

Up and Away Toolkit Medication Safety Poison Prevention Week Rally

Put your medicines
up AND away
and out of sight



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

This National Poison Prevention Week Rally raises awareness of the dangers that can occur when children mistake medicines, vitamins, and other supplements (including those in gummy form like melatonin) for candy. Candy-like drug products, such as flavored gummies and chewable tablets, can be appealing to young children because they look, smell, and even taste like candy. It is important that all medicines, supplements, and vitamins, including those that look like candy, are stored Up and Away and out of sight and reach of young children.

Help us protect families with young children by promoting safe medicine storage and sharing the Up and Away campaign resources in this toolkit during **National Poison Prevention Week**, March 17-23, 2024.

Unsupervised melatonin exposure by young children has increased substantially in recent years. There was an estimated 420% increase in emergency department visits from 2009 to 2020 for unintentional melatonin ingestions by young children. In 2020, U.S. poison control centers received more calls about pediatric overdoses on melatonin than on any other substance.

What's in the toolkit?

- 2 sample social media messages and graphics (English and Spanish)
- 1 Carousel with 5 graphics (English and Spanish)
- A customizable newsletter

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:

X/Twitter: @CDCgov



Facebook: @CDC



Instagram: @cdcgov



LinkedIn: @Centers for Disease Control and Prevention

Creative to Share

We encourage you to visit the Up and Away campaign website at UpAndAway.org to find graphics to post to your social media feeds during National Poison Prevention Week March 17-23, 2024. Share the following Up and Away social media content on your social media channels and use the hashtags #MedsUpAway, #UpAndAway, and #NPPW24 to spread important messages about keeping young children safe.

Sample Messaging and Graphics - English and Spanish

English-

Facebook- *Keep your child safe! Medicine left within reach of a young child can turn into an emergency quickly! Many medicines look like candy, and it can be difficult for children (and even adults) to tell the difference. Parents and caregivers: Put all medicines, vitamins, and supplements, including those in gummy form, #UpAndAway and out of reach and sight of young children. Keep the Poison Help number handy, just in case: 1-800-222-1222. Find more tips: UpAndAway.org #MedsUpAway #NPPW24*



Twitter- *Medicine or candy? Medicine can look like candy to a child. Keep your children safe and put all medicines #UpAndAway and out of reach and sight of young children to prevent an emergency. To learn more visit: UpAndAway.org #MedsUpAway #UpAndAway #NPPW24*



LinkedIn- *Help keep your patients informed! Many medicines and supplements, especially those in gummy form, look like candy, and it can be difficult for young children (and even adults) to tell the difference. Keep children safe by talking to them about how medicine is not candy and make sure to put all medicines #UpAndAway and out of reach and sight of young children so that an emergency doesn't occur. Keep the Poison Help number handy, just in case: 1-800-222-1222. To learn more visit: UpAndAway.org #MedsUpAway #NPPW24*

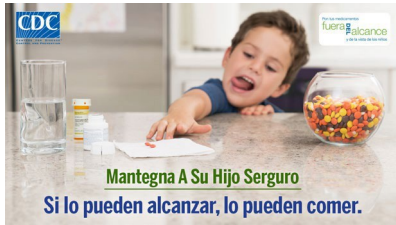


Instagram Carousel- *Many medicines and supplements, like melatonin, look like candy and it can be difficult for young children (and even adults) to tell the difference. It is important to teach young children that medicines and supplements, including those in gummy form, are not candy and that they should never take them on their own. Parents, grandparents, and other caregivers should always keep all medicines, vitamins, and other supplements #UpAndAway and out of children's reach and sight. To learn more visit: UpAndAway.org #MedsUpAway #NPPW24*



Spanish-

Facebook- ¡Mantén a tus hijos seguros! Dejar los medicamentos al alcance de niños pequeños puede convertirse rápidamente en una emergencia. Muchos medicamentos parecen dulces, y diferenciarlos puede ser difícil para los niños (y hasta para los adultos). Padres y cuidadores: pongan todos los medicamentos, vitaminas y suplementos, incluso los que tienen forma de gomitas, #FueraDelAlcance y de la vista de los niños pequeños. Tungan a la mano el número de la línea de ayuda para intoxicaciones y envenenamientos, por si acaso: 1-800-222-1222. Más consejos en: UpAndAway.org #MedicamentosFueraDeSuAlcance #NPPW24



Twitter- ¿Medicina o dulce? Para los niños, los medicamentos pueden parecer dulces. Mantén a tus hijos seguros y pon todos los medicamentos #FueraDelAlcance y de la vista de niños pequeños para prevenir una emergencia. #FueraDelAlcance #NPPW24



Customizable Newsletter/Web Content

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

During *National Poison Prevention Week* help us keep young children safe from medicine harm

Each year in the United States, approximately 35,000 young children are brought to hospital emergency rooms after they find and get into medicines that are left out and within reach. There was an estimated 420% increase in emergency department visits from 2009 to 2020 for unintentional melatonin ingestions by young children. In 2020, U.S. poison control centers received more calls about pediatric overdoses on melatonin than on any other substance.

Many medicines or supplements – including those in gummy form – look like candy, and it can be difficult for young children (and even adults) to tell the difference. It is important to teach young children that medicine is not candy and that they should never take medicines on their own. Parents, grandparents, and other caregivers should always keep all medicines, vitamins, and other supplements (including gummies) Up and Away and out of children’s reach and sight.

Here are some important tips to help parents, grandparents, and other caregivers keep their young children safe:

- **Store medicines in a safe location** that is too high for young children to reach or see.
- **Never leave medicines or supplements out** on a kitchen counter or at a sick child’s bedside, even if you must give the medicine again in a few hours.
- **Always relock the safety cap** on a medicine bottle. If it has a locking cap that turns, twist it until you hear the “click” or until you can’t twist anymore.
- **Tell children what medicine is and why** you or another trusted caregiver must be the one to give it to them.
- **Never tell children medicine is candy**, even if they don’t like to take their medicine.
- **Remind babysitters, houseguests, and visitors** to keep purses, bags, or coats that have medicines in them up and away and out of sight when they’re in your home.
- **Call your Poison Help** at 800.222.1222 right away if you think your child might have gotten into a medicine, vitamin, or other supplement (including gummies) even if you are not completely sure.

Up and Away Campaign Resources

In addition to the toolkits for each Up and Away campaign rally, a resource library of campaign images, videos, and motion graphics is 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.