

Poison Prevention Week

Social Media Guide



Poison Prevention Week aims to **draw attention to the causes of unintentional poisoning and how to prevent them from occurring**. This guide is to help communities and partners use social media to support and promote **Poison Prevention Week 2020!**

Who is this guide for?

This guide is for all community leaders and partners who use social media tools or online communication media in a professional capacity, including, but not limited to, the following: Facebook, Twitter, Instagram, Snapchat, YouTube or blogs.

Use hashtags!

Use hashtags in all social media channels in order for us to gain momentum and build a community of support leading up to and during Poison Prevention Week, March 15 to March 21, 2020.

Primary Hashtag: #RethinkPoisons **Secondary Hashtag:** #NPPW2020

You can also create your own hashtags, but we urge you to use #RethinkPoisons and #NPPW2020 in all posts.

How do we engage?

Follow us and comment, share, like, re-post and retweet relevant content. We'll be doing the same, with as many of you as possible, leading up to and during Poison Prevention Week!

Twitter: @parachutecanada

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

LinkedIn: www.linkedin.com/company/parachute---leaders-in-injury-prevention

When should we start posting?

Start posting and tweeting about Poison Prevention Week any time! We want to boost the number of people who are aware of the Poison Prevention Week dates and start engaging your community partners and the public as soon as possible.

We encourage you to try and post every day during Poison Prevention Week: March 15 to 21, 2020.

What do we share?

Please share the link to Poison Prevention Week and any of the information/key messages available there: **parachute.ca/poisonpreventionweek**

We encourage you to download and add these easy-to-download Poison Prevention Week 2020 Social Media Images to your posts, to catch your readers' eye.

Other content ideas:

- Quotes from your community leaders (e.g., Mayor, Safe Community, local emergency services worker)
- Promotion of community events for Poison Prevention Week
- Photos from your events – these should be posted during or immediately after your event, if possible.

Sample Tweets/Social Media Posts

Below are sample posts you can use as tweets or as posts on other social media channels (Facebook, Instagram). You are also welcome and encouraged to come up with your own tweets and messages that make sense for your organization and your community!

Please note that tweets can only be 280 characters in length (including links). In addition to posting Poison Prevention Week materials, you can also tweet out references to your related materials and website at your organization. We have images we encourage you to use at **parachute.ca/poisonpreventionweek**. Please note: if you are planning to use paid advertisements, imagery with cannabis or cannabis edibles may be flagged and/or removed by certain platforms.

Before the start of Poison Prevention Week

- Poison Prevention Week runs from March 15 to March 21, 2020. Learn what common products can be harmful and how you can prevent unintentional poisoning. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- We're getting ready for Poison Prevention Week, March 15 to 21. Learn how you can get involved: parachute.ca/poisonpreventionweek #RethinkPoisons #NPPW2020
- Join us on [insert date] for a Poison Prevention Week event at [insert event information]. #NPPW2020 #RethinkPoisons

During Poison Prevention Week (March 15 to 21, 2020)

- DYK? Poison Centres across Canada received an average of 574 calls every day in 2018. Learn how you can prevent unintentional poisoning at parachute.ca/poisonpreventionweek #RethinkPoisons #NPPW2020
- 1 in 4 parents report they properly store their cannabis edibles. Remember to always keep them locked up, out of sight and out of reach of children. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek

25%

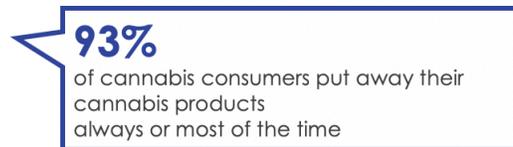
of parents who consume edibles
properly store their edibles



