

Back To Poison Basics

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1-800-222-1222

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Disclosures

- No potential conflicts of interest or financial relationships to report.



Learning Objectives



Upon completion, the participant will be able to:

- Recognize risk factors, which make young children susceptible to future poisonings including misuse and/or abuse.
- Demonstrate knowledge of how the Missouri Poison Center can assist the public in prevention efforts.
- Apply their knowledge of safe medication use to their existing programs for children.





Meet Our Poison Center Team

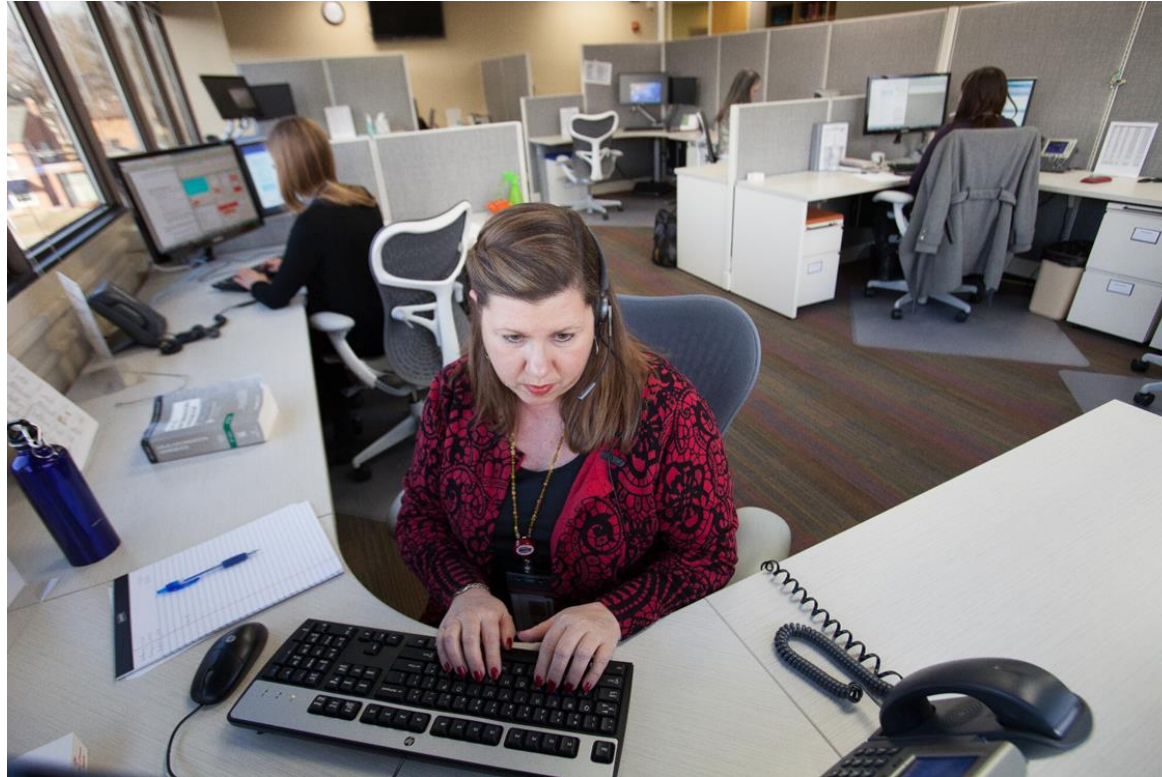
Let me give
you a little
history.



Who is serving Missouri?

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Registered Pharmacists & Nurses who are certified as Specialists in Poison Information, clinically supervised by a board certified physician toxicologist

