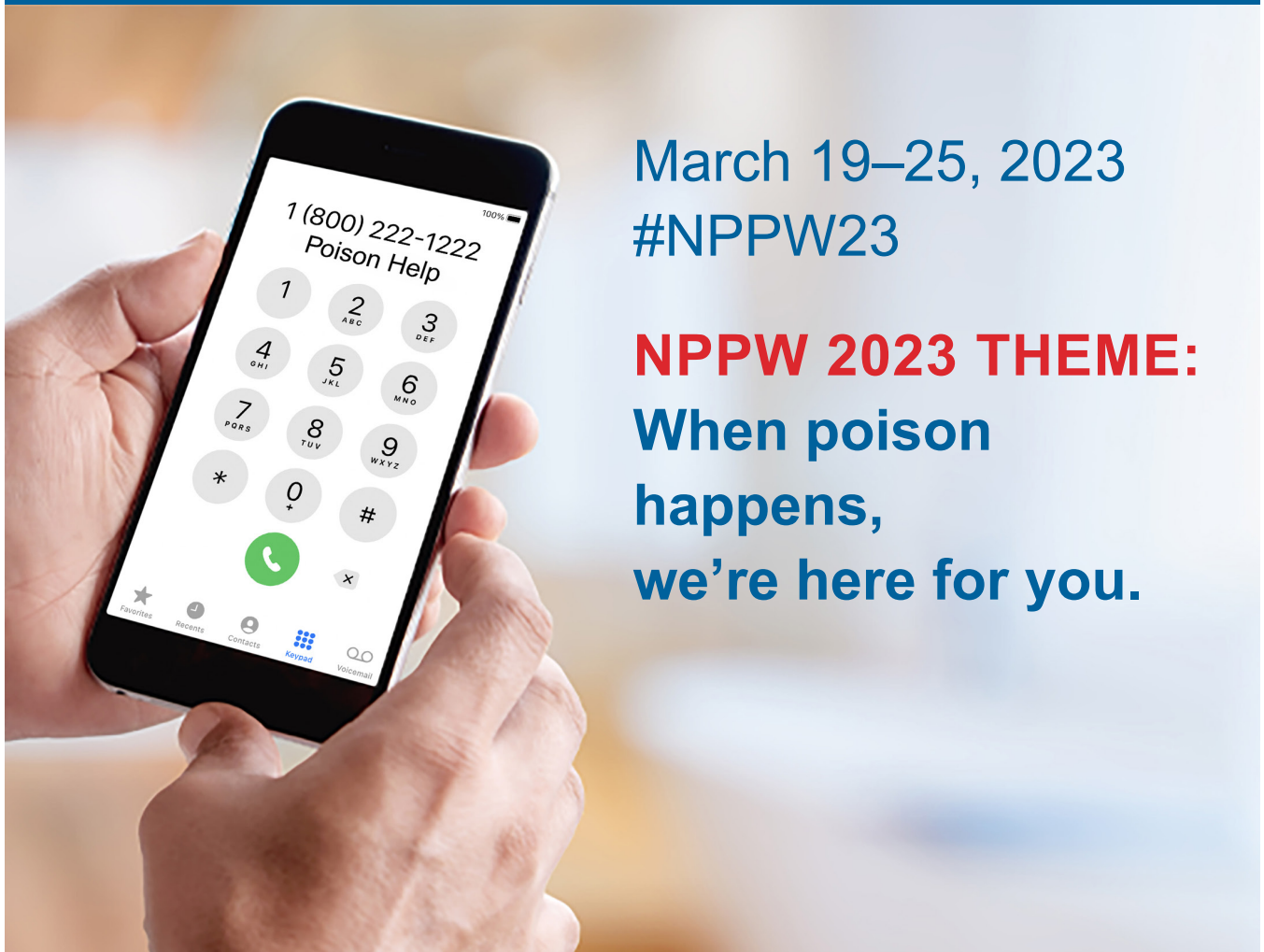




National Poison Prevention Week 2023

TOOLKIT FOR EDUCATORS



March 19–25, 2023
#NPPW23

NPPW 2023 THEME:
**When poison
happens,
we're here for you.**

Toolkit Table of Contents

In this toolkit you will find a number of materials for your use during NPPW 2023 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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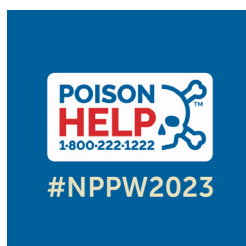
NPPW 2023 Main Images

> Find these images in PIPER [here](#).

