

# National Poison Prevention Week Toolkit for Poison Centers

March 16–22, 2025  
#NPPW25



AMERICA'S  
POISON  
CENTERS

When the  
Unexpected  
Happens,  
**We're Here**  
for You.

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Thank you for helping America’s Poison Centers observe and celebrate National Poison Prevention Week (NPPW) 2025! In this toolkit you will find a number of materials for your use during NPPW 2025 and descriptions on how to use them. You can click on any of the items below to go directly to that section of the toolkit or you can keep scrolling.

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# Poison Centers and NPPW Overview

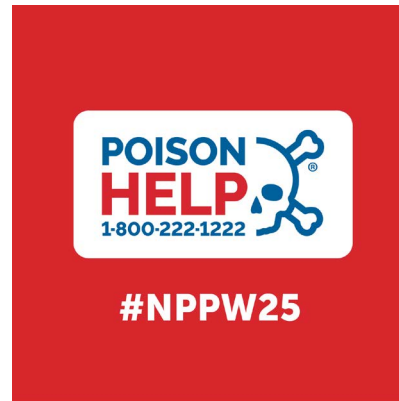
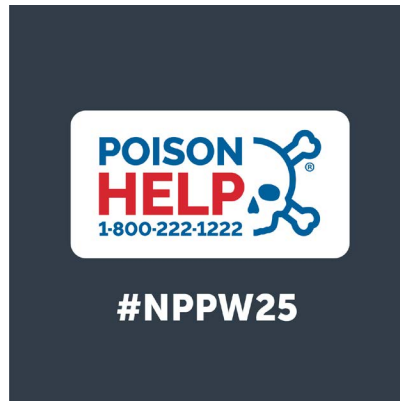
When the unexpected happens, we're here for you with fast, free treatment advice by calling the Poison Help line (1-800-222-1222) or visiting [PoisonHelp.org](https://PoisonHelp.org). Whether it's a question or an emergency, Poison Help can provide life-saving information when people need it most. Calling a poison center is faster and more accurate than an internet search. On average, 90% of poisonings happen in homes in America each year, and more than 70% of people who call Poison Help get the help they need right where they are—saving the cost of a trip to a healthcare professional or hospital.

**This year National Poison Prevention Week (NPPW) is March 16-22, 2025.**

NPPW brings together the Nation's 54 Poison Centers, community organizations, and government agencies to raise awareness of the risks posed by poisonous substances, precautions people can take to keep their families safe, and using the Poison Help line (1-800-222-1222) and website ([PoisonHelp.org](https://PoisonHelp.org)) when responding to an emergency. We welcome you to join us in educating the public on the valuable services provided by Poison Centers.

# NPPW 2025 Main Images

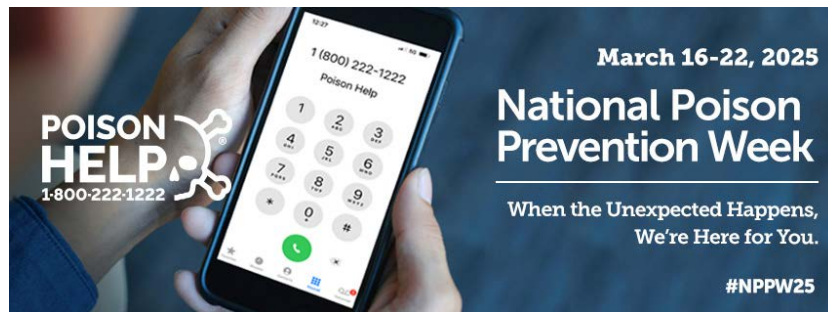
Find these images sized for platforms on [America's Poison Center's website](#).



## PROFILE IMAGE

Possible uses for this image include:

- Facebook profile picture (jpg)
- X (Twitter) profile picture (jpg)
- Instagram profile picture (jpg)
- Insert into a newsletter or webpage (jpg)



## MAIN BANNER IMAGES

Possible uses for this image:

- Facebook cover photo (jpg)
- X (Twitter) cover photo (jpg)
- Web banner (jpg)
- Newsletter header (jpg)
- X (Twitter) posts (jpg)
- Instagram square post (jpg)

# Sample Social Media Posts for Use with Main Image and Banner (English and Spanish)

SAMPLE SOCIAL MEDIA MESSAGES (for use with the [main banner images](#)). We strongly recommend using the hashtag #NPPW25 on all posts.