U.S. Poison Centers

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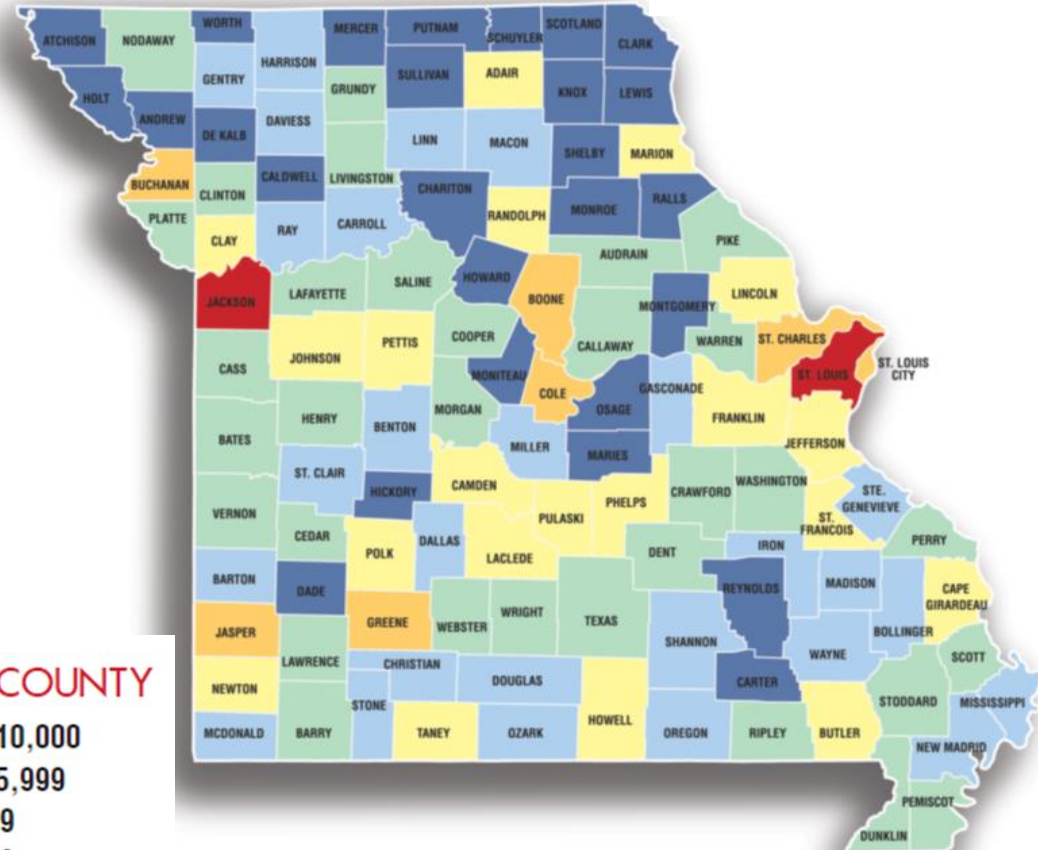


Population Served

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- Total MO population ~6 million
 - 18th largest of the 50 states
- Two cities have 55% of the population
- 1.7 million cases handled since **1974** (1st yr operation)



Poison Centers Role in the State

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Provide a 24-hour toll-free hotline to Missouri residents.



Public and Professional Education



Assist in cooperation between the Missouri Poison Prevention & Treatment Network and EMS



Provide evaluation and data collection in cooperation with Missouri Department of Health



Coordinate activities of Prevention and Treatment Centers throughout the state

Value....

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THE VALUE OF POISON CENTERS



\$2,000

Cost Of Average Poison
Related Visit To E.R.



\$0

Cost Of A Phone Call To
The Poison Help Line
1-800-222-1222

Glimpse of the Poison Calls Last Week

Gabapentin Desitin Diaper Cream Wellbutrin SR Peppermint Oil Lamictal Trazodone
Pokeberries Tramadol Lithium Freon Diazepam Johnson's Baby Powder Iron Coricidin
HBP Spiriva Hot Shot Wasp Spray Adderall Seroquel Paint Thinner Carbamazepine
Diphenhydramine Artane Promethazine Oxycodone Liquid Air Freshener Hand
Sanitizer Potassium Chloride Venlafaxine Fanapt Gasoline Acetaminophen Geodon
Valium Aspirin Mushrooms Librium Ibuprofen Risperidone Ultram Amlodipine
Benadryl Snake Bite Methamphetamine Xanax Antifreeze Lantus Humalog
Ben Gay Amitriptyline Clonidine Cocaine Dilantin Tylenol PM Mucinex D Advil PM
Carbamazepine Tussin DM Neurontin Cinnamon Ambien Prolixin Lysol Toilet Bowl
Cleaner Shampoo Quetiapine Haldol Cymbalta Unknown Chemical Omeprazole
Vyvanse Feces Topamax Cymbalta Disinfectant Pine Oil Rozerem Scotch Brite
Griddle Liquid Rivaroxaban Viagra Li'l Critters Gummy Vites Cetirizine Arsenic
Roundup Norvasc Doxepin Begonia Ammonia Motrin Compressed Air Glow Stick



