



MEDIA ALERT

MEDICAL REPORTERS/ ASSIGNMENT EDITORS

C-Band Feed: Thursday June 20th 2:30-3:00 PM EST

Summer Activities Pose Increased Risk of Poison Emergencies

National Poison Control Hotline Vital Source of Information for Parents

Summer is a time when children are home from school and families are on the move. And while poisonings can happen at any time, risks increase during the warmer months. Lighter fluid from barbecues, garden chemicals, alcohol, and sunburn medications are just some common summertime poison hazards. The American Association of Poison Control Centers (AAPCC) has created an online Safety Quiz to educate parents about some common summer poison dangers. The quiz can be found at www.1-800-222-1222.info.

The American Association of Poison Control Centers (AAPCC) urges every family to keep the new nationwide poison center hotline number, **1-800-222-1222**, near every phone. The lifesaving, toll-free hotline connects Americans to poison treatment and prevention experts 24 hours a day, seven days a week.

- **Poison Control Centers receive 1000 more calls per day during the height of summer vacation season than in winter.**
- **In just four months, more than 250,000 people have called the new poison hotline.**
- **Common summer poison hazards include charcoal lighter fluid, pesticides, snakes, gasoline, poison ivy and poisonous mushrooms.**
- **77 percent of all poison exposures are treated on site, with phone advice and assistance from local poison center experts. This saves time, money, and worry.**

VNR and B-roll includes:

- Shots of household products and other potentially dangerous substances/
Lifestyle/Family footage, Shots of staff on the hotline

Soundbites:

- Rose Ann Soloway, Associate Director, American Association of Poison Control Centers (AAPCC)
- Spanish Soundbites - Jessica Youniss, Manager, AAPCC

**Satellite C-Band Feed Thursday June 20th 2:30-3:00 PM EST
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