ENGLISH	SPANISH
<p>National Poison Prevention Week will be here sooner than you think! Join us and America’s Poison Centers in a celebration of awareness from March 16-22, 2025. When the unexpected happens, we’re here for you. #NPPW25</p>	<p>¡La Semana Nacional de Prevención de Envenenamientos llegará antes de lo que imagina! Únase a nosotros y a America’s Poison Centers en una celebración de concientización del 16 al 22 de marzo de 2025. Cuando sucede lo inesperado, aquí estamos para ayudarle. #NPPW25</p>
<p>This year’s National Poison Prevention Week is March 16-22! Stay tuned! And watch for more ways to spread the word. #NPPW25</p>	<p>¡Este año, la Semana Nacional de Prevención de Envenenamientos será del 16 al 22 de marzo! ¡Esté atento y pendiente a más formas de correr la voz! #NPPW25</p>
<p>March 16-22, 2025 is National Poison Prevention Week. The unexpected happens, when it does—we’re here for you. #NPPW25</p>	<p>Del 16 al 22 de marzo de 2025 es la Semana Nacional de Prevención de Envenenamientos. Lo inesperado sucede. Cuando ocurre, aquí estamos para ayudarle. #NPPW25</p>
<p>Poisoning can happen to anyone of any age. That’s why Poison Centers are here for everyone. When the unexpected happens, we’re here for you. #NPPW25</p>	<p>Los envenenamientos pueden afectar a cualquier persona de cualquier edad. Por eso los Centros de Envenenamiento están aquí para todos. Cuando sucede lo inesperado, aquí estamos para ayudarle. #NPPW25</p>
<p>When the unexpected happens, we’re here for you. Save the Poison Help line, 1-800-222-1222, in your contacts, and join us as we celebrate National Poison Prevention Week! #NPPW25</p>	<p>Cuando sucede lo inesperado, aquí estamos para ayudarle. Guarde el número de Poison Help, 1-800-222-1222, en sus contactos, ¡y únase a nosotros en la celebración de la Semana Nacional de Prevención de Envenenamientos! #NPPW25</p>
<p>Poison Centers: we are here for you when the unexpected happens. Call us if you have a question. 1-800-222-1222. #NPPW25</p>	<p>Centros de Envenenamiento: aquí estamos para ayudarle cuando sucede lo inesperado. Llámenos si tiene alguna pregunta. 1-800-222-1222. #NPPW25</p>

# Sample Social Media Graphics (English and Spanish)

Find these social media graphics sized for each platform on America’s Poison Centers’ website:

- [English](#)
- [Spanish](#)

There are 9 social media graphics for your use this year.

Each graphic displays a possible poison scenario and represents a wide range of common Poison Center calls for different audiences and people of all ages:

- Children
- Teens
- Medicine Mistakes
- Double Dosing
- Look-a-like products
- Supplements
- Edibles
- Healthcare providers
- Save the Poison Help Number

Possible uses for these images:

- Facebook posts (jpg)
- Instagram posts (jpg)
- X (Twitter) posts (jpg)
- Drop in newsletters (jpg)
- Add to websites (jpg or pdf)

English/Spanish shown sized for Instagram, sizes are available for each platform.



National Poison Prevention Week | March 16-22, 2025

Healthcare Providers Trust Us and So Can You

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Los proveedores de servicios médicos confían en nosotros y usted también puede hacerlo

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

National Poison Prevention Week | March 16-22, 2025

When the Edible Was Stronger Than Expected

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Cuando el comestible fue más fuerte de lo esperado

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

National Poison Prevention Week | March 16-22, 2025

When You Have Questions About Taking Supplements with Medication

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Cuando tiene preguntas sobre tomar suplementos con medicamentos

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

National Poison Prevention Week | March 16-22, 2025

When You Accidentally Take Your Medicine Twice

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Cuando accidentalmente toma su medicina dos veces

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

National Poison Prevention Week | March 16-22, 2025

When Your Teen is Curious

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Cuando su adolescente tiene curiosidad

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

National Poison Prevention Week | March 16-22, 2025

Be Prepared, Save the Poison Help Line 1-800-222-1222

We're Here for You.