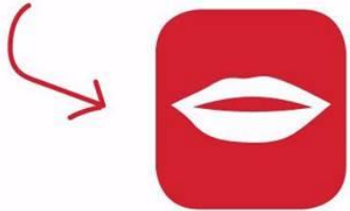
A POISON is any product or substance that can harm someone if used in the wrong way, by the wrong person, or in the wrong amount.

Different Routes

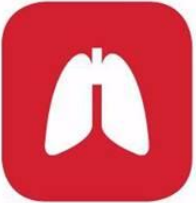
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MOUTH



EYES



NOSE



SKIN

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Young Children at Risk

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Hand to
Mouth
Behavior

Curiosity

Look-alikes

Imitation

Young Child (<6 y)

Substance category	%
Cosmetics, personal care products	12.6
Household Cleaning Substances	11.0
Analgesics	9.2
Foreign bodies, Toys, Miscellaneous	6.4
Topical Preparations	4.8
Antihistamines	4.7
Vitamins	4.3
Dietary Supplements, Herbals,	
Homeopathic	3.4
Plants	2.8

N (total for young child exposures) = 999,529



A Case for Early Education...

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Intervening early in
childhood can alter
the life course
trajectory in a
positive direction



Education Starts at Home

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- Remember: there is no such thing as CHILD-PROOF
- Store all household products, medications, and poisons up and away and out of reach from children.
- Follow all label precautions.
- Do not transfer products to unmarked containers or beverage bottles – all too often, this leads to somebody accidentally swallowing it.
- Take your own medicine where children can't watch. They learn by imitating you.
- Keep the poison center number near every phone and program the Poison Help phone number (1-800-222-1222) in every cell phone.



