

Up and Away Toolkit

October 1-31, 2024

Candy Confusion Rally



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

This **Candy Confusion 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, vitamins, and other supplements, including those that look like candy, are kept 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 from **October 1-31, 2024**.

What's in the toolkit?

- 3 sample social media messages and graphics (English and Spanish)
- 1 video (English and Spanish)
- 1 carousel with 5 graphics
- 1 customizable newsletter article

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:



Twitter: @CDCgov



Facebook: @CDC



Instagram: @cdcgov








LinkedIn: @Centers for Disease Control and Prevention

Creative to Share




Visit the Up and Away campaign website at UpAndAway.org to find graphics to post to your social media feeds from October 1-31, 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.

Social Media (English and Spanish)

English

Channels	Post	Image
Facebook Instagram	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 adults) to tell the difference. Parents and caregivers: Don't forget to put medicine, vitamins and other supplements, including those in gummy form, #UpAndAway too. Find more tips: UpAndAway.org #MedsUpAway	
Facebook Twitter Instagram	Medicine or candy? Medicine can look like candy to a child. Keep your children safe and put all medicines #UpAndAway and out of sight and reach of young children to prevent an emergency. To learn more visit: UpAndAway.org #MedsUpAway	
Instagram	<p>Many medicines and supplements, like melatonin, look like candy. It can be difficult for young children (and even adults) to tell the difference. During 2019-2022, nearly 11,000 young children were taken to an emergency room after they ingested melatonin left within reach.</p> <p>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 and caregivers: Put all medicines #UpAndAway and out of sight and reach of young children. Don't forget to put supplements, including vitamins and those in gummy form, up and away too. To learn more visit: UpAndAway.org #MedsUpAway</p>	 <p style="text-align: center;">OR</p> 
Facebook Twitter Instagram	Many medicines and supplements can look like candy. It can be difficult for young children (and even adults) to tell the difference. Each day, approximately 100 young children are brought to the emergency room because they got into medicines or supplements left within reach. Protect your child by keeping all medicines, vitamins, and other supplements (including those in gummy form) up and away, out of sight and reach. To learn more visit: UpAndAway.org #MedsUpAway #UpAndAway	<p style="text-align: center;">Video</p> 

Spanish

Channels	Post	Image
Facebook/ES	<p>¡Dejar medicamentos al alcance de un niño pequeño puede convertirse rápidamente en una emergencia! Muchos medicamentos parecen caramelos y diferenciarlos puede ser difícil para los niños (y hasta para los adultos). Padres y cuidadores: Pongan todos los medicamentos fuera de la vista y el alcance de los niños pequeños. #UpAndAway. No olviden poner también todos los suplementos, incluso las vitaminas y los que son gomitas, fuera de su vista y su alcance. #UpAndAway. Encuentren más consejos: UpAndAway.org #MedsUpAway</p>	
Facebook/ES Twitter/ES	<p>¿Medicamentos o caramelos? Los medicamentos pueden parecerle caramelos a un niño. Mantén seguros a tus hijos y pon todos los medicamentos fuera de la vista y el alcance de niños pequeños para prevenir una emergencia. #UpAndAway. Infórmate más en: UpAndAway.org #MedsUpAway</p>	
Facebook/ES	<p>Muchos medicamentos y suplementos, incluso los que son gomitas, pueden parecer caramelos. Diferenciarlos puede ser difícil para los niños pequeños (y hasta para los adultos). Cada día, alrededor de 100 niños pequeños terminan en la sala de emergencias porque encontraron medicamentos que dejaron a su alcance. Protege a tu hijo poniendo todos los medicamentos, vitaminas y otros suplementos (incluso las gomitas) fuera de su vista y su alcance. Para informarte más visita: UpAndAway.org #MedsUpAway #UpAndAway</p>	<p style="text-align: center;"><u>Video</u></p> 

Customizable Newsletter/Web Content

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

Keep young children safe from *Candy Confusion*

Each day in the United States, approximately 100 young children are brought to hospital emergency rooms after they find and get into medicines that are left within their [sight and reach](#).

Many medicines and 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 those in gummy form) Up and Away and out of children’s sight and reach.

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

- **Store medicines in a safe location** that is too high for young children to see or reach.
- **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 can’t twist anymore or until you hear the “click.”
- **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 Poison Help** at 800.222.1222 right away if you think your child might have gotten into a medicine, vitamin, or other supplement (including those in gummy form) 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:**

English [UpAndAway.org](#) Spanish- [UpAndAway.org](#)

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.