**POISON HELP**  
1-800-222-1222

Semana Nacional de Prevención de Envenenamientos  
— March 16-22, 2025 —

Prepárese, guarde el número de la línea Poison Help 1-800-222-1222

Aquí estamos para ayudarle.

**POISON HELP**  
1-800-222-1222

English/Spanish shown sized for Instagram, sizes are available for each platform.



# Posts for Each Day of NPPW (English and Spanish)

Below, please find suggested posts for each day of NPPW, in both English and Spanish. Each day has a post focusing on educating the public about poison, highlighting scenarios and Poison Center’ resources and availability.



Please use these visuals/text on the specified days to create a unified voice and amplify each organization’s efforts. (Feel free to edit the post to fit your organization).

DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Sunday,</b> <b>March 16, 2025</b> Launch Day</p>	<p>Main NPPW Video</p>	<p>Today is the first day of National Poison Prevention Week! When the unexpected happens, we’re here for you. Poison Centers are open 24/7, 365 days a year for questions and emergencies, with fast, free, confidential, and expert advice! Join us each day of #NPPW25 to learn how your local poison center can help you! Have a story about a time you called Poison Help? Share it in the comments.</p>	<p>¡Hoy es el primer día de la Semana Nacional de Prevención de Envenenamientos! Cuando ocurre algo inesperado, estamos para ayudarle. Los Centros de Envenenamiento están abiertos 24/7, 365 días del año, para preguntas y emergencias, ¡con asesoramiento rápido, gratuito, confidencial y experto! ¡Únase a nosotros cada día de la #NPPW25 para aprender cómo su centro de envenenamiento local puede ayudarle! ¿Tiene alguna anécdota sobre una vez que llamó a la línea Poison Help? Compártala en los comentarios.</p>





DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Monday, March 17, 2025</b></p>	<p>Child with Plant</p> 	<p>Kids are curious and often put things into their mouths, including plants. Did you know that many common houseplants can be toxic? Some common poisonous houseplants include poinsettia, pothos, peace lily, philodendron, and ZZ plants. You can prevent poisonings from houseplants by following these simple tips:</p> <ul style="list-style-type: none"> <li>🌿 Identify any poisonous plants in your home and remove them if possible. Place remaining poisonous plants up high and out of reach of children.</li> <li>🌿 Teach your children not to eat plants, berries, or mushrooms.</li> <li>🌿 Keep plants up high and out of reach of children.</li> </ul> <p>If your child eats a plant, call us at 1-800-222-1222. We're available 24/7 for fast, free, confidential, expert advice. #NPPW25</p>	<p>Los niños son curiosos y a menudo se llevan cosas a la boca, incluidas las plantas. ¿Sabía que muchas plantas de interior comunes pueden ser tóxicas? Algunas plantas de interior comunes que son venenosas incluyen la flor de Pascua, el pothos, el lirio de la paz, el filodendro y las plantas ZZ. Puede prevenir los envenenamientos por plantas de interior siguiendo estos sencillos consejos:</p> <ul style="list-style-type: none"> <li>🌿 Identifique las plantas venenosas de su casa y elimínelas si es posible. Coloque las plantas venenosas restantes en un lugar alto y fuera del alcance de los niños.</li> <li>🌿 Enseñe a sus hijos a no comer plantas, bayas ni setas.</li> <li>🌿 Mantenga las plantas en alto y fuera del alcance de los niños.</li> </ul> <p>Si su hijo come una planta, llámenos al 1-800-222-1222. Estamos disponibles 24 horas al día, 7 días a la semana, para un asesoramiento rápido, gratuito, confidencial y experto. #NPPW25</p>
<p><b>Tuesday, March 18, 2025 (Morning)</b></p>	<p>Medicine - middle of the night</p> 	<p>Mistakes can happen at any time, especially in the middle of the night when it's dark and you're tired. If you accidentally take the wrong medication, call us right away, 1-800-222-1222. We're available 24/7 for fast, free, expert advice. #NPPW25</p>	<p>Los errores pueden ocurrir en cualquier momento, sobre todo a mitad de la noche, cuando está oscuro y uno está cansado. Si accidentalmente toma un medicamento equivocado, llámenos inmediatamente al 1-800-222-1222. Estamos disponibles 24 horas al día, 7 días a la semana para un asesoramiento rápido, gratuito y experto. #NPPW25</p>

DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Tuesday, March 18, 2025 (Afternoon)</b></p>	<p>Look-a-like</p> 	<p>Can you spot the difference? It's easy to mix up products when the packaging, color, texture, or containers are similar. A simple mix-up can lead to an accidental poisoning.</p> <p>To prevent "look-alike" poisonings:</p> <ul style="list-style-type: none"> <li>● Store medications and household products up, high, and out of reach of children.</li> <li>● Read labels carefully and double check products and medications before using them.</li> <li>● Never leave young children unattended with medications or chemicals.</li> </ul> <p>If anyone uses the wrong product, call us at 1-800-222-1222. We're here for you 24/7 with confidential, non-judgmental, and free expert advice. #NPPW25</p>	<p>¿Puede notar la diferencia? Es fácil confundir productos cuando el envase, el color, la textura o los recipientes son similares. Una simple confusión puede provocar un envenenamiento accidental.</p> <p>Para evitar envenenamientos "por parecido":</p> <ul style="list-style-type: none"> <li>● Guarde los medicamentos y productos domésticos en alto y fuera del alcance de los niños.</li> <li>● Lea atentamente las etiquetas y vuelva a comprobar los productos y medicamentos antes de utilizarlos.</li> <li>● Nunca deje a los niños pequeños sin supervisión con medicamentos o productos químicos.</li> </ul> <p>Si alguien utiliza un producto equivocado, llámenos al 1-800-222-1222. Estamos para ayudarle 24 horas al día, 7 días a la semana, con asesoramiento experto, gratuito, sin prejuicios y confidencial. #NPPW25</p>

DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Wednesday, March 19, 2025</b></p>	<p>Healthcare providers</p> 	<p>Healthcare providers across the country rely on Poison Centers for expert advice, and so can you. When you call Poison Help (1-800-222-1222), you'll be connected to a medically trained specialist who can provide:</p> <ul style="list-style-type: none"> <li>☎ Accurate information about poisons and treatments.</li> <li>☎ Expert guidance on the best course of action for you or your loved one.</li> <li>☎ Confidential and non-judgmental service so you can feel comfortable discussing your situation.</li> </ul> <p>When you need us, we're here for you at 1-800-222-1222. Save our number to your phone so you have it if you need it. #NPPW25</p>	<p>Los proveedores de servicios médicos de todo el país confían en los Centros de Envenenamiento para obtener asesoramiento experto, y usted también puede hacerlo. Cuando llame a Poison Help (1-800-222-1222), le pondrán en contacto con un especialista médico capacitado que puede proporcionarle:</p> <ul style="list-style-type: none"> <li>☎ Información precisa sobre venenos y tratamientos.</li> <li>☎ Orientación experta sobre el mejor curso de acción para usted o su ser querido.</li> <li>☎ Servicio confidencial y sin prejuicios para que pueda sentirse cómodo hablando de su situación.</li> </ul> <p>Cuando nos necesite, estamos a su servicio llamándonos al 1-800-222-1222. Guarde nuestro número en su teléfono para tenerlo a mano si lo necesita. #NPPW25</p>
<p><b>Thursday, March 20, 2025 (Morning)</b></p>	<p>Supplements</p> 	<p>Some supplements can interact with medications, leading to unexpected side effects. Before starting a new supplement, talk to your healthcare provider or pharmacist. They can help you determine if the supplement is safe for you and if it could interact with any medications you are taking.</p> <p>If you have questions after starting a new supplement or experience any side effects, we're here for you. Just call 1-800-222-1222 for fast, free, confidential advice. #NPPW25</p>	<p>Algunos suplementos pueden interactuar con los medicamentos, provocando efectos secundarios inesperados. Antes de empezar a tomar un nuevo suplemento, hable con su médico o farmacéutico. Ellos pueden ayudarle a determinar si el suplemento es seguro para usted y si podría interactuar con algún medicamento que esté tomando.</p> <p>Si tiene alguna pregunta después de empezar a tomar un nuevo suplemento o experimenta algún efecto secundario, estamos para ayudarle. Sólo tiene que llamar al 1-800-222-1222 para recibir asesoramiento rápido, gratuito y confidencial. #NPPW25</p>


DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Thursday, March 20, 2025 (Afternoon)</b></p>	<p>Teens</p> 	<p>Teens are curious and may experiment with substances or participate in social media challenges. For when your teen is curious, remember to:</p> <ul style="list-style-type: none"> <li>☺ Talk openly about the dangers of substances and social media challenges.</li> <li>☺ Teach your teen about the Poison Help line and encourage them to save the number in their phone: 1-800-222-1222.</li> <li>☺ Call Poison Help if you have questions about potential poisons.</li> </ul> <p>When you or your teen need Poison Help, we're here for you. Calling us is always free, fast, confidential, and non-judgmental. #NPPW25</p>	<p>Los adolescentes son curiosos y pueden experimentar con sustancias o participar en retos en las redes sociales. Cuando su adolescente tenga curiosidad, recuerde:</p> <ul style="list-style-type: none"> <li>☺ Hablarle abiertamente sobre los peligros de las sustancias y los retos de las redes sociales.</li> <li>☺ Enseñarle a su adolescente el número de la línea Poison Help y animarle a guardarlo en su teléfono: 1-800-222-1222.</li> <li>☺ Llamar a Poison Help si tiene dudas sobre posibles venenos.</li> </ul> <p>Cuando usted o su adolescente necesiten de Poison Help, estamos para ayudarle. Llamarnos es siempre gratis, rápido, confidencial y sin prejuicios. #NPPW25</p>
<p><b>Friday, March 21, 2025 (Morning)</b></p>	<p>Edibles</p> 	<p>Edible cannab*s products can be very strong. If using edibles, remember to start with a low dose and wait for effects before eating more. Avoid combining edibles with other substances, such as alcohol or medications.</p> <p>If you take an edible and experience unexpected side effects like anxiety, paranoia, or hallucinations, call us at 1-800-222-1222. We're here for you with confidential, non-judgmental, and free expert advice. #NPPW25.</p>	<p>Los productos cannábicos comestibles pueden ser muy fuertes. Si usa comestibles, recuerde empezar con una dosis baja y esperar a ver los efectos antes de consumir más. Evite combinar los comestibles con otras sustancias, como alcohol o medicamentos.</p> <p>Si toma un comestible y experimentas efectos secundarios inesperados como ansiedad, paranoia o alucinaciones, llámenos al 1-800-222-1222. Estamos para ayudarle con asesoramiento experto, gratuito, sin prejuicios y confidencial. #NPPW25.</p>

DATE	VISUALS	ENGLISH POST	SPANISH POST
<p><b>Friday, March 21, 2025</b> (Afternoon)</p>	<p>Medicine – double dosing</p> 	<p>Accidents happen. It’s easy to forget if you’ve taken your medication, especially if you’re busy or distracted. Here are some tips to prevent accidental double-dosing:</p> <ul style="list-style-type: none"> <li>🍯 Set medication reminders on your phone or calendar.</li> <li>🍯 Read labels carefully before taking medication.</li> <li>🍯 Use a pill organizer to help you keep track of your medications.</li> </ul> <p>If you’ve accidentally taken too much medicine, we’re here for you 24/7 with confidential, expert advice. And it’s free! Call us at 1-800-222-1222. #NPPW25</p>	<p>Los accidentes ocurren. Es fácil olvidar si ha tomado su medicamento, sobre todo si está ocupada o distraída. Aquí tiene algunos consejos para evitar la doble dosis accidental:</p> <ul style="list-style-type: none"> <li>🍯 Establezca recordatorios de medicamentos en su teléfono o calendario.</li> <li>🍯 Lea atentamente las etiquetas antes de tomar el medicamento.</li> <li>🍯 Utilice un pastillero para llevar un registro de sus medicamentos.</li> </ul> <p>Si accidentalmente ha tomado demasiados medicamentos, estamos para ayudarle 24 horas al día, 7 días a la semana, con asesoramiento confidencial y experto. ¡Y es gratis! Llámenos al 1-800-222-1222. #NPPW25</p>
<p><b>Saturday, March 22, 2025</b> (Closing out NPPW)</p>	<p>Save the Poison Help Line</p> 	<p>That’s a wrap on #NPPW25! Before you go, do you have a few seconds? Take a moment to save our number, 1-800-222-1222, in your phone today. We are fast, free, staffed by experts, and available 24/7, 365 days a year. You never know when you might need it. #NPPW25</p>	<p>¡Eso es todo sobre la #NPPW25! Antes de irse, ¿tiene unos segundos? Tómese un momento para guardar nuestro número, 1-800-222-1222, en su teléfono hoy mismo. Somos rápidos, gratuitos, contamos con expertos y estamos disponibles 24/7, 365 días al año. Nunca se sabe cuándo se puede necesitar. #NPPW25</p>

