Poison Prevention... It's in your hands.

SOCIAL MEDIA SAMPLE TOOLKIT

March 21-27, 2021, is National Poison Prevention Week. The Injury Prevention Centre (IPC), the Poison and Drug Information Service (PADIS), Alberta Health Services, and community partners from across Alberta are sharing messages encouraging Albertans to take action to prevent poisonings from disinfectant, hand sanitizer, and household cleaner use which has increased due to COVID.

Here we have provided some samples of social media posts.

Within the kit, we have included four images that support our key messages.

Facebook:
In 2020, there was a 73% increase in calls to Alberta's poison centre (PADIS) concerning disinfectants, hand sanitizers, and bleach, compared to 2019. Find out more about poison prevention. It's in your hands. http://bit.ly/2F3ad7E [Insert a key message image with your post!]

In 2020, there was a 200% increase in calls to Alberta's poison centre (PADIS) concerning hand sanitizers, compared to 2019. If you have a poisoning emergency, call PADIS at 1-800-332-1414. Find out more: http://bit.ly/2F3ad7E [Insert a key message image with your post!]

Twitter:
In 2020, there was a 73% increase in calls to Alberta's poison centre (PADIS) concerning disinfectants, hand sanitizers, and bleach, compared to 2019. Find out more about #PoisonPrevention. It's in your hands.
#CheckForPoisons
http://bit.ly/2F3ad7E [Insert a key message image with your post!]

In 2020, there was a 200% increase in calls to Alberta's poison centre @PADIS concerning hand sanitizers, compared to 2019. If you have a #poisoning emergency, call PADIS at 1-800-332-1414.
#NPPW21
Find out more: http://bit.ly/2F3ad7E [Insert a key message image with your post!]

If you have any questions regarding the campaign, please contact Patti Stark at patti.stark@ualberta.ca or 780-492-2330.

Thank you for your support!

INJURY PREVENTION CENTRE
KNOWLEDGE. LEADERSHIP. ACTION.

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