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PRESCHOOL AND DAYCARE



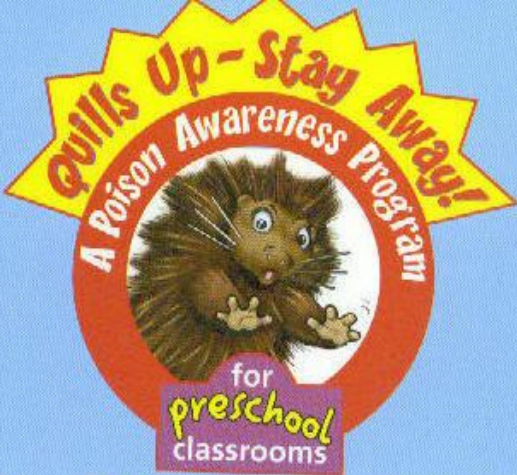
"QUILLS UP!" SPIKE'S POISON
PREVENTION ADVENTURE





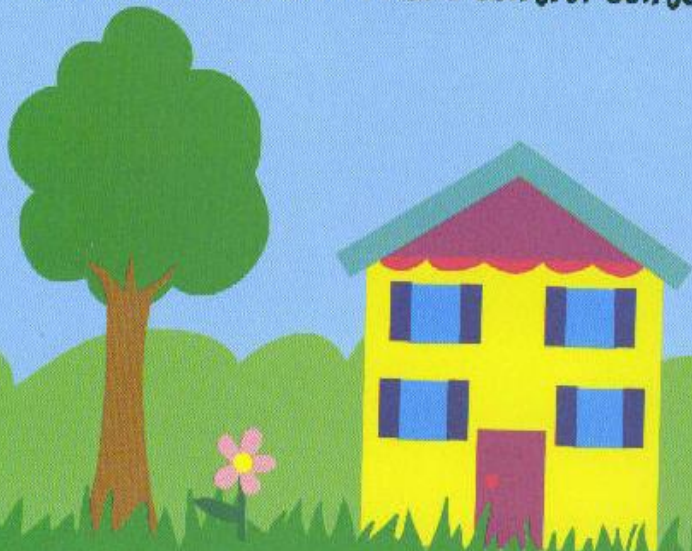
KEY MESSAGES FOR CHILDREN

1. Stay away from areas at home that could contain poisonous items.
2. Never touch, taste, or smell something that could be poisonous, especially if you don't know what it is.
3. If you don't know what it is – stay away and ask a grown-up.
4. Tell a grown-up if you see something that could be dangerous.
5. If someone you know touches, tastes, or smells something that could be poisonous, tell a grown-up right away.



Spike's Poison Prevention Adventure

Brought to you by the
American Association of Poison Control Centers



Spike's "Stay-Away" Song

(Sung to the tune of "If You're Happy and You Know It")



Verse I

If you don't know what it is,
Stay away! (*clap clap*)

If you don't know what it is,
Stay away! (*clap clap*)

If you don't know what it is,
find a grown-up right away.

If you don't know what it is,
Stay away! (*clap clap*)

Motions

*Shake head; throw hands back in
"hands off" motion; two claps*



Calling motion with cupped hands



Verse II

If you think it might be poison,
Stay away! (*clap clap*)

If you think it might be poison,
Stay away! (*clap clap*)

If you think it might be poison,
find a grown-up right away.

If you think it might be poison,
Stay away! (*clap clap*)

*Point to own head; repeat
"hands off" motion; two claps*



Calling motion with cupped hands



Folkmanis Porcupine Puppets can be ordered online from Amazon, Walmart, and others for \$18 - \$25.

Safe or Poison?



Who Wants to Play?

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Safe or Poison

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Start A New Game

Share With Your Friends

Older Child (6-12 y)

Substance category	%
Analgesics	7.4
Foreign bodies, Toys, Miscellaneous	6.9
Antihistamines	6.6
Cosmetics, Personal Care Products	6.4
Stimulants and Street Drugs	4.5
Vitamins	4.3
Cardiovascular Drugs	3.8
Plants	3.7
Cold & Cough Preparations	3.6

N (total for older child exposures) = 144,202



School-aged Children at Risk

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Social Status

Communication
Skills

Reading
Comprehension

More
Responsibility

Elementary School Lesson Plans

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KIDS ZONE

Many things in the basement can be poisonous.

HOW MANY DO YOU SEE?



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BE POISON SMART! KEEP POISONOUS PRODUCTS OUT OF SIGHT & OUT OF REACH.
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POISON PREVENTION WORD SEARCH

Z L L E M S I N K T A S T E E
R E A C H C U O T K N I R D N
K C O L G K X O I P A F X U I
L A B E L S M O O R H S U M C
C A B I N E T P O I S O N C I
P O I S O N C E N T E R T L D
S T A Y A W A Y E G A R A G E
S E S R U N A S E I R R E B M

FIND THE 20 UNDERLINED WORDS LISTED BELOW WITHIN THE PUZZLE

- A poison is something that if you eat, smell, taste, or touch can make you sick or even kill you.
- Always ask a grown-up first before you eat or drink something new.
- Only take medicine if mom, dad or the grown-up taking care of you gives it to you.
- Do not eat wild mushrooms or berries that grow in the yard.
- If you don't know what it is, Stay Away from it!
- Poisons can be cleaners or other products adults use in the house, yard or garage.
- Poisons can be things you might find in your parents' or grandparents' medicine cabinet.
- Poisons can be things you might find underneath a sink or cabinet.
- If you think it might be poison, Stay Away!
- If someone may have been poisoned, call the poison center right away.
- Nurses, pharmacists and doctors work at the poison center.
- Lock poisons up.
- Keep them out of sight and out of reach.
- Mom and Dad should always read labels before giving medicine or using household products.

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GRADES K-2

POISON PREVENTION TEACHING PROGRAM

THE LESSON WILL HELP STUDENTS:

1. Understand what a poison is.
2. Know the different forms of poison such as liquids, solids, gases and sprays.
3. Identify things in and around the home that could be poisonous.
4. Learn how to stay safe from poisons at home and at school.
5. Know the importance of the toll-free number for Poison Help.

