



## Partnering to Keep Families Safe Around Medicine

Greetings Partners—

We need to act. Help us spread the word about steps we can take to protect children from medication poisoning.

Our new research reveals surprising findings about how children are getting into medicine. In 2012 more than 64,000 kids were treated in an emergency room for medicine poisoning. Our study found that, for ED visits, more often than not, the medicine a child got into belonged to someone else. In fact, in 3 out of 4 emergency room visits for medication poisoning, the child got into medicine belonging to a parent or grandparent.

Medication poisonings in young children can be prevented. A few simple tips based on insights learned from this new research can help parents and caregivers keep kids safe.

Join us, and together we can be part of the change to help keep children safe from medication poisoning. There are many easy ways you can help.

- Download and share our new [research report](#) and [infographic](#)
- Share our tips: <http://www.safekids.org/medicine>
- Share key safety messages on [Facebook](#)
- Retweet our tweets on [Twitter](#) (@SafeKidsUSA) (see posts below)
- Include a post through your organization's website, listserv, e-newsletter, blog or other online publications
- Provide educational materials electronically to your network and link to the campaign video (in English and Spanish) <http://www.safekids.org/medsvideo>
- Play the Safe Storage, Safe Dosing, Safe Kids video in your organization's lobby, waiting area, circuit TV, etc. <http://www.safekids.org/medsvideo>

### Facebook

On Facebook we will be sharing our infographic, video and other facts and tips throughout the campaign. You can keep an eye out for medication posts during this time. We ask that you share these posts on your Facebook page so our messages reach more people.

### Twitter

On Twitter we will be tweeting out safety tips, news from the report and our Facebook campaign messages. It would be great if you could re-tweet our information, tweet out some of our suggested tweets or tweet out some of your own.

- Every 8 minutes, a child goes to an emergency room for medicine poisoning. Find out how to keep your kids safe here: <http://bit.ly/1hazVVJ>
- Poison Prevention Week is March 16-22. Check to see how safe your home is by taking this quick quiz: <http://bit.ly/OopIfM>
- Get the facts: 3 out of 4 emergency room visits for medicine poisoning are due to kids getting into parents' or grandparents' medicine. Find out more: <http://bit.ly/1kOIVW0>
- Get the facts: Each year more 64000 kids are treated in ER for medicine poisoning. 1 child every 8 minutes #medsafety <http://bit.ly/1kOIVW0>
- Did you know? 3 out of 4 ER visits for medicine poisoning are due to a kid getting into parents' or grandparents' medicine #medsafety <http://bit.ly/1iF5wnU>
- Learn important tips to keep your kid safe from medication poisoning by watching this video #medsafety <http://bit.ly/19XHuhE>
- Tip: Remember to keep medicines up and away and out of sight from your kid, even if you have to give another dose in a few hours. #medsafety <http://bit.ly/1hazVVJ>
- Tip: Choose child-resistant caps for your medicine if you're able to. Kids will be less likely to get into it. #medsafety
- Kids get into pills in purses, vitamins on counters, medicine on nightstands. Check your home. #medsafety <http://bit.ly/1kOIVW0>
- Tip: Ask visitors to your home to keep purses up and away in case there are medicines inside. #medsafety <http://bit.ly/1hazVVJ>
- Medicine safety means keeping kids away from things like eye drops, rubbing alcohol, vitamins and diaper rash remedies. #medsafety <http://bit.ly/1hazVVJ>
- Poison control centers are the cost effective secret weapons of our health care system. Tell your Congressman: <http://tinyurl.com/a47j8nx>
- Tell your congressman that poison control centers help you keep your kids safe. <http://tinyurl.com/a47j8nx>
- What's the cost to fund poison centers? 43 cents for each of us, 1/4 the cost of a cup of coffee. Tell Congress. <http://tinyurl.com/a47j8nx>
- Every 61 seconds parents call poison control centers, child got into medication. But Congress is cutting federal \$. Tell Congress: <http://tinyurl.com/a47j8nx>

Respectfully,  
The Safe Kids Team

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