

UPDATED: Up and Away Toolkit Medication Safety for Respiratory Virus Season



Support families with young children by sharing Up and Away resources.

Respiratory virus season is an important time of the year to remind parents, grandparents, and other caregivers to store all medicines, vitamins, and supplements (including gummies) up and away, out of reach and sight of young children. Each year, approximately 35,000 young children are brought to the emergency room because they got into medicines that were left within reach.

Help us protect families with young children by promoting safe medication storage and sharing the Up and Away resources in this toolkit from December 2023 – February 2024, when many of us have additional medicines, vitamins, and supplements on hand to treat the stuffy noses and coughs.

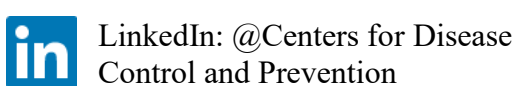
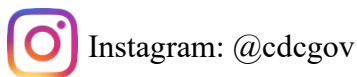
This respiratory virus season, share the following Up and Away social media content on your communications channels and use the hashtag #MedsUpAway and #UpAndAway to spread important messages about keeping young children safe.

What's in the toolkit?

This Up and Away toolkit includes:

- 4 sample social media messages and graphics (English and Spanish)
- 2 Animated Videos (English and Spanish)
- 2 Customizable articles- 1 for healthcare professionals and 1 for parents, grandparents, and other caregivers — to share through your organization's communication channels (English)

You can also follow the Centers for Disease Control and Prevention (CDC) on social media and re-share our posts about safe medication storage. Look for us on:



Creative to Share

Caring for a sick child and doing daily chores can make for a busy day. That's why it's so important that parents and caregivers put medicines, vitamins, and other supplements (including gummies) out of reach before and after every dose, every time, during respiratory virus season and throughout the year. We encourage you to visit the **Up and Away** website at UpAndAway.org to find a **library of videos and graphics to post to your social media feeds this respiratory virus season.**

Video and Graphics in English and Spanish can be found by visiting:

Videos: English- <https://upandaway.org/en/resources/> Spanish- <https://upandaway.org/es/resources/>

Social Media Graphics: English- <https://upandaway.org/en/resources/> Spanish- <https://upandaway.org/es/resources/>.

We encourage you to download these videos and graphics and incorporate them into your social media feeds from **December 2023 to February 2024** with the messaging below.

Sample Animated Video clips and Messaging- English and Spanish-

Sample Video Messaging-

English-

- *Don't let a child's curiosity turn into a trip to the emergency room. Keep young children safe by storing medicines up and away and out of sight before and after every dose. Learn more at UpAndAway.org. #UpAndAway #MedsUpAway*
- *Avoid a trip to the Emergency Room! Young children often want to mimic everything their older siblings do, including taking medicines. Children may be unable to tell the difference between pills and candy, and liquid medicines may look like sugary drinks. Keep medicines, vitamins, and other supplements (including gummies) #UpAndAway and out of sight and reach of little hands. Learn more at UpAndAway.org. #MedsUpAway*