The Missouri Poison Center welcomes teachers, child care providers, scout leaders, EMS providers, and other community members to use this lesson to teach children about poison safety. It can be taught at any time of the year. We want to support teachers with resources when they teach topics including, but not limited to:

FIRST AID | PERSONAL SAFETY | MEDICINE SAFETY | HOME SAFETY

INTRODUCTION

A. INTRODUCE YOURSELF

B. EXPLAIN WHY YOU ARE HERE TODAY

1. To teach poison safety
2. Want the children to stay healthy and safe
3. The children can help the rest of their family stay healthy and safe

POISON INFORMATION

Educating children about poisons is not always easy because poisons that can hurt children may be products that we use every day.

A. ASK "WHO CAN TELL ME WHAT A POISON IS?"

1. A poison is something that if you eat, smell, taste, or touch, can make you sick or hurt you, or even kill you. Poisons can be found inside and outside. Always ask a grown-up first before you eat or drink something new. If you don't know what it is, stay away! Poisons can be things we see or use every day.
2. Poison may come in a pretty box, jar or bottle.
3. Poison may smell and taste good.
4. Sometimes poisons can be things we see or use every day in our homes, and even at school. Poisons can be:

Cleaners, chemicals or other products in the house or yard

Medicines - if too much is taken

Medicines - if it is taken by the wrong person

Things you might find in your parent's or grandparent's medicine cabinet

Things you might find underneath a sink or cabinet

Plants, berries, or mushrooms

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What about Tweens?



- Kids are starting to self-medicate as early as 11 years old.
- Over 20,000 kids per year need medical help due to medicine mistakes or misuse.
- Only 54% of tweens know over-the-counter (OTC) be dangerous when misused



OTC Medicine Safety Program

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<https://www.scholastic.com/teachers/sponsored-content/otc-medicine-safety/over-the-counter-medicine-safety-program-overview-and-tips/>

Teen (13-19 y)

Substance category	%
Analgesics	21.3
Antidepressants	12.3
Sedatives, Hypnotics, Antipsychotics	8.1
Antihistamines	6.9
Stimulants and Street Drugs	5.3
Cold & Cough Preparations	4.2
Household Cleaning Substances	3.7
Anticonvulsants	3.3
Cardiovascular Drugs	3.2
Cosmetics, Personal Care Products	2.7