PROFILE IMAGE

Possible uses for this image include:

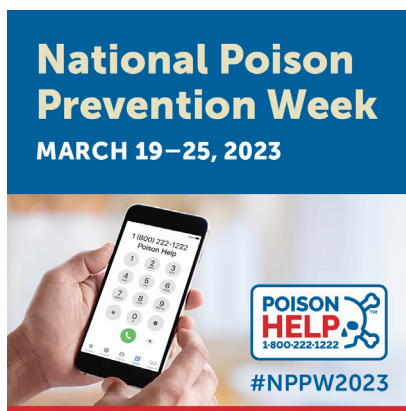
- FB profile picture (jpg)
- Twitter profile picture (jpg)
- IG profile picture (jpg)
- Insert into a newsletter or webpage (jpg)



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)



MAIN BANNER

Possible uses for this image:

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



Note: This banner was designed for centers to customize by adding their own center logo! Please see instructions below.

Adding your own logo to the NPPW banner

For 2023, we encourage centers to add their logo to the banner only. Below are several ways to do that:

POWERPOINT

We have provided a PowerPoint file of the NPPW banner. This is the easiest way to add your own logo. Follow these simple steps:

1. Open the file in PPT.
2. Make sure your center logo is saved in your Pictures. Then click on *Insert* and then *Picture*.
3. We have designed a blank space next to the Poison Help logo. This should work for all individual center logos despite the differences in shape and size. If you don't think your logo fits well in the designated area, place your logo wherever it fits best.
4. Save the file as a PDF or a JPG for use on web/social media.

JPG AND PDF

These can be edited to include your own logo. We recommend using 1) Photoshop or 2) Acrobat Pro. Programs such as Canva can also be used to add your logo. Please pay attention to make sure the color mode of your own logo matches that of the file.

PHOTOSHOP

Utilize the program's "Place" and add your logo to the files. Follow these steps:

1. Open Photoshop and click "File" > "Open" and locate the photograph or artwork file you want to add your logo to. Click "Open."
2. Navigate once again to the "File" menu and select "Place."
3. Find the image or artwork file containing your logo, click on it, and click "Place."
4. Once the logo is sized and moved to the right location on the original document, press the "Enter" ("Return" for Mac users) key to commit to the current placement.

ACROBAT PRO

Acrobat can place the following image types directly on a page:

JPEG (.jpg), Bitmap (.bmp), GIF (.gif), TIFF (.tif), PCX (.pcx), PING (.png)

Follow these steps to import and place an image on a PDF:

1. Open the PDF file on which you want to place the image.
2. Choose "Tools" > "Advanced Editing" > "Touchup Object Tool."
3. Right-click and choose "Place Image." Select an image file and click "Open."

Sample social media posts for use with main image and banner (English and Spanish)

















SAMPLE SOCIAL MEDIA MESSAGES (for use with the main square and main banner images)

We strongly recommend using #NPPW23 on all posts.

ENGLISH	SPANISH
SAVE THE DATE! National Poison Prevention Week will be here sooner than you think! Join us in a celebration of safety from March 19-25, 2023. When poison happens, we're here for you. #NPPW23	¡MARCA TU CALENDARIO! ¡La Semana Nacional de Prevención de Envenenamientos llegará antes de lo que piensas! Únete a nosotros en la celebración de la seguridad del 19 al 25 de marzo de 2023. Cuando hay algún envenenamiento, estamos aquí para ayudarte. #NPPW23
This year's National Poison Prevention Week is March 19-25, 2023! More to come! #NPPW23	Este año, la Semana Nacional de Prevención de Envenenamientos es del 19 al 25 de marzo. ¡Más por venir! #NPPW23
March 19-25, 2023 is National Poison Prevention Week. Poison happens. When it does—we're here for you. #NPPW23	Del 19 al 25 de marzo es la Semana Nacional de Prevención de Envenenamientos. Las intoxicaciones ocurren. Cuando ocurran, estamos aquí para ayudarte. #NPPW23
Poison happens to people of all ages. That's why we're here for *everyone*. When poison happens, we're here for YOU. #NPPW23	El envenenamiento afecta a personas de todas las edades. Por eso estamos aquí para *todos*. Cuando ocurran, estamos aquí para ayudarte. #NPPW23
When poison happens, we're here for you. Save the Poison Help number in your contacts, and join us as we celebrate National Poison Prevention Week! #NPPW23	Cuando el envenenamiento ocurre, estamos aquí para ayudarte. Guarda el número de Poison Help en tus contactos y acompáñanos en la celebración de la Semana Nacional de la Prevención del Envenenamiento. #NPPW23
Poison Centers: here for you when poison happens. 24/7/365. #NPPW23	Centros de envenenamiento: aquí para usted en caso de envenenamiento. 24/7/365. #NPPW23

Social media carousels (English and Spanish)

CAROUSEL 1: "Household cleaners looked like juice?"

