

Module 5

Planning, Implementing and Evaluating Poison Prevention Activities in Your Community

Objective: To learn how to easily and effectively share poison prevention information with your community.



Module 5

Unit 1: Poison Prevention Educator



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Unit 1: Poison Prevention Educator

As a registered Poison Prevention Educator with the Georgia Poison Center, you are encouraged to:

- Share poison prevention information with your family, friends, co-workers, and/or community
- Create awareness about the Georgia Poison Center
- Promote the toll-free helpline number 1-800-222-1222



Module 5

Unit 1: Poison Prevention Educator

Poison Prevention Educators should **NEVER** answer poison specific and/or treatment questions nor give treatment advice. All questions should be directed to the GPC helpline where our trained specialist in poison information have access to the most up-to-date information.



Module 5

Unit 1: Poison Prevention Educator

As a registered Poison Prevention Educator with the Georgia Poison Center you will have access to educational tools and materials.

Here are a few items you will receive for free:

- Certificate of Completion
- Access to the online educational resource page
- **Free materials for events**
- **Up to 100 pieces**
- Required to return a Program Report Form after every program



Module 5

Unit 2: Preparing for an Event



Module 5 Unit 2: Preparing for an Event

Planning poison prevention activities:

- “Who am I trying to reach?”
- Primary audiences include the community at risk of poisoning
- Secondary audiences include other community members
- Target audience can be anyone



Module 5 Unit 2: Preparing for an Event

Target audiences for poison prevention:

- Children
- Teenagers/babysitters
- Adults/parents
- Older adults/grandparents



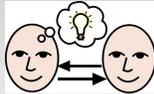
Other target audiences for poison prevention:

- Healthcare professionals
- Childcare providers



Module 5 Unit 2: Preparing for an Event

Understanding their needs, interest and habits will help determine the best method to reach them with a poison prevention message.



Ways to share poison prevention information:

- Include GPC materials in outreach activities
- Share GPC materials with other organizations



Module 5 Unit 2: Preparing for an Event

Educational and Outreach Activities can include:

- Distribute materials
- Health fair
- Presentation
- Social Media
- Newsletter
- National Poison Prevention Week (NPPW)



Module 5 Unit 2: Preparing for an Event

Distribute poison prevention materials

Ideas for distributing material:

- Ask healthcare providers to distribute literature and/or counsel their patients about poison prevention
- Ask pharmacists to place material in prescription bags
- Put up information on bulletin boards
- Create table tents for businesses
- Ask retailers to donate child safety locks



Module 5 Unit 2: Preparing for an Event

Hosting/participating in a health/safety fair or setting up a display is a way to share poison information



Displays and exhibits can be set up at the following locations:

- Hospitals
- Clinics
- Shopping malls
- Baby stores
- Grocery stores
- Libraries
- Pharmacies
- Schools
- Churches
- Community Centers



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Unit 2: Preparing for an Event

Tips for participating in a health fair:

- Try to remain standing
- Engage your audience
- Provide poison prevention materials and information
- Use good presentation skills
- Record the number of people who visited



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Unit 2: Preparing for an Event

Presentations should be designed in lecture/discussion format that can be delivered within 30 minutes to one hour. You should modify the length of your presentation for your target audience.



Effective Presentation Tips:

- Know your audience
- Know your subject matter
- Speak, don't read
- Use appropriate body language
- Make it interesting
- Involve your audience
- Summarize



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Unit 2: Preparing for an Event

Evaluate your presentation.

