

# PREPARE. PREVENT. PROTECT.

March 21-27, 2021 • National Poison Prevention Week



AMERICAN ASSOCIATION OF POISON CONTROL CENTERS  
NATIONAL POISON PREVENTION WEEK 2021 **PARTNER TOOLKIT**  
March 21 – 27, 2021  
#NPPW21  
AAPCC's theme for NPPW 2021 is: Prepare. Prevent. Protect.



## **PARTNER TOOLKIT TABLE OF CONTENTS**

Thank you for partnering to share poison prevention safety messages during National Poison Prevention Week. In this partner toolkit you will find a number of materials for your use 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 keep scrolling.

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## **POISON CENTERS AND NPPW OVERVIEW**

When life happens, poison centers are ready 24/7/365 with fast, free treatment advice by calling Poison Help (1-800-222-1222) or visiting [poisonhelp.org](https://poisonhelp.org). Whether it's a question or an emergency, Poison Help can provide life-saving information when people need it most and it 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 Poison Help 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 21-27, 2021. NPPW is a week dedicated to raising awareness about poison control centers 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 THEMED DAY GUIDANCE

This year, we are offering suggestions to participate in a daily theme during National Poison Prevention Week. We ask that if you decide to participate, please only use these images/text on the specified days.

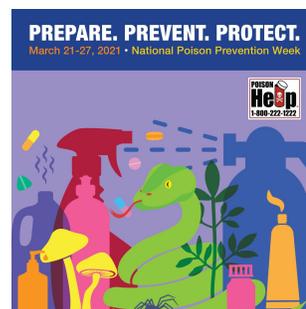
DATE	IMAGE	POST
Sunday, March 21, 2021 (Launch Day)	Main NPPW Graphic/Banner	Today is the day that we kick off National Poison Prevention Week! This year the theme is Prepare. Prevent. Protect. Join us each day of #NPPW21 to learn how your poison center can help you!
Monday, March 22, 2021 (What is a Poison Center)	When Life Happens - cleaner/button battery image	Everyday poison centers answer questions and help in emergencies because life happens. Dial 1-800-222-1222 for anything from your child swallowed a button battery, a snake bite to food poisoning. #NPPW21
Tuesday, March 23, 2021, (Cleaning Safety (+COVID))	Main NPPW Graphic/Banner	Are your household cleaners locked up, or stored up and away from a child's reach? Cleaners can be poisonous so this #NPPW21 take steps to prevent this common poisoning risk. That also includes hand sanitizer and other disinfectants being used to reduce the spread of COVID-19.
Wednesday, March 24, 2021 (When Seconds Count)	Poison Centers Save - time social image	In a poisoning emergency, seconds count. Call 1-800-222-1222 to connect with nurses, pharmacists, and doctors who can give you accurate, life-saving treatment advice. Add the poison center hotline to your contacts today, so you can be prepared. #NPPW21
Thursday, March 25, 2021 (Emergency Preparedness/ Disaster Response)	Poison Centers Save - worry social image	Natural disasters or a carbon monoxide alarm going off can be scary. Poison centers can help you prepare and respond to moments like these, so you don't have to worry. If there's a poisoning emergency, call 1-800-222-1222 to receive fast, free treatment advice. #NPPW21
Friday, March 26, 2021 (Medication Safety & Baby Safety)	When Life Happens - medication/rat poison social image	From babies to grandparents, your poison center is there to help your whole family. More than 90% of poisonings happen in the home. By calling 1-800-222-1222 first, you may save yourself time and money. #NPPW21
Saturday, March 27, 2021 (Closing Out NPPW)	Main NPPW graphic/banner	As we wrap up #NPPW21, we hope you are able to better prepare, prevent, and protect against a poisoning. Learn more about poison center services and ways to keep you and your loved ones safe at <a href="#">[LINK TO LOCAL POISON CENTER]</a> .

# NPPW 2021 MAIN IMAGES

## 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 or pdf)
- Download and print as a poster (pdf or print-ready file)



[English Download](#) | [Spanish Download](#)

## Main Banner

Possible uses for this image:

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



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## Profile Image

Possible uses for this image:

- FB profile picture (jpg)
- Twitter profile picture (jpg)
- IG profile picture (jpg)

**PREPARE.  
PREVENT.  
PROTECT.**

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Sample Social Media Messages  
*(for use with the main square and main banner images)*  
We strongly recommend using #NPPW21 on all posts.