<p>Household cleaners looked like juice? We're here for you.</p>  	<p>"My son drank a mouthful of all-purpose cleaner while I was cleaning the house. My only thought was to call Poison Help! I even got a follow-up call from them, which made me feel like they really cared."</p>  <p>— Poison Help Caller</p>	  <p>Poison Pro Tip Keep cleaning supplies and other household products up, away, and out of reach of kids.</p>	<p>When poison happens, we're here for you.</p>  	<p>National Poison Prevention Week MARCH 19–25, 2023</p>   <p>#NPPW2023</p>
<p>¿Los limpiadores líquidos para el hogar lucen como los jugos? Estamos aquí para usted.</p>  	<p>"Mi hijo se bebió un trago de limpiador multiuso mientras yo limpiaba la casa. ¡Mi reacción inmediata fue llamar a Poison Help! Incluso recibí una llamada de seguimiento de ellos, lo que me hizo sentir que realmente se preocupaban".</p>  <p>— Persona que llama a Poison Help</p>	  <p>Consejo pro para prevenir envenenamientos: Mantén los artículos de limpieza y otros productos domésticos en alto, alejados y fuera del alcance de los niños.</p>	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p>  	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>   <p>#NPPW2023</p>

CAROUSEL 2: "Double dose of medicine?"

<p>Double dose of medicine? We're here for you.</p>  	<p>"My husband accidentally took his medicine twice. I called Poison Help. A warm, helpful voice calmed me down and gave me peace of mind."</p>  <p>— Poison Help Caller</p>	  <p>Poison Pro Tip If you take the wrong medicine or the wrong amount, we can help.</p>	<p>When poison happens, we're here for you.</p>  	<p>National Poison Prevention Week MARCH 19–25, 2023</p>   <p>#NPPW2023</p>
<p>¿Dosis doble de medicina? Estamos aquí para ayudarle.</p>  	<p>"Mi marido accidentalmente se tomó su medicamento dos veces. Llamé a Poison Help. Una persona cálida y servicial me dio más información, me calmó y me dio tranquilidad".</p>  <p>— Persona que llama a Poison Help</p>	  <p>Consejo pro para prevenir envenenamientos: Si toma el medicamento equivocado o la cantidad equivocada, podemos ayudarle.</p>	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p>  	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>   <p>#NPPW2023</p>

CAROUSEL 3: “Sting or bite?”

<p>Sting or bite? We're here for you.</p>  	<p>"I was stung by a bee while gardening. I called Poison Help right away, and they gave me the advice I needed. I'm so glad they were there for me."</p>  <p>— Poison Help Caller</p>	<p>Poison Pro Tip We can help with bites and stings from creatures where you live.</p>  	<p>When poison happens, we're here for you.</p>  	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>#NPPW2023</p>
<p>¿Picadura o mordedura? Estamos aquí para ayudarle.</p>  	<p>"Me picó una abeja mientras trabajaba en el jardín. Enseguida llamé a Poison Help y me dieron los consejos que necesitaba. Estoy contenta y aliviada de que hayan estado ahí para mí".</p>  <p>— Persona que llama a Poison Help</p>	<p>Consejo pro para prevenir envenenamientos: Podemos ayudar con las mordeduras y picaduras de los animales de donde usted vive.</p>  	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p>  	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>#NPPW2023</p>

CAROUSEL 4: “Parenting a teen?”

<p>Parenting a teen? We're here for you.</p>  	<p>"My son took too many antidepressants. The person I spoke with at Poison Help told me what to do and gave us next steps. We're doing much better."</p>  <p>— Poison Help Caller</p>	<p>Poison Pro Tip Know what medicines you have and store them safely.</p>  	<p>When poison happens, we're here for you.</p>  	<p>National Poison Prevention Week MARCH 19–25, 2023</p>  <p>#NPPW2023</p>
<p>¿Eres padre de un adolescente? Estamos aquí para usted.</p>  	<p>"Mi hijo se tomó demasiados antidepresivos. La persona con la que hablé en Poison Help me dijo a qué atenerme y me dio los próximos pasos. Ahora, estamos mucho mejor".</p>  <p>— Persona que llama a Poison Help</p>	<p>Consejo pro para prevenir envenenamientos: Sepa qué medicinas tiene y guárdalas de forma segura.</p>  	<p>Cuando ocurra un envenenamiento, estamos a su servicio.</p>  	<p>Semana Nacional de Prevención de Envenenamientos 19 AL 25 DE MARZO DE 2023</p>  <p>#NPPW2023</p>

CAROUSEL 5: “Healthcare provider needing poison recommendations?”