N (total for teen exposures) = 234,831

Teens at Risk

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Risk Taking

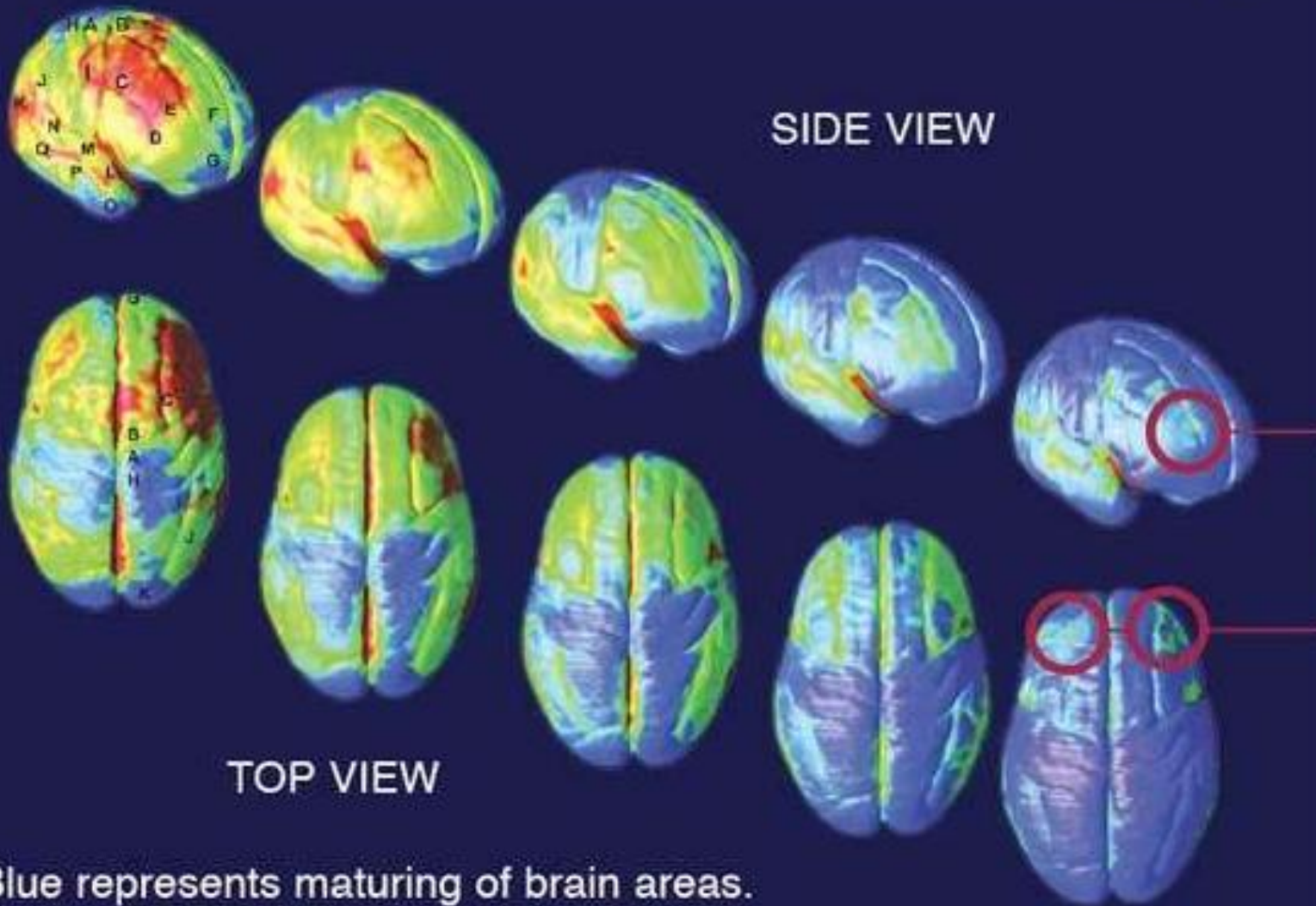
Independence

Mental Health
Disorders

Technology

Images of Brain Development in Healthy Children and Teens (ages 5–20)

5 ← Ages → 20



Blue represents maturing of brain areas.

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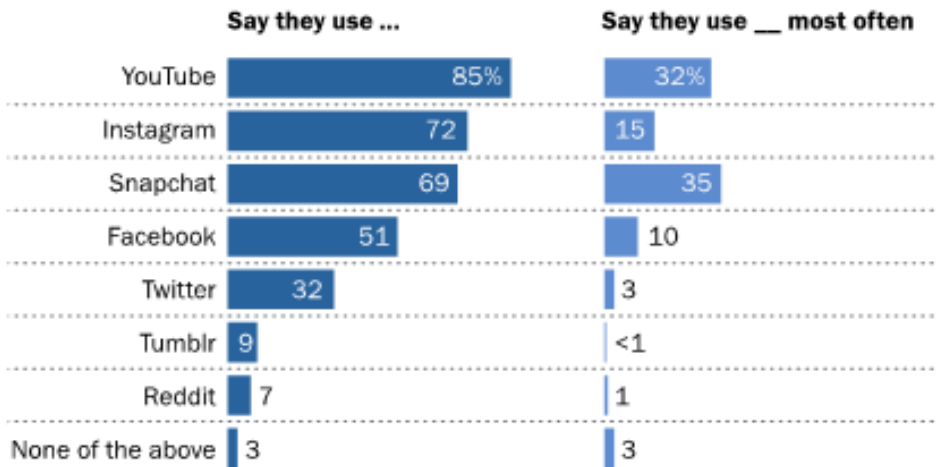
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Technology Access in Teens

YouTube, Instagram and Snapchat are the most popular online platforms among teens

