

Up and Away Toolkit

Medication Safety Summer Travel Season Rally

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

This **summer travel season** is a perfect time to remind parents and caregivers to practice safe medicine storage while traveling. Encourage them to keep all medicines, vitamins, and other supplements, including those in gummy form, up and away, out of sight, and reach of young children. Safe medicine storage habits are just as important when traveling and on-the-go as they are at home. Many of the 100 million Americans packing up for summer vacations this year will travel with grandparents or to grandparents' homes. With nearly three-quarters of older adults taking at least one medication daily, young children can be at risk for unintentional medicine ingestion if medicines are left within their reach. Practicing safe medicine storage habits, whether at home or on the go, can help protect children from a trip to the emergency room.

Help protect families with young children by promoting safe medicine storage and sharing the Up and Away campaign resources in this toolkit during this summer travel season, June 24 – August 30, 2024.

What's in the toolkit?

- 4 Graphics (2 summer travel and 2 visiting grandparents)
- 1 Social media carousel
- 5 Social media messages, to coincide with graphics and carousel (available in English and Spanish)
- 1 Newsletter article
- 1 Video (about visiting grandparents)

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



[X/Twitter: @CDCgov](https://twitter.com/CDCgov)



[Facebook: @CDC](https://www.facebook.com/CDC)



[Instagram: @cdcgov](https://www.instagram.com/cdcgov)



[LinkedIn: @Centers for Disease Control and Prevention](https://www.linkedin.com/company/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 this summer travel season June 24 – August 30, 2024. Share the following Up and Away social media content on your social media channels and use the hashtags **#MedsUpAway** and **#UpAndAway** to spread important messages about keeping young children safe.

Sample Messaging and Graphics - English and Spanish

English

Audience: Parents and other caregivers

Going on a family vacation? Make sure to pack medicines in child-resistant containers. When you arrive at your destination, put medicines, vitamins, and other supplements, including those in gummy form, in a safe place. Examples include a high shelf or cabinet that is #UpAndAway, and out of sight and reach of young children. Find tips to prepare for your trip at: [UpAndAway.org](https://www.cdc.gov/meds-up-away) #MedsUpAway

Packing for vacation? Kids are curious. Don't leave your medicines somewhere they can get into them. While traveling and always, keep medicines and supplements, including gummies, #UpAndAway, where young kids can't see or reach. Find tips at: [UpAndAway.org](https://www.cdc.gov/meds-up-away) #MedsUpAway



Audience: Grandparents

Grandkids are coming over during summer vacation—are you prepared? Keep young children (and pets!) safe by sweeping or vacuuming the floors to ensure curious little ones do not pick up and eat anything they are not supposed to. Dropped pills from your daily medicine routine can easily roll out of sight and into the hands of young children. . Keep all medicines, vitamins, and other supplements, including those in gummy form, #UpAndAway and out of sight and reach. For more safety tips: [UpAndAway.org](https://www.cdc.gov/meds-up-away) #MedsUpAway

It's summer vacation and grandkids are on the way! Avoid a trip to the emergency room by making sure to keep all medicines, vitamins, and other supplements (including those in gummy form) #UpAndAway. For more tips to protect your grandkids, visit [UpandAway.org](https://www.cdc.gov/meds-up-away). #MedsUpAway



Video



Instagram Carousel

Audience: Caregivers

Getting ready for a vacation or trip to see grandparents and other relatives comes with a long list of things to do. Make sure that safe medicine storage during travel is also on your list. Keep medicines, vitamins, and other supplements, including those in gummy form, #UpAndAway and out of children's sight and reach. Find more helpful tips at [UpAndAway.org](https://www.cdc.gov/meds-up-away) #MedsUpAway



LinkedIn

Audience: Healthcare Providers

Summertime is a busy time of year! Help keep your patients safe by educating them on proper medicine safety, whether they are at home or on the go. When it comes to packing for a vacation there are so many things to do. Make sure your patients understand proper medicine storage while traveling. Storing medicine, vitamins, and other supplements in a child-resistant container and keeping them out of sight and reach of young children can help keep their young children safe on their travels.