- Give a pre-test and post-test

Request free poison prevention materials early from the Georgia Poison Center



Module 5 Unit 2: Preparing for an Event

Post information on your social media platforms
Share, like or comment on Georgia Poison Center social media pages

@PoisonCenterGA



Module 5 Unit 2: Preparing for an Event

Place poison prevention information in newsletters
Use the information found in:



- Module 2: About U.S. Poison Centers and the Georgia Poison Center
- Module 3: Understanding the Poison Problem
- Module 4: Common Poisons



Module 5 Unit 2: Preparing for an Event

• NPPW was established by the U.S. Congress on September 16, 1961

• 3rd week of March



• Provides a national opportunity to coordinate activities to increase awareness of the dangers of poisoning and to educate the public about poison prevention



Module 5

Unit 2: Preparing for an Event

Promote National Poison Prevention Week (NPPW):

- Implement one or more of the activities listed in this section
- Keep abreast of the GPC NPPW-related activities
- Arrange a NPPW Proclamation signing
- Hold an opening ceremony/open house



Module 5

Unit 3: Teaching Adults about Poisons



Module 5

Unit 3: Teaching Adults about Poisons

Use current research and poisoning data.

The goal is to provide adults with the knowledge and skills to:

- Identify poisons
- Prevent poisons
- Respond appropriately in a poison emergency



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Unit 3: Teaching Adults about Poisons

Programs for adults and older adults can be conducted at:

- Places of employment
- PTA meetings
- Neighborhood association meetings
- Civic and community organization meetings
- Health departments
- Hospitals
- Senior centers



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Unit 3: Teaching Adults about Poisons

Adults should be able to:

- State the purpose
 - State examples of poisons
 - Describe risk factors
 - Identify individuals at risk
 - List strategies to prevent a poisoning
 - Repeat the poison helpline number
 - Describe how to respond to a poisoning
 - Describe the GPC services
- Describe the information to give over the phone



Module 5

Unit 4: Reaching People with Limited Health Literacy



Module 5 Unit 4: Reaching People with Limited Health Literacy

Health Literacy is defined as the degree to which individuals have the capacity to obtain, communicate, process and understand basic health information and services needed to make appropriate health decisions.



Module 5 Unit 4: Reaching People with Limited Health Literacy

In order for a program to be effective, the audience must have access to information and must be able to understand what is being taught. Certain groups fall in the category of those with limited health literacy.

Those groups include:

- People with limited education
- People with limited English proficiency
- Minority population
- Seniors/older adults



• The poor

Module 5 Unit 4: Reaching People with Limited Health Literacy

Targeted audience must be reminded that:

- Poison specialists can answer most medication questions
- All calls are confidential
- Translation services are available
- All calls are free



You should assume that in any audience that you are trying to reach, there are people with limited health literacy.



Module 5 Unit 4: Reaching People with Limited Health Literacy

Barriers in utilizing the poison control center services:

- Lack of awareness
- Lack of confidence (shyness, shame)
- No telephone
- Fear/lack of trust
- Language barrier
- Cultural differences



• 911 is easier to remember

Module 5

Unit 5: Teaching Children about Poisons



Module 5 Unit 5: Teaching Children about Poisons

The program should be designed to present key messages about poisonings.

The goal is to provide children with the knowledge and skills to:

- Identify poisons
- Prevent poisons
- Respond appropriately in a poison emergency



Module 5
Unit 5: Teaching Children about Poisons

Programs for children can be conducted at:

- Schools
- Scout meetings
- Childcare centers
- Religious institutions
- Libraries
- After school programs



Module 5
Unit 5: Teaching Children about Poisons

Children should be able to:

- Define a poison
- Describe a poison
- Identify common poisons
- Identify "caution" words
- Explain proper storage
- Describe when to take medicine
- Identify someone who give you medicine
- Explain ways medicine/vitamins can be poisonous
- Explain why plants and mushrooms shouldn't be eaten
- Describe how to respond in a poison emergency
- Identify the number to call



Module 5
Unit 6: Program Evaluation



Module 5 Unit 6: Program Evaluation

The final step in planning and implementing a poison prevention activity is to ask yourself what you have accomplished.

Evaluating your activities will allow staff, volunteers and the rest of community to see what you have accomplished.



This will help you decide what changes are necessary and help you maintain momentum and enthusiasm for poison prevention in your community.

Module 5 Unit 6: Program Evaluation

Evaluations help to:

- Ensure the program does what it is intended to do
- Identify errors/problems and make improvements
- Identify activities that are successful
- Gain recognition and credibility as a poison prevention advocate
- Make sure partner organizations are satisfied
- Plan future programs