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

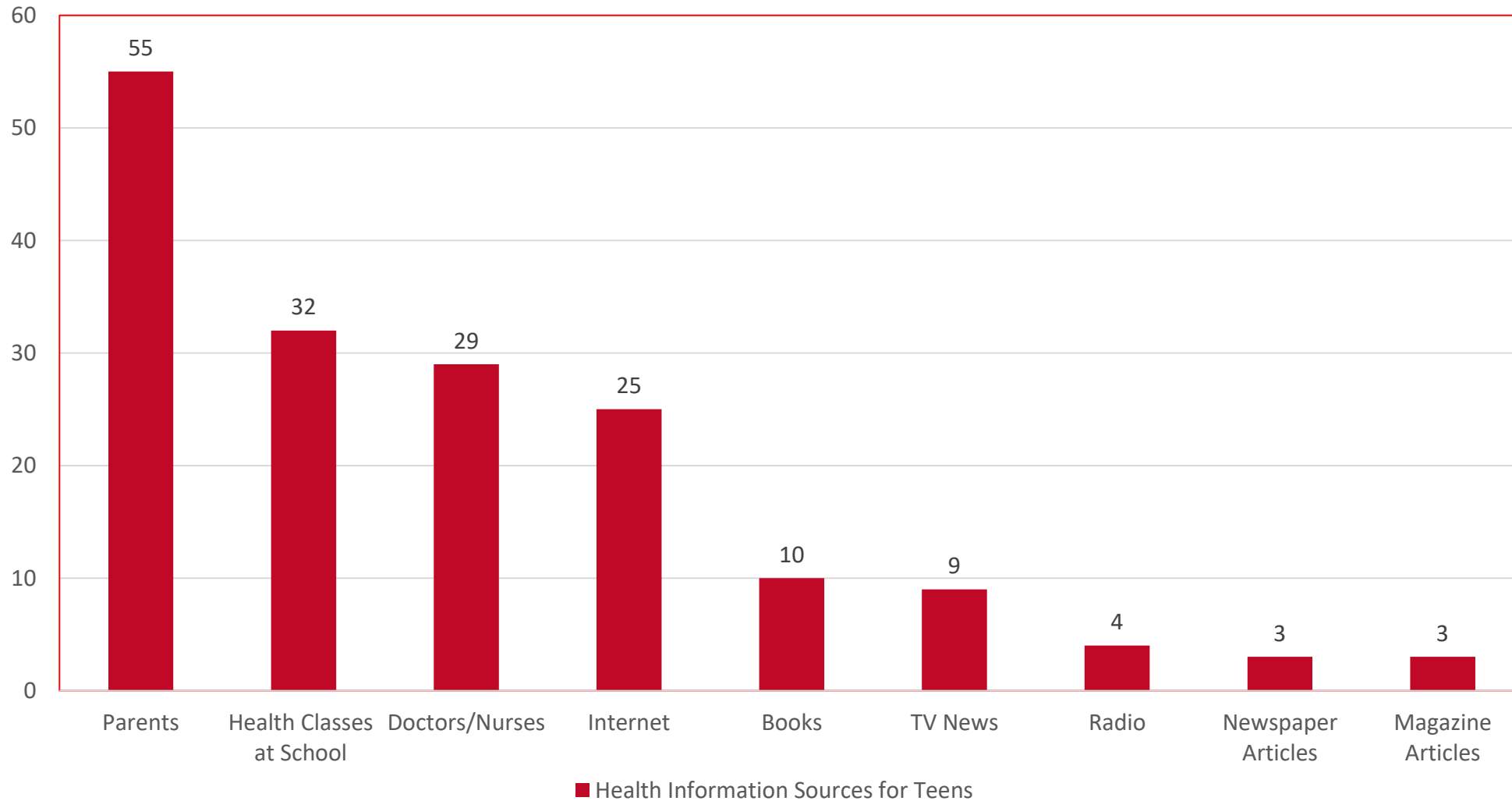
Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

- 95% of teens have access to a smartphone
- 45% say they are online “almost constantly”

Among 13-18 year olds, percent who say they get “a lot” of health information from:



What do Teens Want?

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Teens want to know the facts.

