwall), Senator,



Senator Kathleen A. Marchione (R-C, Halfmoon), Senator George Maziarz (R-C, Newfane), Senator Thomas O'Mara (R-C, Big Flats), Senator Michael Ranzenhofer (R-C-I, Amherst), Senator Patty Ritchie (R-C, Heuvelton), Senator Joseph Robach (R-C-I, Rochester), Senator James L. Seward (R-I-C, Oneonta), Senator David J. Valesky (D-Oneida), and Senator Cathy Young (R-I-C, Olean).

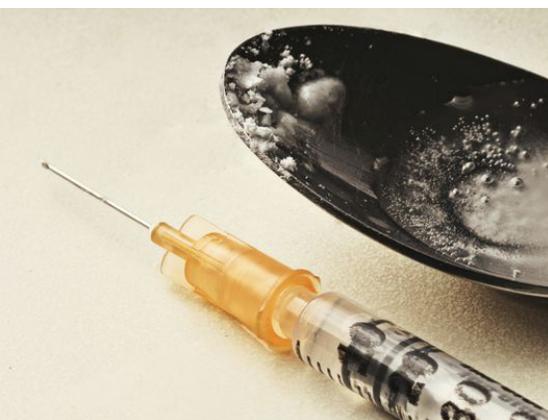
Staff members of the Upstate New York Poison Center attended a number of the Forums throughout the state held April through June 2014.

Several themes pervaded the forums including the importance of:

1. Recognizing drug addiction as a disease (just as we recognize cancer as a disease).

2. Changing attitudes. (Addiction to heroin and opioids hits every socio-economic level. Addiction can affect any family.)
3. Providing education and prevention strategies to identified "at risk" populations.
4. Implementing policy to affect positive change, supporting services necessary for effective treatment.

Legislative recommendations for treating and preventing addiction and its consequences will be developed by the State Senate, informed by this public input.



# National Take-Back Initiative in the Poison Center's Western New York Region

On April 26, 2014, the U.S. Drug Enforcement Agency teamed up with organizations across the country to host the 8<sup>th</sup> annual prescription drug drop-off event. Western New Yorkers disposed of unwanted, unused and/or expired medications at three-dozen locations free of charge and no questions asked.



The National Take Back Initiative helps keep our waterways safe...and our teens. Flushing old medications can contaminate our waterways, which will eventually affect our drinking water. Simultaneously, research indicates that prescription pain medications are fast becoming the drug of choice among teens. According to the 2012 Monitoring the Future survey, about 50 percent of high school seniors said that opioid drugs (e.g., Vicodin) would be fairly or very easy to get, specifically from a friend or family member. According to Erie County Health Commissioner Dr. Gale Burstein, death by overdose is the number one cause of accidental death nationally, now surpassing car accidents for the first time since 1979 when drug overdoses were first recorded.

Working alongside the DEA were representatives from local law enforcement, Kids Escaping Drugs, University of Buffalo and D'Youville Schools of Pharmacy, Erie County Departments of Health and Environment & Planning, Independent Health Association, Covanta, Catholic Health System, Kaleida Health System, Erie County Water Authority, West Herr Automotive Group and the Upstate New York Poison Center; partners working together to keep our waterways and our teens safe.

Close to 4,000 vehicles visited the drop off sites, which netted over 11,000 lbs of medications collected for proper disposal.

A similar event will be held in October, 2014. Check [http://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/) for more information or to find locations in your area.

## Thanks!

**Thanks to Kinney Drugs for their Poison Prevention Week efforts through in-store distribution of poison prevention materials to their clients and contributions by their pharmacists delivering poison safety lessons to students in several school districts throughout their coverage area.**



  
*Experience the Difference.*

## National Safety Month 2014

### Communications Toolkit

#### Help Spread the Word

Each June, the National Safety Council encourages organizations and communities across the country to celebrate National Safety Month and encourage safe behaviors around the leading causes of preventable injuries and death in the United States.

This year, National Safety Month's unifying theme is Safety: It Takes All of Us, which is an **excellent opportunity to rally together to remind parents, grandparents and caregivers that safe medicine storage is an important part of our children's safety.**

#### Join the Conversation: #NSM14 #MedsUpAway

During National Safety Month **join the conversation.** Together, we can create a "surround sound" driving awareness and action to promote safe medicine storage and prevent children from accidentally getting into medicines that were left within reach.