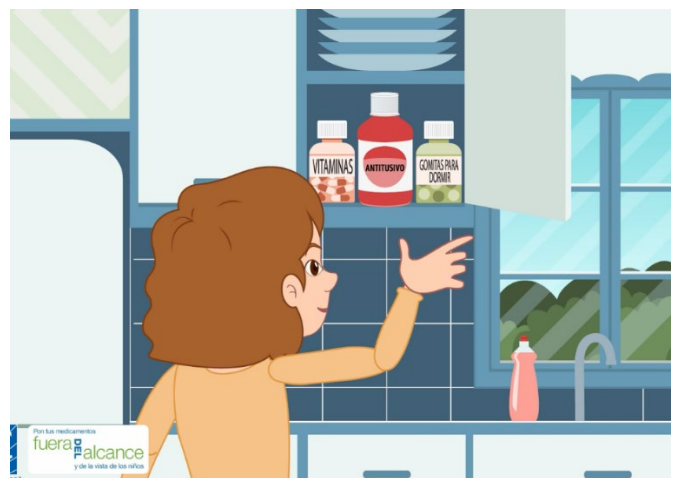
Spanish-

- *No dejes que la curiosidad de un niño los lleve a la sala de emergencias. Mantén a los niños pequeños seguros guardando los medicamentos en un lugar alto fuera de su vista y alcance antes y después de cada dosis. Más en UpAndAway.org/es*
- *¡Evita un viaje a la sala de emergencias! A los niños pequeños les gusta copiar a sus hermanos mayores, incluso tomando medicamentos. Los niños no pueden diferenciar las pastillas de los caramelos, y los medicamentos líquidos les pueden parecer bebidas azucaradas. Guarda los medicamentos, vitaminas y suplementos (incluso los que son gomitas) en un lugar alto fuera del alcance de sus manitos. Infórmate más en UpAndAway.org/es*

English Clip-



Spanish Clip-



Sample Social Media Messaging and Graphics (English)

*Don't let a child's curiosity turn into a trip to the emergency room. Keep young children safe by storing medicines up and away and out of sight before and after every dose. Learn more at [UpAndAway.org](https://www.UpAndAway.org).
#UpAndAway #MedsUpAway*



Watch out! Grandma's purse may contain important medicines for her, but they can be very dangerous for children. Remind everyone this holiday season to secure all purses and bags, and keep medicine, vitamins, and other supplements (including gummies) #UpandAway and out of sight of young children. Learn more at [UpAndAway.org](https://www.UpAndAway.org). #MedsUpAway



Leaving medicines out can turn bad very quickly. Avoid a trip to the ER by keeping medicines, vitamins, and other supplements (including gummies) #UpandAway and out of sight of young children, before and after every dose. Learn more at [UpAndAway.org](https://www.UpAndAway.org). #MedsUpAway



Avoid a trip to the Emergency Room! Young children often want to mimic everything their older siblings do, including taking medicines. Children may be unable to tell the difference between pills and candy, and liquid medicines may look like sugary drinks. Keep medicines, vitamins, and other supplements (including gummies) #UpandAway and out of sight and reach of little hands. Learn more at [UpAndAway.org](https://www.UpAndAway.org). #MedsUpAway



Sample Social Media Messaging and Graphics (Spanish)

No dejes que la curiosidad de un niño los lleve a la sala de emergencias. Mantén a los niños pequeños seguros guardando los medicamentos en un lugar alto fuera de su vista y alcance antes y después de cada dosis. Más en UpAndAway.org/es



¡Cuidado! La cartera de la abuela puede contener medicamentos importantes para ella, pero muy peligrosos para los niños. Recuérdales a todos en esta temporada de fiestas que cierren bien sus carteras y bolsos, y que mantengan los medicamentos, vitaminas y suplementos (incluso los que son gomitas) fuera del alcance y vista de los niños pequeños. Infórmate más en UpAndAway.org/es



Dejar medicamentos afuera puede llegar a ser mortal muy pronto. Evita ir a la sala de emergencias guardando los medicamentos, vitaminas y suplementos (incluso los que son gomitas) fuera del alcance y vista de los niños pequeños, antes y después de cada dosis. Infórmate más en UpAndAway.org/es



¡Evita un viaje a la sala de emergencias! A los niños pequeños les gusta copiar a sus hermanos mayores, incluso tomando medicamentos. Los niños no pueden diferenciar las pastillas de los caramelos, y los medicamentos líquidos les pueden parecer bebidas azucaradas. Guarda los medicamentos, vitaminas y suplementos (incluso los que son gomitas) en un lugar alto fuera del alcance de sus manitos. Infórmate más en UpAndAway.org/es



Customizable Newsletter/Web Content

Use or customize the following articles for your newsletters, emails, websites, and blogs.

Article for healthcare professionals

Does your organization work with healthcare professionals like doctors, nurses, or pharmacists? If so, share this article to encourage them to educate parents, grandparents, and other caregivers about medication safety around young children. Feel free to adapt the text as needed!

Preparing for this respiratory virus season Keep young children safe from medication harm

Respiratory virus season, when many of us have additional medicines on hand to treat stuffy noses and coughs, is an important time of the year to remind parents, grandparents, and other caregivers to keep all medicines, vitamins, and supplements (including gummies) up and away, out of reach and sight of young children. Each year, approximately 35,000 young children are brought to the emergency room because they ingested medicines that were left within reach.

