



**U.S. Department of Health and Human Services
Health Resources and Services Administration**

REPORT TO CONGRESS

**POISON HELP CAMPAIGN
Fiscal Year 2015**

Executive Summary

This Report to Congress on the Poison Help Campaign for Fiscal Year 2015 is in response to 42 U.S.C. §300d-72(c), as amended by The Poison Center Network Act (P.L. 113-77), which states, in part:

“The Secretary shall establish baseline measures and benchmarks to quantitatively evaluate the impact of the nationwide media campaign... and on an annual basis, prepare and submit to the appropriate committees of Congress, an evaluation of the nationwide media campaign.”

The Health Resources and Services Administration’s Poison Control Program (PCP) plays an important role in ensuring universal access to poison control centers’ (PCC) services. The PCP is legislatively mandated to provide grant funds to PCCs, establish and maintain a single national toll-free number (Poison Help: 1-800-222-1222) to access PCC services, and implement a nationwide media campaign (the Poison Help Campaign).

The purpose of the Poison Help Campaign is to increase awareness of PCCs among the public and health care providers regarding the services they provide and the Poison Help Line. Additional objectives are to raise awareness of the Poison Help English and Spanish language websites, increase media focus on the Poison Help Line, and partner with organizations that reach primary audiences.

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Acronym List

CSN	Children's Safety Network
FY	Fiscal Year
HRSA	Health Resources and Services Administration
NHSC	National Health Service Corps
NPPW	National Poison Prevention Week
PCC	Poison Control Center
PCP	Poison Control Program

I. Legislative Language

This report is being provided to Congress as outlined in 42 U.S.C. §300d-72(c), as amended by the Poison Center Network Act (P.L. 113-77). The Poison Center Network Act states in part:

“The Secretary shall establish baseline measures and benchmarks to quantitatively evaluate the impact of the nationwide media campaign... and on an annual basis, prepare and submit to the appropriate committees of Congress, an evaluation of the nationwide media campaign.”

II. Introduction

The Poison Help Campaign seeks to increase awareness of poison control centers (PCC), the services they provide, and the toll-free Poison Help Line (1-800-222-1222) among the public and health care providers. Additional campaign objectives are to:

- increase awareness of the Poison Help websites www.PoisonHelp.hrsa.gov and www.PoisonHelpEspanol.hrsa.gov;
- increase the number of traditional and social media impressions focused on the Poison Help Line;
- increase the number of traditional and social media impressions focused on the Health Resources and Services Administration’s (HRSA) poisoning prevention resources; and
- develop and sustain partnerships with organizations that influence target audiences.

Conducted every 5 years, the Poison Help General Population Survey measures statistical benchmarks of the Poison Help Campaign. Results from the 2011 survey, the most recent year for which data exist, are in Appendix B of the Fiscal Year (FY) 2012 Poison Help Campaign Report to Congress at <http://poisonhelp.hrsa.gov/the-poison-help-line/campaignfiscalyear2012.pdf>. Results of the upcoming 2016 survey will be available in the FY 2017 Poison Help Campaign Report to Congress.

During the FY 2015 reporting period, the Poison Control Program (PCP) secured a media contract with Brunet-Garcia Advertising to assist with outreach to Medicare and Medicaid beneficiaries. The identified target audience was in response to the Senate’s encouragement to the Secretary “to engage in discussions with the Nation’s poison control centers to develop a plan to achieve these possible additional Medicare and Medicaid cost savings” (Senate Report #113-71). In addition, Senate Report #113-71 stated, “The Committee believes these savings can be substantially increased through enhanced awareness of poison control centers by all Medicare and Medicaid participants.” In that effort, the purpose of the contract is to expand the Poison Help Campaign to educate Medicare and Medicaid beneficiaries about poison prevention and the availability of PCC resources in local communities and to conduct advertising campaigns concerning the nationwide toll-free Poison Help Line phone number (1-800-222-1222).

Additionally, the PCP continued its outreach efforts through dissemination of Poison Help messages and materials and maintaining and developing new relationships with partners and stakeholders.

III. FY 2015 Poison Help Campaign Activities

New Content

Work began on the Poison Help Campaign contract with a focus on media materials development that included television and radio public service announcements. There are no significant data to provide because the contract was secured during the last week of the reporting period. Further details about this activity will be in the FY 2016 report.

To support the PCCs' public education outreach efforts, the PCP made available over 1.1 million free Poison Help magnets and stickers in English and Spanish to the PCCs for dissemination to health care providers and the public. Many PCCs are affiliated with medical toxicology training programs and serve as clinical training sites for residents. The PCCs' educators work within their communities to provide locally relevant poisoning prevention information and promote poison safety.

Website Update

The Poison Help websites, www.PoisonHelp.hrsa.gov and www.PoisonHelpEspanol.hrsa.gov, saw growth with a recorded 6,122 additional visits, which is an approximate 12 percent increase over the previous year with an average of three or more page views per visitor. The "Making Connections" video, produced in both English and Spanish, highlights the services that poison control centers provide, and encourages the public to program the Poison Help number into their phones. The web video continues to be available on the Poison Help website and continued to be on HRSA's You Tube channel. The PCP conducted blogger outreach to increase video exposure. General market Spanish-language blogs, focused on outreach to parents, caregivers, and older adults, received an email pitch and an audience-specific article highlighting the video. The blogger outreach effort generated 1,040 web broadcasts, with 530 (51 percent) web broadcasts that took place in March in recognition of National Poison Prevention Week (NPPW).

Partnership Building

The PCP maintained and developed partnerships within HRSA, the Department of Health and Human Services, and external stakeholders. HRSA promoted NPPW through its broadcast system to 1,860 employees and the Bureau of Primary Health Care newsletter "Primary Health Care Digest" promoted poison messaging during NPPW to approximately 19,000 subscribers and others, including Federally Qualified Health Centers. The Maternal and Child Health Bureau promoted messages and disseminated resources with the Children's Safety Network (CSN) through the CSN newsletter reaching over 7,000 public health and injury prevention professionals. The Office of Women's Health promoted NPPW through its distribution channels. Text4baby also promoted NPPW in its March 2015 newsletter. Text4baby is an

education campaign of the National Healthy Mothers, Healthy Babies Coalition that provides free cell phone text messaging to pregnant women and new moms on how to have a healthy pregnancy and a healthy baby. The National Health Service Corps (NHSC) featured an NPPW article in the March 2015 (National Health Service) Corps Connection electronic newsletter. This newsletter is sent to over 22,000 NHSC scholars and loan repayment recipients throughout the country, NHSC practice sites, alumni, advisory council members, ambassadors, and professional and academic partners.

Another partnership activity included HRSA participation in the Department of Justice's Drug Enforcement Administration National Prescription Drug Take-Back Days, which disposed of drugs in environmentally responsible ways and decreased the supply of unused prescription drugs in the home.

IV. Conclusion

This report presents the Poison Help Campaign's outreach efforts to heighten awareness of the PCP message. HRSA will continue to work to sustain and expand strategic communications efforts. The campaign will continue to coordinate its primary messages with key constituencies, identify opportunities for cross promotion with other federal poisoning prevention activities, and encourage individuals to program the Poison Help line into their phones to ensure that the number is easily accessible. New strategies will be based on cost-effectiveness and maximum reach and evaluated to continually improve results.