



Media Advisory Template

A media advisory is a one-page invitation for media to attend your event that is distributed up to a week in advance of the event. It tends to follow a “who, what, when, where” format. Before you distribute a media advisory or plan an event for National Poison Prevention Week, check with your local poison control center at 1-800-222-1222 to find out how you can coordinate with their efforts for the best results. You may want to adapt the following media advisory language as needed for your event.

Media Advisory

DATE

CONTACT:

Name — Must be a person who is available to answer questions from the media

Phone Number — Include cell phone if the person is not always available at the office

E-mail Address

SAMPLE HEADLINE:

[Name of Organization] to Educate Public About Poison Prevention **[Event]** being held to underscore the importance of poison prevention awareness during National Poison Prevention Week

INTRODUCTORY PARAGRAPH PROVIDING BACKGROUND ON THE REASON FOR THE EVENT:

Each year, more than 2 million poisonings are reported to the nation’s poison control centers, which can be reached through the toll-free Poison Help line, 1-800-222-1222. As part of National Poison Prevention Week, a national event designated by Congress, **[Name of Organization]** will host **[event]** to remind the people of **[State or Community]** of the dangers of poisons and how to prevent unintentional poisonings among people of all ages.

WHAT: Description of the event in a few short sentences.

WHEN: Date and time of the event.

WHERE: Name and address of the event location. Website of location, if applicable.

WHO: Name and titles of those who are sponsoring the event and who will be speaking/featured at the event.

About HRSA and the Poison Control Program

The Health Resources and Services Administration (HRSA) is a division of the U.S. Department of Health and Human Services, which through the Poison Control Program provides funding to improve poison control centers and develops programs to support the enhancement and improvement of poison education, prevention, and treatment. HRSA funds the toll-free Poison Help line and Poison Help website, www.PoisonHelp.hrsa.gov.