SAVE THE DATE! National Poison Prevention Week will be here sooner than you know! We will be joining [LOCAL POISON CENTER HANDLE] to share safety tips on March 21-27, 2021. #NPPW21

This year's National Poison Prevention Week is March 21-27, 2021! More to come! #NPPW21

March 21-27, 2021 is National Poison Prevention Week. This year is all about taking action to Prepare. Prevent. Protect. against poisonings. #NPPW21

Did you know: More than 90% of poisonings happen in the home. Join us March 21-27 for National Poison Prevention Week. We'll share safety tips from poison center professionals. #NPPW21

# POISON CENTERS SAVE GRAPHICS

## Social Media Cuts:



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## Full Infographic:



**PREPARE. PREVENT. PROTECT.**  
**National Poison Prevention Week**  
March 21-27, 2021



[English Download](#) | [Spanish Download](#)

## Possible uses for this infographic:

- FB posts (jpg)
  - Use cut-up versions for simpler messages
  - Note: We do not recommend posting the entire infographic on FB. The infographic content would be difficult to read.

- IG posts (jpg)
  - Use cut-up versions for simpler messages
  - Note: We do not recommend posting the entire infographic in one IG post given the size limitations. It will be difficult to see the image and content.
- Twitter posts (jpg)
  - Use cut-up versions for simpler messages
  - Note: We do not recommend posting this entire infographic on Twitter. Best practices are to use eye-catching, easy-to-read messages on this platform.
- Insert into a newsletter or webpage (jpg or pdf)
- Download and print as a poster (pdf or print-ready files)

<p>Sample Social Media Messages</p> <p>We strongly recommend using #NPPW21 on all posts.</p>
Be prepared in case of a poisoning emergency by adding 1-800-222-1222 to your contacts today! When seconds count, calling a poison center is faster than a confusing internet search. #NPPW21
Did you know: Even doctors call the Poison Control Hotline when they have questions. Poison centers are always ready with answers to your questions. #NPPW21
Calling your poison center for help is completely free. You will receive accurate information from nurses, pharmacists, and doctors. #NPPW21
When you call 1-800-222-1222 for a poison emergency or question, your call will be answered by healthcare professionals. You can receive life-saving information fast. #NPPW21
There's enough to worry about these days. Poison centers are here to help, and they are always open. This year take steps to Prepare. Prevent. Protect. against poisons. #NPPW21
Don't spend your time and money worrying over the "what ifs." Poison centers are ready to help and can save lives with fast, free, accurate information. #NPPW21
Did you know that calling your poison center could save you a trip to the doctor or hospital? The poison center is your best resource in a poison emergency. #NPPW21

# WHEN LIFE HAPPENS GRAPHICS

## Social Media Cuts:



[English Download](#) | [Spanish Download](#)



[English Download](#) | [Spanish Download](#)

## Full Infographic:



**National Poison Prevention Week**  
March 21-27, 2021



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- Insert into a newsletter or webpage (jpg or pdf)
- Download and print as a poster (pdf or print-ready files)

<p>Sample Social Media Messages</p> <p>We strongly recommend using #NPPW21 on all posts.</p>
We get it – life happens. Poison centers are ready 24/7 with fast and free advice. When you have a question, their healthcare professionals have answers. #NPPW21
Accidents happen... Did you spray yourself with cleaner in the eye? Did your baby eat mouse poison? Call your poison center immediately! They can help give you answers and it's fast and free. #NPPW21
When you're in an emergency, seconds count and poison centers can provide life-saving information quickly. They are always open to help everyone from babies to grandparents. #NPPW21
When you call your poison center at 1-800-222-1222 you will receive free and fast advice from healthcare professionals. Be prepared and save the number in your phone today! #NPPW21
Prevent poisonings by keeping cleaners up, away and out of sight from children. If you have questions about safety, call 1-800-222-1222 anytime. They are ready to help. #NPPW21
This National Poison Prevention Week, prepare, prevent, and protect against poisonings. Add 1-800-222-1222 to your phone and follow poison safety tips. But when life happens, poison centers are there to help protect you and your loved ones. Call anytime. #NPPW21