Here are four important medicine safety tips to help parents, grandparents, and other caregivers navigate this respiratory virus season:

- 1. Keep all medicines up and away.** Whether at home or visiting with family, put medicines, vitamins, and other supplements (including gummies) up and away in a place young children can't see or reach. For example, put them in a high cabinet or on a high closet shelf.
- 2. Never leave loose pills or other medicines out on a counter, table, or child's bedside.** Make sure to keep medicines in child-resistant containers until right before they are taken. To a young child, pills can look like candy, and liquid medicines can look like sugary drinks, so it's important to keep them out of children's reach and sight.
- 3. Practice safe medicine dosing.** Always follow the dosing instructions on the package. Be sure to use only the dosing devices (e.g., oral syringes or dosing cups) that come with the liquid medicines. Ask your pharmacist if you don't have one.
- 4. Save the Poison Help number in your phone (1-800-222-1222).** Make sure that babysitters, older children, grandparents, and frequent family visitors have this information too, in case there's an emergency when they're in charge. If you think a child might have swallowed a medicine, vitamin, or other supplement, get help right away — even if you're not sure. You can also visit www.PoisonHelp.org.

For more medication safety tips and helpful resources, check out the PROTECT Initiative's Up and Away campaign: English- <https://upandaway.org/en/resources/> Spanish- <https://upandaway.org/es/resources/>

Article for parents, grandparents, and caregivers

If your organization works with parents, grandparents, and caregivers, share this article to educate them about medication safety. Feel free to adapt the text as needed.

Preparing for this respiratory virus season Keep young children safe from medication harm

Respiratory virus season brings an increase in colds, flu, and other respiratory illnesses and many of us have additional medicines, vitamins, and supplements on hand to treat the stuffy noses and coughs. Taking care of the house and a sick child can be overwhelming. As you're busy checking temperatures, wiping noses, managing medicines, and trying to keep up with daily activities, remember that young children are curious and often want to do what their parents or older siblings are doing.

Avoid a trip to the **emergency room!** Keep all medicines, vitamins, and other supplements (including gummies) up and away, out of sight and reach of young children. Each year, approximately 35,000 young children are brought to the emergency room because they got into medicines that were left within reach.

During respiratory virus season and always, keep all medicines out of sight and reach of young children. Never leave medicines out on a kitchen counter or at a sick child's bedside, even if you have to give the medicine again in a few hours.

Here are four important medicine safety tips to help you navigate respiratory virus season:

1. **Keep all medicines up and away.** Whether you're at home or visiting with family, put medicines, vitamins, and other supplements (including gummies) up and away in a place young children can't see or reach. For example, you can put them in a high cabinet or on a high closet shelf.
2. **Never leave loose pills or other medicines out on a counter, table, or child's bedside.** Make sure to keep medicines in child-resistant containers until right before they are taken. To a young child, pills can look like candy, and liquid medicines can look like sugary drinks, so it's important to keep them out of children's reach and sight.
3. **Practice safe medicine dosing.** Always follow the dosing instructions on the package. Be sure to use only the dosing devices (e.g., oral syringes or dosing cups) that come with your liquid medicines. Ask your pharmacist if you don't have one.
4. **Save the Poison Help number in your phone (1-800-222-1222).** Make sure that babysitters, older children, grandparents, and frequent family visitors have this information too, in case there's an emergency when they're in charge. If you think a child might have swallowed a medicine, vitamin, or other supplement, get help right away — even if you're not sure. You can also visit www.poisonhelp.org.

Up and Away Campaign Resources

In addition to the toolkits circulated for each Up and Away campaign rally, a library of campaign images, videos, and motion graphics are available on the Up and Away campaign [website](#). We encourage you to use these resources when you have an opportunity to remind parents and other caregivers to keep all medicines out of sight and reach of young children. Please use the resource link below to find files organized by theme.

Explore more medication safety resources-Link:

English- <https://upandaway.org/en/resources/>

Spanish- <https://upandaway.org/es/resources/>

Thank you for helping educate others on safe medication use and storage!

We appreciate all your organization does to promote safe medicine storage in collaboration with the Up and Away campaign. Together we can reduce the number of children brought to the emergency room because they ingested medicines that were left within reach.