



**HRSA**  
Poison Help

RADIO PUBLIC SERVICE CAMPAIGN

**KEEP POISON EXPERTS  
IN YOUR POCKET**

**1-800-222-1222**





# Real Help in Real Time

Dear PSA Director,

We've all been there. The panic after feeling dizzy from using cleaning supplies. The fear of realizing your child ate the dog's medicine. The concern when you accidentally spray yourself with pesticides. These scenarios could all be serious and lead to questions. Every minute counts. But where should you turn to for answers?

Fortunately, the Health Resources and Services Administration's (HRSA) new Poison Help Campaign connects people with experts through the Poison Help Line: 1-800-222-1222. It's real help, in real time. It's free, confidential and offers support in more than 100 languages. By airing this new and timely PSA campaign, you can help people get the immediate support they need and avoid potential injury or poisoning. They can also keep the experts at the ready by carrying the phone number with them.

This HRSA Radio PSA (in 0:30 and 0:15-second lengths) is ready to air immediately and has no expiration date. Please place these in your active rotation and air them as often as possible to help keep your listeners safe. You will be doing a real service. In real time. Thank you in advance for your support.



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## RADIO PSA SCRIPTS

### "The Poison Help Line: Real Help. In Real Time." (:30)

**MAN 1 V/O:** I thought mixing bleach with my floor cleaner would take the stain out.

**WOMAN V/O:** When my youngest ate the dog's medicine that was a new one.

**MAN 2 V/O:** I was trying to protect my garden, but I accidentally sprayed myself with pesticide.

**MAN 1 V/O:** So I called 1-800-222-1222. The Poison Help Line.

**WOMAN V/O:** A poison expert helped me figure out what to do next.

**MAN 2 V/O:** I was connected to someone who spoke Spanish.

**MAN 1 V/O:** They answered my questions. It was free.

**MAN 2 V/O:** It was confidential.

**MAN 1 V/O:** It was real help, in real time.

**NARRATOR V/O:** Keep the poison experts in your pocket. 1-800-222-1222.

## RADIO PSA SCRIPTS

**“The Poison Help Line: Real Help. In Real Time.” (:15)**

**WOMAN V/O**: My youngest ate the dog's medicine.

**MAN V/O**: I accidently sprayed myself with pesticide.

**NARRATOR V/O**: No matter what the emergency, call the poison help line at 1-800-222-1222.

It's fast, free and confidential. 1-800-222-1222.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

[www.causewaypsa.com/HRSA](http://www.causewaypsa.com/HRSA)

### **NO END DATE FOR USE**

The Poison Help Line: Real Help. In Real Time. (:30, :15)

Please visit the following website to provide PSA  
usage information for this campaign:

<http://psa.causewaypsa.com/?p=W144077>

Please let us know your preferences on receiving  
PSAs by contacting [info@causewaypsa.com](mailto:info@causewaypsa.com)



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**Poison Help**

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