> Find these carousels/individual images in PIPER!

- For English, [click here.](#)
- For Spanish, [click here.](#)

There are 5 social media carousels for your use this year. Each carousel contains 5 images that tell a poison “story.” Each individual image is also designed to be used separately, as a stand-alone image. These are available in both English and in Spanish.

Feel free to use them as carousels or individual images, depending on your preferences.

Each carousel tells a different “story”, which represent a wide range of common Poison Center calls and exposures for people of all ages:

- Household cleaners looking like juice to a child
- Older adult medicine mix-up
- Bite/sting
- Teen medicine misuse
- Guiding other healthcare providers

Possible uses for these images:

- FB posts (jpg)
- IG posts (jpg)
- Twitter posts (jpg)
- Drop in newsletters (jpg)
- Add to websites (jpg or pdf)
- Share individually or together as a carousel post (suggested on FB or IG)

Suggested 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 focuses on an important message about Poison Centers, including a caller's story. Please use these images/text (feel free to edit the post to fit your center) on the specified days to create a unified voice and amplify each center's efforts.

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Sunday, March 19, 2023 Launch Day	Main NPPW Graphic/ Banner	Today is the first day of National Poison Prevention Week! When poison happens, we're here for you. Poison Centers are open 24/7/365 for questions and emergencies. Join us each day of #NPPW23 to learn how your Poison Center can help you! Have a story about a time we helped you? Share it in the comments.	Hoy es el primer día de la Semana Nacional de Prevención de Envenenamientos. Cuando ocurre un envenenamiento, estamos aquí para ayudarte. Estamos abiertos 24/7/365 para preguntas y emergencias. ¡Únete a nosotros cada día de la #NPPW23 para aprender cómo tu centro de envenenamiento puede ayudarte! ¿Tienes una historia sobre una vez que te hemos ayudado? Compártala en los comentarios.
Monday, March 20, 2023	Carousel 1: "Household cleaners looked like juice?"	Kids get into...well, everything. That's why you can ask us anything! We're here for you and your little ones as they grow. Save our number when they're little, use it for a lifetime: 1-800-222-1222. #NPPW23	Los niños se meten en... bueno, en todo. Por eso puedes preguntarnos cualquier cosa. Estamos aquí para ti y tus pequeños mientras están creciendo. Guarda nuestro número cuando sean pequeños, úsalo para toda la vida: 1-800-222-1222. #NPPW23

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Tuesday, March 21, 2023	Carousel 2: “Double dose of medicine?” carousel	Poison Centers: not just for kids. We help adults too! Have a question about a medicine or drug? We provide 24/7 confidential, expert advice. More reliable than a confusing internet search: 1-800-222- 1222. #NPPW23	Centros de envenenamiento: no sólo para niños. También ayudamos a los adultos. ¿Tiene una pregunta sobre un medicamento o una droga? Proporcionamos asesoramiento confidencial y experto las 24 horas del día, los 7 días de la semana. Más fiable que una confusa búsqueda en Internet: 1-800- 222-1222. #NPPW23
Wednesday, March 22, 2023	Carousel 3: “Sting or bite?”	Bee stings, snake bites, and jellyfish. Oh my! The great outdoors is full of potential poisons. The good news: when poison happens, we’re here for you. Save our number: 1-800-222-1222. #NPPW23	Picaduras de abeja, mordeduras de serpiente o medusas. ¡Oh, Dios mío! La naturaleza está llena de sustancias tóxicas. La buena noticia: cuando el envenenamiento ocurre, estamos aquí para ayudarte. Guarda nuestro número: 1-800-222-1222. #NPPW23
Thursday, March 23, 2023	Carousel 4: “Parenting a teen?”	It takes a village to raise a teen. Add Poison Help to yours! When poison happens, we’re here for you with confidential, non- judgmental, fast, free, expert advice. #NPPW23	Se necesita una aldea para criar a un adolescente. Añade Poison Help a la tuya. Cuando el envenenamiento ocurra, estamos aquí para ti con asesoramiento confidencial, sin juicios, rápido, gratuito y experto. #NPPW23