#### General National Safety Month Messages for Social Media

Use and customize these messages for your own digital channels:

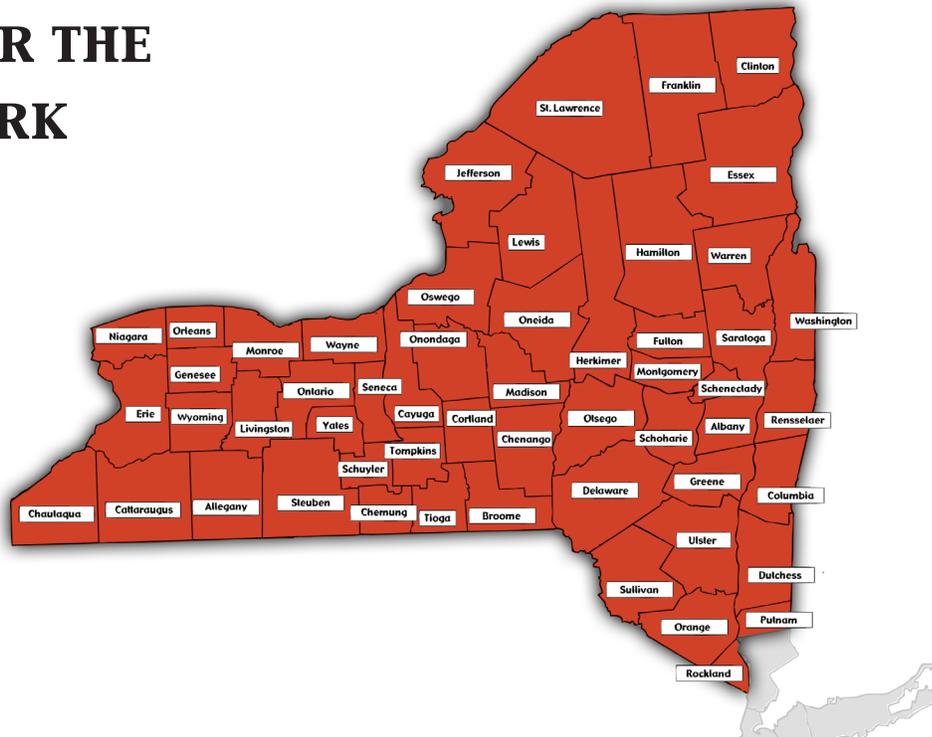
|                 |  |
|-----------------|--|
| <b>Twitter</b>  | <ul style="list-style-type: none"> <li>• Kids get into the darndest things! Keep all medicines, including eye drops, nasal sprays &amp; medicated creams out of reach. #MedsUpAway #NSM14</li> <li>• It's National #SafetyMonth! Keep kids safe by putting all #MedsUpAway, including eye drops &amp; nasal sprays. #NSM14</li> <li>• Kids are curious. When you're not looking, they get into everything they shouldn't! Keep #MedsUpAway for #NSM14 <a href="http://bit.ly/1mAdImP">http://bit.ly/1mAdImP</a></li> <li>• Using eye drops or nasal sprays this #allergyseason? Store them &amp; all of your meds: up &amp; away &amp; out of sight #NSM14</li> </ul>  |
| <b>Facebook</b> | <ul style="list-style-type: none"> <li>• Kids get into the darndest things! Keep all medicines: pills, tablets, oral liquids, eye drops, nasal sprays and even medicated creams out of reach. Get more tips at <a href="http://www.UpandAway.org">www.UpandAway.org</a> #NSM14 #SafetyMonth</li> <li>• It's National Safety Month! Keep kids safe by putting #MedsUpAway and out of sight. <a href="http://www.UpandAway.org">www.UpandAway.org</a> #NSM14</li> <li>• Kids are curious. When you're not looking, they get into everything they shouldn't! This National #SafetyMonth, be sure to put all medicines, including pills, tablets, oral liquids, eye drops, nasal sprays, and medicated creams up and away and out of sight. #NSM14 <a href="http://www.UpandAway.org">www.UpandAway.org</a></li> <li>• Using eye drops this allergy season? Be sure to store them with the rest of your medicines: up and away and out of sight of young children #NSM14 <a href="http://www.UpandAway.org">www.UpandAway.org</a></li> </ul> |



# SERVICE AREA FOR THE UPSTATE NEW YORK POISON CENTER



**UPSTATE**  
MEDICAL UNIVERSITY



## Unintentional Poisoning Can Happen To You...At Any Age!

Please visit our website at [www.upstatepoison.org](http://www.upstatepoison.org) for a more poison resources, including brochures, posters, archived newsletters and...



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