

Up and away toolkit Medication Safety for Fall and Winter Virus Season



Support families with young children by sharing up and away resources.

Fall and winter virus season is an important time of the year to remind parents, grandparents, and other caregivers to keep all medicines, vitamins, and other supplements, including those in gummy form, up and away and 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 and supplements that were left within reach.

Help support families with young children by promoting safe medicine storage. Share the up and away resources in this toolkit from December 2024 – February 2025, when many of us have additional medicines on hand for viral infections.

What's in the toolkit?

This up and away toolkit includes:

- 4 Sample social media messages and graphics (English and Spanish)
- 1 Social media carousel
- 1 Video (English and Spanish)
- Customizable articles to share through your organization's communication channels
- Information about up and away online campaign resources

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:



Instagram: @CDC



Facebook: @CDC



LinkedIn: @Centers for Disease Control and Prevention

Creative to Share

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 fall and winter virus season.





Graphics in English and Spanish can be found by visiting:

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

Download these graphics and incorporate them into your social media feeds from **December 2024 – February 2025** with the messaging below.

Share the following up and away social media content on your communications channels and use the hashtags #MedsUpAway and #UpAndAway to spread important messages about keeping young children safe.



Sample Social Media Messaging and Graphics (English)

Channels	Post	Image
Facebook Instagram Twitter	<p>Parents and other caregivers: This holiday season, remember to put all medicine #UpAndAway and out of reach and sight of young children. Don't forget to keep vitamins and other supplements, including those in gummy form, up and away too. Find more handy tips at UpAndAway.org.</p>	
Facebook Instagram Twitter	<p>Don't let a child's curiosity turn into a trip to the emergency room. Keep young children safe by always putting medicines, vitamins, and other supplements, including those in gummy form, #UpAndAway and out of reach before and after every dose. Discover more valuable tips at UpAndAway.org.</p>	
Facebook Instagram	<p>As you deck the halls and gather with loved ones, remind them to keep all purses and bags containing medicines #UpAndAway and out of reach and sight. Don't forget to keep vitamins and other supplements, including those in gummy form, up and away too. Stay safe and joyful this holiday season! Light up your holiday with additional helpful tips at UpAndAway.org.</p>	
Facebook Instagram	<p>Young children often want to mimic everything their older siblings do, including taking medicines. When a young child takes medicine not intended for them, this can lead to an emergency. Keep all medicines, vitamins, and other supplements, including those in gummy form, #UpAndAway and out of reach and sight of little hands. Discover more valuable tips at UpAndAway.org.</p>	

<p>Facebook Instagram</p>	<p>Holidays are a busy time of year, spent with family and friends. It can also be a time when there are lots of viral infections, which means more medicines in the home. This fall and winter virus season, keep young children safe by always keeping medicine, vitamins, and other supplements, including those in gummy form, #UpAndAway. Find helpful tips for you and your guests on how to safely store medicine all year long at UpAndAway.org.</p>	<p>English video</p>
<p>Facebook Instagram</p>	<p>The fall and winter holidays are a time when families may have more medicines in the home to help treat runny noses, coughs, and aches that come with virus season. As you prepare for the holidays, create a plan to store your medicines safely. Keep all medicines, vitamins, and other supplements, including those in gummy form, up and away and out of children’s reach and sight. Find more helpful tips at UpAndAway.org.</p>	<p>Carousel</p>

Sample Social Media Messaging and Graphics (Spanish)

Channel	Post	Image
<p>Facebook Instagram Twitter</p>	<p>Recuérdense a los padres y otros cuidadores que en esta temporada de fiestas guarden todos los medicamentos fuera del alcance y de la vista de los niños pequeños. No se olviden de las vitaminas y suplementos, como las gomitas. #UpAndAway Descubran un montón de consejos útiles en UpAndAway.org.</p>	
<p>Facebook Instagram Twitter</p>	<p>No dejes que la curiosidad de un niño los lleve a la sala de emergencias. Esta temporada de fiestas, mantén a los niños pequeños seguros guardando siempre los medicamentos fuera de su alcance antes y después de cada dosis. Descubre más recursos y consejos sobre cómo almacenar medicamentos de manera segura en UpAndAway.org.</p>	

<p>Facebook Instagram</p>	<p>Mientras celebras y te reúnes con tus seres queridos, recuérdales que mantengan todos los bolsos y carteras con medicamentos fuera del alcance y la vista de los niños. No olvides todos los suplementos, incluso los que son gomitas. #UpAndAway ¡Mantente alegre y seguro esta temporada de fiestas! Ilumina esta temporada de fiestas con más consejos útiles en UpAndAway.org.</p>	
<p>Facebook Instagram</p>	<p>A los niños pequeños les gusta imitar en todo a sus hermanos mayores, incluso tomando medicamentos. Cuando los niños pequeños toman medicamentos que no son para ellos, esto puede provocar una emergencia. Mantén todos los medicamentos, vitaminas y otros suplementos, incluso los que son gomitas, fuera de la vista y el alcance de sus manitas. #UpAndAway Descubre más consejos útiles en UpAndAway.org.</p>	
<p>Facebook Instagram</p>	<p>La temporada de fiestas es una época del año muy ocupada que pasamos con familiares y amigos. También puede ser una época de muchos resfriados y otros virus, lo que significa más medicamentos en casa. En esta temporada de virus de otoño e invierno, mantén seguros a los niños pequeños guardando fuera de su alcance los medicamentos, vitaminas y otros suplementos, incluso los que son gomitas. Encuentra consejos útiles para ti y tus invitados sobre cómo guardar medicamentos de manera segura durante todo el año en UpAndAway.org.</p>	<p style="text-align: center;">Spanish video</p>

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

Practice safe medicine storage habits while preparing for this fall and winter virus season

During fall and winter, when many of us are preparing for the holidays, we are also preparing for viral infections that go around. This time of year is a good time to remember to keep all medicines up and away and out of reach and sight of young children. This includes putting vitamins and other supplements, including those in gummy form, up and away too. Each year approximately [35,000 young children](#) are rushed to the emergency room because they got into medicines that were left within reach.

Keep young children safe! Parents, grandparents, and other caregivers can follow these tips to safely store medicines:

1. **Store medicines in a safe location** that is too high for young children to reach or see.
2. **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.
3. **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."
4. **Tell children what medicine is and why** you or another trusted caregiver must be the one to give it to them.
5. **Never tell children medicine is candy**, even if they don't like to take their medicine.
6. **Remind houseguests, babysitters, and other visitors** to keep purses, bags, or coats that have medicines in them up and away and out of reach and sight when they're in your home.
7. **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.

For more medicine safety tips, visit the PROTECT Initiative's up and away educational resources: English <https://UpAndAway.org/en/resources/> Spanish <https://UpAndAway.org/es/resources/>

Get more Medication Safety news and updates by signing up for CDC emails here: [Medication Safety News](#)

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](#). 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 medicine safety resources:**

English <https://UpAndAway.org/en/resources/> Spanish <https://UpAndAway.org/es/resources/>

Thank you for helping educate others on safe medicine 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.