# NPPW Council Poster and Video Contest

The National Poison Prevention Week (NPPW) Council helps to raise awareness of poisonings, poison prevention, and the free Poison Help line. Annually, the council sponsors a nationwide contest to engage the community in helping to ensure the safety of children and adults. Students in kindergarten through fourth grade are invited to participate in a poison safety poster showcase, and students in grades five through twelve are invited to participate in a video contest. Posters and videos will be featured on the NPPW Council social media platforms (Facebook and Instagram), and participants are eligible to receive prizes. To access the contest graphics to share on your social media accounts, go to the [Video and Poster Graphics page](#).

National Poison Prevention Week | March 16-22, 2025



## Video and Poster Contest

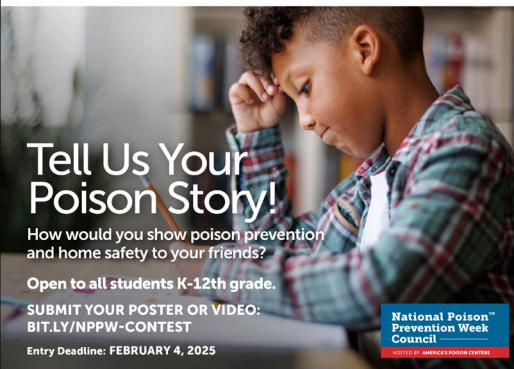
Open to all students K-12th grade.  
Help spread the word about poison prevention!  
Contest open NOW, so don't wait to get started!

CASH PRIZES AVAILABLE FOR THE GRAND PRIZE,  
GRADE LEVEL AND PEOPLE'S CHOICE WINNERS

GET ALL THE DETAILS AT  
[BIT.LY/NPPW-CONTEST](https://bit.ly/nppw-contest)  
Entry Deadline: FEBRUARY 4, 2025

National Poison<sup>™</sup> Prevention Week Council  
HOSTED BY AMERICA'S POISON CENTERS

National Poison Prevention Week | March 16-22, 2025



## Tell Us Your Poison Story!

How would you show poison prevention and home safety to your friends?

Open to all students K-12th grade.

SUBMIT YOUR POSTER OR VIDEO:  
[BIT.LY/NPPW-CONTEST](https://bit.ly/nppw-contest)  
Entry Deadline: FEBRUARY 4, 2025

National Poison<sup>™</sup> Prevention Week Council  
HOSTED BY AMERICA'S POISON CENTERS

National Poison Prevention Week | March 16-22, 2025



## Video and Poster Contest

Open to all students K-12th grade.

FOR ADDITIONAL DETAILS AND TO ENTER  
VISIT [BIT.LY/NPPW-CONTEST](https://bit.ly/nppw-contest)  
Entry Deadline: FEBRUARY 4, 2025

**Everything you need to know:**

- Entries should show what poison risks exist in the home and actions that can be taken to keep families safe. You must include the Poison Help logo and phone number.
- Entries are judged on: creativity, clarity of poison prevention safety messaging, and having the required elements.
- Videos can be created by individuals or teams, and must be two minutes or less. Posters are created individually.
- Cash prizes available for the Grand Prize, Grade level and People's Choice Winners!

National Poison<sup>™</sup> Prevention Week Council  
HOSTED BY AMERICA'S POISON CENTERS