DATE	IMAGE	POST (ENGLISH)	POST (SPANISH)
Friday, March 24, 2023	Carousel 5: “Healthcare provider needing poison recommend- ations?”	Did you know...healthcare providers call us when they need poison guidance? That’s right. We’re here for you, and all of the providers caring for you. When poison happens, we’re the go-to call, for you AND your healthcare provider: 1-800-222-1222. #NPPW23	¿Sabías que... los profesionales de la salud nos llaman cuando necesitan orientación sobre venenos? Así es. Estamos aquí para ti, y para todos los proveedores que te atienden. Cuando se produce una intoxicación, somos la persona a la que hay que llamar, tanto para ti como para tu proveedor de servicios médicos: 1-800-222- 1222. #NPPW23
Saturday, March 25, 2023 Closing Out NPPW	Main NPPW graphic/banner	That’s a wrap on #NPPW23, but remember: when poison happens, we’re here for YOU. Don’t forget to save the Poison Help number: 1-800-222-1222. Learn more about our services and ways to keep your loved ones safe at [LINK TO CENTER RESOURCES/WEBSITE]. Have a story about a time we helped you? Share it in the comments!	Con esto terminamos la #NPPW23, pero recuerda: cuando algún envenenamiento ocurra, estamos aquí para ayudarte. No te olvides de guardar el número de ayuda contra el envenenamiento: 1-800-222-1222. Obtén más información sobre nuestros servicios y formas de mantener a tus seres queridos a salvo en [LINK TO CENTER RESOURCES/WEBSITE]. ¿Tienes una experiencia sobre una ocasión en la que te hayamos ayudado? Compártala en los comentarios.

Social media reminders and tips

1. **Use #NPPW23 in every post!** These can be used across Facebook (FB), Instagram (IG), and Twitter platforms. You can also search across social media for this hashtag to re-post or like other Poison Centers' social posts.
2. Remember most people view social media on their **smartphones**. Be aware of small text: something that may look fine on your desktop may be hard to read on a phone screen.
3. Social media platforms are **highly visual** and the algorithms for Twitter and FB in particular prioritize posts with images. We've provided several different options, including some that can be used independently or as carousels, for this reason.
4. If you're feeling creative with the images, try creating a **carousel/video** of related images or mix and match. We designed several carousels as part of this campaign, though the pieces of each can also be used individually.
5. **Get active** on your social media accounts by engaging with comments on your posts. When posts receive higher "engagements" (likes, comments, shares, re-posts) they are seen by more people. Support one another by engaging on other centers' posts.
6. For FB and IG, consider using the "**stories**" option for posting images. Stories are posted for 24 hours and receive a lot of traffic from other users. If posting on a story, there's no caption, just the image; however, there are fun filters and special effects that you can add. Just be sure not to include too much text.
7. For Twitter, we encourage using other appropriate **hashtags** to gain attention. For instance, a popular hashtag is #MondayMotivation which could be used in a post to share a safety step that everyone should take. Using a popular or trending hashtag allows even people who don't follow your account to view the tweet.
8. Have a **regular cadence** for posts. Try to avoid posting 4 items in one day and then nothing the next day. If you can only post once a week, then stick to that.
9. **Cross-posting** is an easy way to stay on top of social media. It's fine to post the same image and text (or tweak the text some) to each social media platform at the same time. There's no need to reinvent the wheel for each platform.

NPPW Council poster and video contest

****Please note: this content is independently created by the NPPW Council.****

The National Poison Prevention Week (NPPW) Council is dedicated to promoting awareness of NPPW each year. The council raises awareness to poisonings, poisoning prevention, and the free Poison Help helpline. Council members include: corporate representatives, Poison Center educators, HRSA representatives, Consumer Product Safety Commission (CPSC) representatives, America's Poison Centers representatives, at-large public members, public school educators and nurses, and representatives from like-minded organizations.

Annually, the NPPW Council sponsors a nationwide contest and other activities to engage the community in helping to ensure the safety of children and adults. Students in kindergarten through fourth grade are invited to participate in a poison safety poster showcase, and students in grades five through twelve are invited to participate in a video contest. Both posters and videos are featured on NPPW Council social media platforms, and participants are eligible to receive prizes.

If you have questions, please call the NPPW Council Chair, Kristin Cordz, at (503) 404-3232 or email NPPW@marketactives.com.

To access the contest website, please visit: <https://bit.ly/NPPW2023Contest>.