



National  
**POISON PREVENTION WEEK**  
PLANNER



[www.PoisonHelp.hrsa.gov](http://www.PoisonHelp.hrsa.gov)

[www.PoisonHelpEspanol.hrsa.gov](http://www.PoisonHelpEspanol.hrsa.gov)

## PRESS RELEASE TEMPLATE

A **press release** is distributed to media prior to an event or when you are issuing new information. It provides reporters with details to cover your story.

**Before you distribute a press release for *National Poison Prevention Week*, check with your poison center at 1-800-222-1222 to find out what materials they may be planning to distribute to the media and how you can coordinate with their efforts for the best results.** As you consider what your press release should say, you may want to adapt the following language as needed for your event.

### Press Release

#### FOR IMMEDIATE RELEASE

##### Date

**Contact:** [Name—Must be a person who is available to answer questions from the media]  
[Phone Number—Include cell phone if person is not always available at the office]  
[E-mail Address]

**Sample Headline:** [Name of Organization] Brings [Name of Community] Together in Commemoration of *National Poison Prevention Week*

[City, State], [Date]—Each year, [state or community statistic] poisonings are reported in [Name of State or Community]. As part of *National Poison Prevention Week*, [Name of Organization/Poison Center] is hosting [event] on [date] to discuss the dangers of potentially poisonous medicines and chemicals, and to outline preventative steps people can take to ensure their safety and that of their loved ones.

[Name of Organization] hopes that this event will bring people together in commemoration of *National Poison Prevention Week*, to ultimately mitigate the number of people who are involved in poisonings each year, especially poisonings in the home—the most commonly reported poisonings.

[Include details of the event—where and when it will be held, and who is in attendance.]



“By educating local residents about preventative steps in the home and in their lives, I believe we can make serious progress in keeping our loved ones safe,” said **[Name and Title of Prominent Local Official]**. “It is vital that people arm themselves with basic information on poison prevention in the home, such as keeping chemicals out of the reach of children and carefully reading the labels and dosages on all products. I applaud the efforts of **[Name of Sponsoring Organization(s)]**, which illustrate the importance of community involvement in important challenges like poison prevention.”

More than 2 million poisonings are reported each year to the Nation’s poison centers. According to the American Association of Poison Control Centers, approximately 90 percent of poisonings happen at home, and 51 percent of poisonings involve children under the age of 6. The majority of fatal poisonings occur among adults, especially older adults.

*National Poison Prevention Week* was established by the U.S. Congress in 1961 to focus national attention on the dangers of poisonings and how to prevent them. To learn more about ways to keep people of all ages safe and help prevent poisonings, visit the Poison Help Web site at [www.PoisonHelp.hrsa.gov](http://www.PoisonHelp.hrsa.gov) (or to view materials in Spanish, visit [www.PoisonHelpEspanol.hrsa.gov](http://www.PoisonHelpEspanol.hrsa.gov)).

**In case of a poison emergency, contact your local poison center at 1-800-222-1222.**

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### **About HRSA and the Poison Help Campaign**

The Health Resources and Services Administration (HRSA) is a division of the U.S. Department of Health and Human Services, which through the Poison Help campaign provides funding to improve poison 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 Web site, [www.PoisonHelp.hrsa.gov](http://www.PoisonHelp.hrsa.gov).

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