Learn more at: [UpAndAway.org](https://www.cdc.gov/meds-up-away)



This summer you can help prevent medication overdoses in young children by educating grandparents, great-grandparents, and other caregivers about medication safety. Grandparents often spend more time with their grandkids during the summer, so encourage your patients to put medicines, vitamins, and other supplements up and away where young kids can't see or reach. Examples include a high cabinet or closet shelf. Encourage them to sweep or vacuum to catch pills that might have fallen on the floor. Share these safety tips: [UpAndAway.org](https://www.cdc.gov/meds-up-away)



Audience: Parents and other caregivers

¿Te vas de vacaciones en familia? Asegúrate de empacar los medicamentos en envases a prueba de niños. Cuando llegues a tu destino, pon los medicamentos, vitaminas y otros suplementos, incluso los que son gomitas, en un lugar seguro. Por ejemplo, en un estante o gabinete alto que esté fuera de la vista y el alcance de los niños pequeños. #UpAndAway Encuentra consejos para prepararte para tu viaje en: UpAndAway.org #MedsUpAway

Audience: Parents and other caregivers

¿Empacando para las vacaciones? Los niños son curiosos. Cuando viajes, y siempre, mantén los medicamentos y suplementos, incluidas las gomitas, donde los niños no puedan verlos ni alcanzarlos. #UpAndAway Encuentra consejos en: UpAndAway.org #MedsUpAway

Image options for each message:



Audience: Grandparents

Los nietos vendrán durante las vacaciones de verano, ¿estás preparado? Protege a los niños y (las mascotas) al barrer o aspirar los pisos para asegurarte de que las manitas curiosas no recojan ni coman nada que no deben. Las pastillas que se caigan al suelo pueden rodar fácilmente fuera de la vista y caer en manos de niños pequeños. Mantén todos los medicamentos, vitaminas y otros suplementos, incluso los que son gomitas, fuera de la vista y su alcance. #UpAndAway Más consejos de seguridad: UpAndAway.org #MedsUpAway

Audience: Grandparents

¡Son las vacaciones y ya vienen los nietos! Mantén todos los medicamentos, vitaminas y suplementos (incluidas las gomitas) fuera de su alcance para evitar un viaje a la sala de emergencias. #UpAndAway Más consejos para protegerlos: UpAndAway.org #MedsUpAway

Image options for each message:



Customizable Newsletter/Web Content

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

Practice safe medicine storage habits, while enjoying this *summer travel season*.

Summer safety starts now!

School is out and summer travel season is here. For many families, summer is a time to connect with grandparents and other family away from home. Parents and grandparents of young children should make sure that they are practicing safe medicine storage during times of travel, and always. If you are packing for a vacation, make sure medicine is packed safely away in your suitcase in child-resistant containers whenever possible. If you are visiting grandparents or other relatives, find a safe place in their home to keep your medicine, like a high cabinet or high closet shelf.

For grandparents expecting a visit from little ones, it's important to make sure all medicines, vitamins, and other supplements, including those in gummy form, are kept up and away and out of sight and reach. Take time to sweep or vacuum the floor before the grandkids arrive. It's easy for pills to fall on the floor and roll out of sight where young children (or pets) could find them.

Medicine safety tips for traveling with kids and grandkids:

- 1. Keep all medicines out of sight and reach of children.** Whether you are traveling with young children or hosting them, keep all medicines, vitamins, and other supplements, including those in gummy form, up and away and out of their sight and reach. Find a safe place to keep medicines like a high cabinet or high closet shelf, and if you're in a hotel room, consider using the hotel room safe for safe storage.
- 2. Keep medicines in child-resistant containers.** It may be tempting to transfer medicines to smaller containers for travel, but it's important to remember that containers such as pill organizers and baggies often lack the child safety features designed to prevent access by young children.
- 3. Ask the host where you can safely store medicines** when you are a guest in their home, to ensure they're up and away, out of sight and reach of young children.
- 4. Save the Poison Help number (800-222-1222)** in your cell phone so you'll have it in case of an emergency. Each poison control center is staffed with doctors, pharmacists, and toxicologists who can answer your questions 24/7. Make sure you have this number handy!

Up and Away Campaign Resources

In addition to the toolkits for each Up and Away summer rally, a resource library of images, videos, and motion graphics is available on the Up and Away [website](#). We encourage you to use these resources when you have an opportunity to remind parents and other caregivers to keep all medicines, vitamins, and other supplements, including those in gummy form, 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:**

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.