1. Be informative not sensationalized
2. Provide references and resources
3. Be sure to get the facts correct



What do Teens Want? (continued)

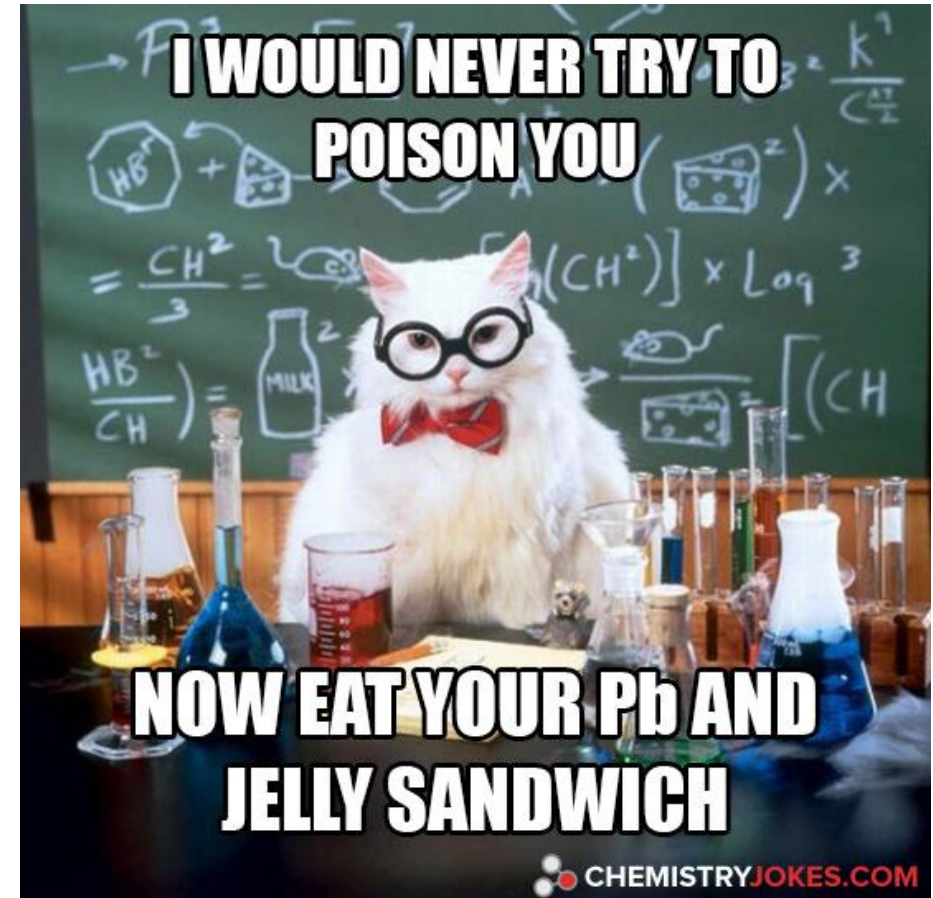
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Production Value AND Content

1. Make the campaign look good without making the behavior look good.
2. Make the content engaging.
3. Humor can help.

*production value matters when trying to attract an audience but the content needs to be engaging as well



Messages that Teens Want

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Do

- Substantiate Claims
- Focus on the facts of the drug/chemicals
- Use inspirational messages
- Use visuals of diverse people



Don't

- Don't rely on scare tactics
- Don't try too hard
- Don't use a pledge-based campaign
- Don't shame users

Don't
Even
THINK
About It!

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Newsletter

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USB flash drive or nicotine vaporizer?

A *Juul* is an example of a e-cigarette device that is designed to be discrete. It fits into the palm of the hand and looks very similar to a USB flash drive. Smoking this device is often referred to as “*juuling*” among teenagers



An Interactive Example

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Ready to join?

Join at kahoot.it and enter the game PIN

88 Players

Kahoot!

Start

Kahoot!

Game PIN

Enter

Kahoot!

Game PIN

Enter

Kahoot!

Game PIN

Enter

Kahoot!

Game PIN

Enter

Create your own kahoot for FREE at getkahoot.com

Get your phone, tablet or laptop out now!

A Call to Action...

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Save the number
as a contact in
your phone:
Poison Help Line:
1-800-222-1222



Questions?

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