



SOCIAL MEDIA GUIDE

Poison Prevention Week – March 21 to 27, 2021

Poison Prevention Week aims to **draw attention to the causes of 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 2021!**

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, 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 21 to March 27, 2021.

Primary Hashtag: #CheckForPoisons **Secondary Hashtag:** #NPPW2021

You can also create your own hashtags, but we urge you to use #CheckForPoisons and #NPPW2021 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: facebook.com/parachutecanada

Instagram: instagram.com/parachutecanada

LinkedIn: 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 21 to 27, 2021.

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 2021 Social Media Images to your posts, to catch your readers' eye.

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/PPWimages. 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 21 to March 27, 2021. Learn what common products can be harmful and how you can prevent unintentional poisoning. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek

We're getting ready for Poison Prevention Week, March 21 to 27. Find useful resources and learn how you can get involved: parachute.ca/poisonpreventionweek #CheckForPoisons #NPPW2021

This #PoisonPreventionWeek, we're showing you that poison prevention is in your hands. Stay tuned to learn how to #CheckForPoisons around your home and safely store poisonous items. parachute.ca/poisonpreventionweek #NPPW2021

During Poison Prevention Week (March 21 to 27, 2021)

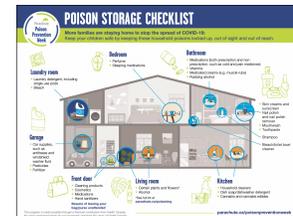
The power to prevent poisonings is in your hands. Visit parachute.ca/poisonpreventionweek to learn how to #CheckForPoisons and make your home poison-safe. #NPPW2021



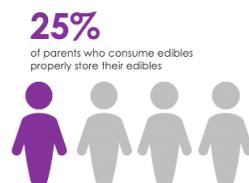
DYK? Poison Centres across Canada received an average of 574 calls every day in 2018. Learn how you can prevent unintentional poisoning at parachute.ca/poisonpreventionweek #CheckForPoisons #NPPW2021



You may have more cleaning products in your home than usual right now, many of which can be poisonous if not used or stored correctly. Use the Poison Storage Checklist to make your home poison-safe: parachute.ca/poisonpreventionweek #CheckForPoisons #NPPW2021



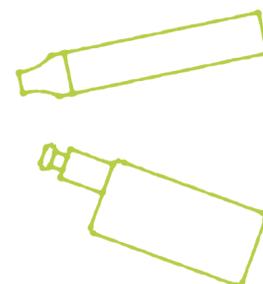
1 in 4 parents report they properly store their cannabis edibles. Remember to always keep cannabis products locked up, out of sight and out of reach of children. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek



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. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek



Children under 5 accounted for nearly 45% of e-cigarette related poisonings between 2012 & 2017. Over half of these were from swallowing e-cigarette liquid. Keep them locked up & out of sight. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek



94% of Canadian parents who use cannabis agree it is their responsibility to safely put away their cannabis. Learn how to store cannabis and other potential poisons safely at parachute.ca/poisonpreventionweek #NPPW2021 #CheckForPoisons



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. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek



Only 40% of Canadian parents report knowing about local poison resources. Remember to keep the poison centre phone number stored in your cellphone or in a visible location, such as on your fridge. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek



Children are smaller and weigh less, which makes them vulnerable to poisoning. Always keep poisonous products locked up, out of sight and out of reach of children. #CheckForPoisons #NPPW2021 parachute.ca/poisonpreventionweek

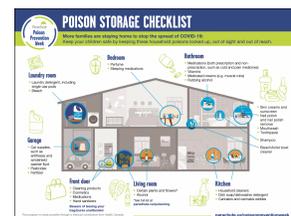
Children want to explore the world around them, but they aren't always aware of the substances that may harm them. With your children at home with you more often, be sure to #CheckForPoisons and lock poisonous items up high and out of reach. parachute.ca/poisonpreventionweek #NPPW2021



You have the power to prevent poisoning before it happens: always keep products in their original, child-resistant packaging. parachute.ca/poisonpreventionweek #CheckForPoisons #NPPW2021



While you are spending more time at home, now is a great time to check your home for potential poisons and ensure you are storing them safely. You can use the resources available at parachute.ca/poisonpreventionweek to #CheckForPoisons #NPPW2021



Cannabis edibles or laundry detergent pods may look like candy to a curious child. Always store these potentially poisonous items locked up high, out of sight and out of reach. #CheckForPoisons #NPPW2021 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 #NPPW2021 #CheckForPoisons



Medications, vitamins, care products, cleaners, car supplies, cannabis products, e-cigarettes, pesticides, and some plants can be poisonous to children. Learn how you can keep your child safe at home, at parachute.ca/poisonpreventionweek #CheckForPoisons #NPPW2021



You may be aware of common household poisons such as cleaners & medications, but don't forget that items such as cannabis products, e-cigarettes, and laundry detergent pods are also poisonous to children. Learn more at parachute.ca/poisonpreventionweek #NPPW2021 #CheckForPoisons



After Poison Prevention Week

Poison Prevention Week has wrapped up, but #InjuryPrevention is important all year long! Visit @parachutecanada for info & tips: parachute.ca #NPPW2021 #CheckForPoisons

Ask Our Advice

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

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