



MEDIA ALERT

IMPORTANT HEALTHCARE STORY

MEDICAL REPORTERS/ ASSIGNMENT EDITORS

Satellite C-Band Feed Wednesday, February 6th 1:45 – 2:15 PM (ET)

NATIONAL CAMPAIGN LAUNCHED TO PROMOTE NEW 24 HOUR/SEVEN DAY A WEEK POISON HOTLINE

***For The First Time, the New, National Toll-free Hotline
Makes All 65 Poison Control Centers Accessible to Callers
Across the Country Via the Same National Number***

Sen. Michael DeWine (R-OH), Rep. Edolphus Towns (D-NY) and the American Association of Poison Control Centers (AAPCC) launched a nationwide public awareness campaign to promote 1-800-222-1222, a new lifesaving toll-free hotline that connects Americans to poison treatment and prevention experts 24 hours a day, seven days a week.

- ✓ Over 2 million poison exposures were reported to local poison centers in 2000.
- ✓ Most poison exposures involve everyday household items such as medicines and cleaning supplies.
- ✓ 92 percent of all poison exposures occur at home.
- ✓ 77 percent of all exposures are treated on site, with phone advice and assistance from local poison center experts.

VNR and B-roll includes:

- Press conference footage/ Shots of medicines, household products and other potentially dangerous substances/ Shots of nurses, physicians, pharmacists on the hotline

Sounbites:

- Senator Michael DeWine (R-OH)
- Representative Edolphus Towns (D-NY)
- Alan Woolf, MD, President of the AAPCC

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