

# Poison Prevention Peer-to-Peer Event Notes

Poison Prevention Strategies and Techniques to Enhance Your Skills for Reaching Low-Income Communities  
Thursday, June 23rd, 2011, 11:00 – 12:30 PM (Pacific Time)

PANELISTS	HOP STAFF	ACRONYMS
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## UNDERSTANDING POISONINGS AMONG LOW INCOME AFRICAN-AMERICANS, CAUCASIANS, AND LATINOS

PLEASE PROVIDE A BRIEF OVERVIEW OF POISONINGS AMONG LOW-INCOME AFRICAN-AMERICAN, CAUCASIAN AND LATINO POPULATIONS?

- Most poisonings are not intentional and occur at home. Prevention efforts can be made to help stop these events. Common poisonings among adults include the misuse of pain medications, sedatives, household cleaning products, cardiovascular medications, etc. Common poisonings among children include the ingestion of perfumes, cosmetics, cleaning products, and pain medication. Cleaning products are in everyone's homes and are one of the most common poisons. CPCS has a lot of data demonstrating poisonings are higher for low-income African-American, Latino, and Caucasians. California is very culturally diverse and we have the second largest birthrate in the nation. Seventeen percent of all children in California live in poverty. The demographic composition of poor children in recent years has changed a lot, with children of Latino and African-American backgrounds on the rise within this category.
- Low-income populations are often unaware of poison prevention resources and face transportation barriers. They don't know that when they are calling poison control that they are calling professionals and can get a lot of useful information. Often times low-income populations lack reliable transportation and are unable to make it to health care facilities.
- All of our call center staff are pharmacists, nurses, toxicologists. They are very qualified and have a vast wealth of knowledge. We also have a very low staff turn-over, so call-responders have a lot of experience.

WHAT ARE SOME OF THE MOST COMMON POISONINGS IN YOUR AREA?

- Because we are in a rural area, we have a lot of snake bites. Another common poisoning is expiration dates on food and medication. We also get a lot of people calling about food poisonings.
- CPCS is seeing a rise in poisonings via medications, particularly the misuse of pain killers. Another type of poisoning we are seeing is the use of synthetic materials such as the use of bath salts to get high. Also, we get many calls from people taking expired medications. People think that medications are still good after their expiration dates, yet this is not true.
- Recently, lead poisonings among children have increased. This increase is linked to children living in old homes constructed from lead materials.

## POISON PREVENTION OUTREACH

### DISCUSS THE POTENTIAL ROLE OF OUTREACH IN POISON PREVENTION.

- The majority of the community within my service area is not well informed. At my health center, I work with teens, who provide poison control information to adults. Adults often listen to teens and are appreciative of the teens outreach efforts.
- Sounds like what you are saying is that outreach staffs, particularly teens, are the right people to communicate poison control information to adults.
- When working with the Hmong population, CPCS learned that our messages about how to prevent poisonings weren't applicable to this group. This community didn't understand what we meant by "poisoning". They didn't understand that household products, like cleaners, could be potentially poisonous.

### HOW ARE YOU CURRENTLY REACHING LOW-INCOME AFRICAN-AMERICAN, CAUCASIAN, AND LATINO POPULATIONS AND PROVIDING POISONING PREVENTION SERVICES?

- CPCS contacts local agencies that already work with these populations. We ask them to partner with us to promote poison prevention. Example agencies include Head Starts, nurses, pharmacists, community based organizations, etc.
- Hill County Health and Wellness Center serves a rural population. We partnered our teen program with CPCS. These teens provide poison prevention facts and information on our social networking pages and send out text messages regarding poison control facts and information. They also go to job fairs, agencies, etc. to provide presentations regarding poison prevention. We also reach out to the local community using a public service announcement, developed and recorded by our teen program. We were able to partner with the community radio station to air this PSA.

- CPCS is also seeing a rise in the number of corporations that want to do outreach among their employees and customers. For example, Lowe’s has been interested and supportive of poison prevention efforts. They are educating their current employees on health and wellness in addition to providing education to their customers via health and safety fairs.

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## HOW CAN OUTREACH PROGRAMS EVALUATE POISON PREVENTION OUTREACH/HEALTH EDUCATION EFFORTS

- We have pre/post tests and surveys to evaluate knowledge gain. We hold focus groups to learn what people know about poison control and poison prevention. We also try to use new technologies such as mobile health and social media, which enable us to track and evaluate poison prevention outreach.

## RESOURCES/OPPORTUNITIES

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### WHAT RESOURCES ARE AVAILABLE FOR OUTREACH STAFF INTERESTED IN PROVIDING POISONING PREVENTION OUTREACH AND EDUCATION?

- Resources available through CPCS include:
  - Brochures with magnets (offered in English, Spanish, Chinese, Korean, and Vietnamese). Inside the brochures there is basic poison prevention information and also information on CPCS. These are free for anyone who would like them – just visit our website ([www.calpoison.org](http://www.calpoison.org)) to order materials.
  - Telephone stickers: These are great for houses/apartments; you place them on phones. Available in English and Spanish.
  - Fliers: These are available in many different languages.
  - Poisonous Plant Poster: this is one of our most popular educational products. People love hearing about poisonous plants and it’s a good way to get peoples’ attention.
  - New Baby Greeting Cards: These come in different ethnicities. On the front there is an image of a baby; inside, it welcomes the new baby and also includes a CPCS magnet.
  - Flip Charts for Educators: These are provided to our partnering health educators. Tips are provided on the back of each image of the flip chart . Great for health fairs and health education sessions.
  - CD-ROM: Readymade Powerpoints, fact sheets, tips for preventing poisonings, etc. Available in a multitude of languages.
  - El Baby Shower: Spanish telenovela about poison prevention and poison control.

These resources are available to everyone. You can order our materials on the CPCS website ([www.calpoison.org](http://www.calpoison.org)).

- CPCS is working on technology resources. One of the things we are championing is reaching out to audiences via a multitude of technological resources.
  - SMS: Text service that sends out tips on poison control related events. It’s relevant, accessible and we provide great tips. Texting is HUGE and growing field, with 600 billion text messages sent a month.

- Facebook: Facebook is one of the biggest platforms in social media. Our Facebook page contains a lot of information and it's a great way for us to get in touch with our fans. We are currently asking people to pose questions, which our experts respond to. We also try to post things that are seasonally relevant to keep people engaged. We also have photos of all of our products to let people know what resources are available. It is also a good way to connect with and promote our partners.
- Twitter: We have a popular Twitter. A good way to connect Twitter and Facebook is to link them. These are great resources for anyone who needs information or materials when planning health education.

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CAN YOU PLEASE TELL US ABOUT THE EXCITING VIDEO EDUCATION CHALLENGE FOR OUTREACH STAFF/HEALTH EDUCATORS?

- CPCS, in partnership with HOP, is launching a video contest. Basically, we are asking people to use their phones, cameras, etc to shoot short videos with poison prevention messages aimed at low-income African American, Latino, and Caucasian populations. These videos can be funny and entertaining, something you would want to show your friends. We are sending out a first place prize of \$1000, second place \$500, and third place prize of \$250. Submissions are due July 15<sup>th</sup>. For more information about the challenge, visit [www.outreach-partners.org](http://www.outreach-partners.org) (look at the bottom of their homepage) or contact [Mollie@outreach-partners.org](mailto:Mollie@outreach-partners.org).