

National Poison Prevention Week 2020 Toolkit

March 15–21, 2020



Fast. Free. Expert.
24/7, confidential help.



[#PreventPoison](#) [#NPPW20](#)

AAPCC's NPPW theme for 2020 is: Almost anything can be poisonous... if it is used in the wrong way, in the wrong amount, or by the wrong person.

Toolkit Contents

In this toolkit, you will find a number of materials for your use:

- **NPPW 2020 main banner**
- **NPPW 2020 main image**
- **Home safety infographic**
 - Cut-up versions of this infographic for social media use. These cut-up graphics are simple so that poison centers can easily customize these in the way they see fit.
- **Poison centers are for everyone infographic**
 - Cut-up versions of this infographic for social media use. These cut-up graphics are simple so that poison centers can easily customize these in the way they see fit.

In addition to the above-mentioned materials, you will also find:

- Sample social media posts to be used with each relevant graphic element
- Tips on which file types work best on various platforms, and other social media tips

NPPW 2020 main banner

Possible uses for this image:

- FB cover photo (jpg)
- Web banner (jpg)
- Newsletter header (jpg)

NPPW 2020 main image

Possible uses for this image:

- Facebook (FB) profile picture and/or posts (jpg)
- Instagram posts (jpg)
- Twitter posts (jpg)
- Insert into newsletter or webpage (jpg or pdf)
- Download and print as poster (pdf or print-ready files)

Sample social media messages for use with this image:

Note: feel free to use the NPPW hashtags with these on either FB or twitter. Use hashtags on Instagram in the caption or comments of your post.

- **SAVE THE DATE!** Winter is coming...but so is National Poison Prevention Week. Mark your calendars for March 15-21, 2020.
- The Ides of March has new meaning this year: it's the first day of National Poison Prevention Week 2020!
- Preventing poisoning is so important, Congress established a whole week to raise awareness. This year's National Poison Prevention Week is March 15-21, 2020.
- Our vision is perfect for NPPW 2020: raise awareness, reduce unintentional poisonings, and promote poison prevention.
- Every 12 seconds, someone in the United States calls a poison center. Could you be next? Stay tuned for tips on keeping your family safe during #NPPW20.

Home Safety Infographic

Possible uses for this image:

- FB posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Instagram posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Twitter posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Insert into newsletter or webpage (jpg or pdf)
- Download and print as poster (pdf or print-ready files)

Sample social media messages for use with this image:

Note: continue to use the NPPW hashtags with these on either FB or twitter. Use hashtags on Instagram in the caption or comments of your post.

- Keep your home safe by practicing safe storage: keep household cleaners and products in their original containers and store them up, away, and out of sight of children.
- Is your home poison safe? Take our house tour to learn potential poisons in each room of your home. Then make Poison Help one of your contacts: 1-800-222-1222.
- Protect your family from invisible threats—install carbon monoxide detectors in your home. Carbon monoxide is a colorless gas that doesn't smell, but can be very harmful. Can you spot the rooms of your home where it may pose the biggest threat?
- Anything in your home can be poisonous...if it's used in the wrong way, in the wrong amount, or by the wrong person. Nearly half of exposures involve children younger than age 6—is your house safe?
- Know your poison center's phone number, and keep it in your home and phone.

Poison Centers are for Everyone Infographic

Possible uses for this image:

- FB posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Instagram posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Twitter posts (jpg)
 - Entire infographic
 - Cut-up versions for simpler, less text-heavy tips
- Insert into newsletter or webpage (jpg or pdf)
- Download and print as poster (pdf or print-ready files)

Sample social media messages for use with this image:

Note: continue to use the NPPW hashtags with these on either FB or twitter. Use hashtags on Instagram in the caption or comments of your post.

- Top 5 poison exposures in young children: personal care products, cleaners, pain meds, toys, creams. Do you know what the top poisons are for adults?
- Nearly half of poisonings occur in children under 6 years old. But poison centers are for everyone! Check out the top poisonings in each age group.
- Just over half of calls to poison centers involve drugs and medicines. Do you know other top potential poisons? Check out this list, then save the poison help number: 1-800-222-1222.
- Poison centers get more calls about children, but calls about teens, adults, and older adults tend to be more serious. Learn about the top potential poisons by age group to help keep yourself and your family safe.
- National Poison Prevention Week pop quiz: what are the top poisons for someone your age? Check out this handy infographic to keep yourself—and your loved ones—poison safe.

Social Media Tips

- Use the hashtags #PreventPoison and #NPPW2020 often! These can be used in your posts on FB and twitter (you can add them to the end of each post), as well as on Instagram (on Instagram, you can use them in the caption or in a comment on your own post).
- Social media platforms are highly visual! Try to include an image with every post. We've provided many cut-up versions of the infographics for this reason!
- Get creative with the images provided—if you're feeling savvy and adventurous, try creating a carousel/video of all images related to one infographic or an interactive version that allows users to hover and see content. (Note: these are for advanced users! If you create something like this, please share with other educators.)
- The more you respond to comments, the more your posts will be "seen." Responding to comments will help keep your users engaged.
- On Instagram, carousels (after videos) are the highest-engaged feed content. Emojis can also boost engagement—leverage them, as long as they're appropriate.
- Text-only is permissible on FB and twitter, but posts with images will perform better.