- Children want to be just like you! Avoid using cannabis products or taking cannabis edibles in front of your children, as they often try to copy parent/caregiver behaviour. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- 94% of Canadian parents who use cannabis agree it is their responsibility to safely put away their cannabis. Learn how at parachute.ca/poisonpreventionweek #NPPW2020 #RethinkPoisons
- You know cannabis is now legal in Canada, but do you know how to safely store your cannabis products? Learn how at parachute.ca/poisonpreventionweek #NPPW2020 #RethinkPoisons

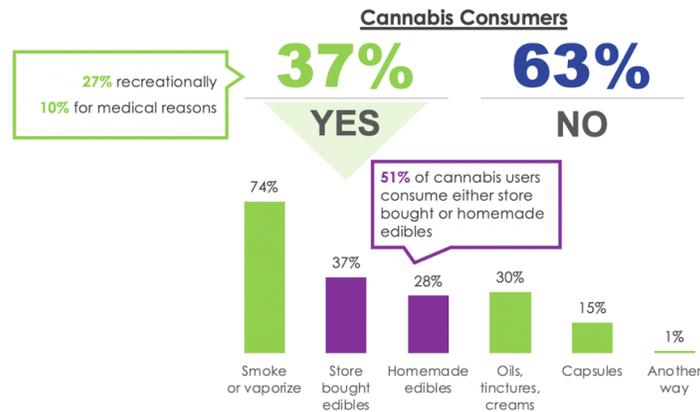


Parents under 35 are less likely to say they *always* put away cannabis products immediately after use (64% vs. 74% 35-44, 79% 45+)

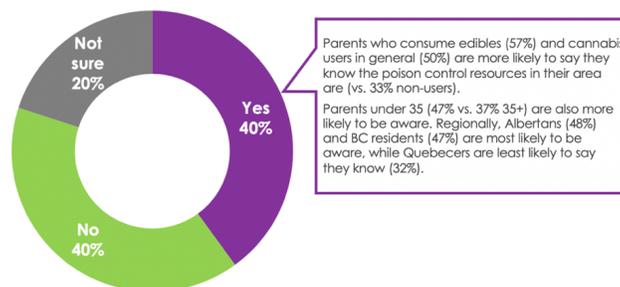
- Nearly 90% of parents agree it's easy for a child to mistake cannabis edibles for candies or sweets. Prevent poisoning before it happens: keep cannabis locked up, out of sight and out of reach. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- Almost 4 in 10 Canadian parents use cannabis, and half of those say they consume cannabis edibles. Be sure you know how to safely store your cannabis products away from your children. Learn how at parachute.ca/poisonpreventionweek #RethinkPoisons #NPPW2020



- Only 40% of Canadian parents report knowing about local poison control resources. Remember to keep your local poison centre phone number stored in your cellphone or in a visible location, such as on your fridge. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- Children are smaller and weigh less, which makes them vulnerable to poisoning from the chemicals in cannabis. Always keep cannabis products locked up, out of sight and out of reach of children. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek
- It's common for younger children to explore their world by putting things in their mouths. Keep potentially harmful items out of reach, including cleaners, poisonous plants, and cannabis products. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- Toddlers don't understand serving size. Getting into a package of cannabis edibles can have serious effects for your child. Keep cannabis products locked up, out of sight and out of reach. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek



- Cannabis edibles may look like a safe snack to a curious child. Always store your cannabis edibles locked up, out of sight and out of reach. #RethinkPoisons #NPPW2020 parachute.ca/poisonpreventionweek
- Cannabis can be poisonous to children, because it affects them differently than adults. Lock up cannabis just like you lock up medications and other potentially harmful household products. Learn more at parachute.ca/poisonpreventionweek #NPPW2020 #RethinkPoisons

After Poison Prevention Week

- Poison Prevention Week has wrapped up, but #InjuryPrevention is important all year long! Visit @parachutecanada for info & tips: parachute.ca #NPPW2020 #RethinkPoisons

Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at mboichuk@parachute.ca

This material is made possible through a financial contribution from Health Canada; the views expressed herein do not necessarily represent the views of Health Canada.