

MOBILIZING COMMUNITY CHAMPIONS

PROMOTING MEDICATION POISON PREVENTION

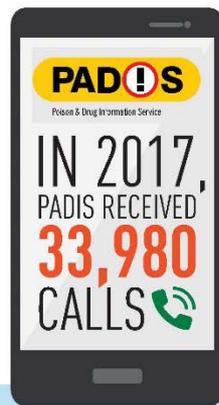
AGENDA

- The beginning
- Getting started
- Engaging community champions
- Resources and activities
- Learnings

THE BEGINNING

- Poisoning Prevention White Paper
- Meeting of key Alberta Stakeholders
- Environmental Scan
- Working group

GETTING STARTED: THE DATA



48% OF THESE CALLS CONCERN **CHILDREN** 0-9 YEARS OLD.



70% OF CHILD POISONINGS THAT NEED HOSPITAL TREATMENT INVOLVE **MEDICATIONS**



1,723 KIDS
WERE SEEN IN ALBERTA
EMERGENCY DEPARTMENTS
FOR **POISONING** IN 2016

88% OF CHILD POISONING
CALLS TO PADIS ARE
MANAGED AT HOME



KEY MESSAGES

Keep all medications locked up tight and out of sight.



Keep visitors' bags and coats out of reach



Take your medications where children can't see you



AND

- If you think a child has been poisoned, or taken improper medication, call PADIS

1-800-332-1414



Poison & Drug Information Service

ENGAGING COMMUNITY CHAMPIONS

- Health professionals (health promotion, public health, pharmacists), Primary Care Networks
- CAPC and CPNP Coalition
- Licensed child care providers
- Parent Link Centres, Early Childhood Coalitions
- Injury Prevention Network



RESOURCES AND ACTIVITIES

- Web page - <https://injurypreventioncentre.ca/campaigns/pois-on-prevention.php>
- Postcards, posters (also French, Arabic and Chinese translations), PADIS pens, magnifiers, magnets
- PowerPoint™ presentation with notes

RESOURCES AND ACTIVITIES II

- Topic summary
- Social media
- Video
- Jeopardy

THE POISON PURSE

What's in Your Bag?



IF YOU THINK A CHILD HAS BEEN EXPOSED TO ANY PRODUCT CALL PADIS AT 1-800-332-1414



Medication Candy Look-alikes

Child pain reliever or tart candy?



PADIS

Vitamin or gummy candy?



PADIS

LEARNINGS – PART 1

- A variety of resources and activities is important for community partners. Allows many different ways to engage parents.
- How-to guidebook and webinar was useful for new community partners around the province.
- Tell everyone about the program – we made many new connections to groups and organizations by doing so

LEARNINGS – PART 2

- Difficult to evaluate
 - parents are receiving messages from community partners
 - English comprehension may be limited

THANK YOU

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