



HHS

HRSA

Poison Help



Make the Call

WHEN THE MOMENTS COUNT.



**Poison Prevention
TV PUBLIC SERVICE CAMPAIGN**



FAST, FREE, CONFIDENTIAL

1-800-222-1222



HRSA
Poison Help

THE POISON HELP LINE:

Make the Call

WHEN THE MOMENTS COUNT.

Dear PSA Director,

That critical moment of a potential poison emergency when your heart is racing. Trying to recall if the cap to the medicine bottle was put back on safely. Retracing our steps. The panic. "Did you eat mommy's medicine?"

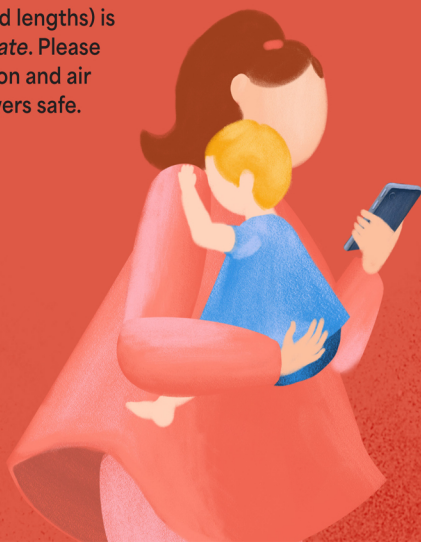
A simple oversight could have serious consequences. Every moment counts. But where should you turn to for answers to **get ahead of a poison emergency?**

Fortunately, the Health Resources and Services Administration's (HRSA) new Poison Control PSA campaign helps connect people with experts through the Poison Help Line: 1-800-222-1222. It's free, confidential, and offers assistance in more than 160 languages.

By airing this new and timely PSA campaign, you can help people receive the immediate support they need and avoid potential injury or poisoning.

This HRSA TV PSA (in 0:60, 0:30, and 0:15-second lengths) is ready to air immediately and has *no expiration date*. Please make the call to place these in your active rotation and air them as often as possible to help keep your viewers safe.

Thank you in advance for your support.



TV PSA SCRIPTS

"Retracing the Steps" (:60)

MOM V/O: Why didn't I put away the pill bottle? What happened to the cap?

NARRATOR V/O: During a poison emergency, we try to remember every moment even as we live in the moment.

MOM V/O: Did you eat mommy's medicine? I didn't wait for an answer. I called the Poison Help Line and was immediately connected to a poison expert. The call was free, confidential and it turned a moment of panic into a moment of relief.

NARRATOR V/O: Make the call when the moments count. Get ahead of a poison emergency 1-800-222-1222.

TV PSA SCRIPTS

"Retracing the Steps" (:30)

MOM V/O: Why didn't I put away the pill bottle? What happened to the cap? Did you eat mommy's medicine?

I didn't wait for an answer. I called the Poison Help Line and was immediately connected to a poison expert.

NARRATOR V/O: Make the call when the moments count. Get ahead of a poison emergency 1-800-222-1222.

"Retracing the Steps" (:15)

MOM V/O: Why didn't I put away the pill bottle? Did you eat mommy's medicine? I didn't wait for an answer.

NARRATOR V/O: Make the call when the moments count. Get ahead of a poison emergency 1-800-222-1222.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.causewaypsa.com/HRSA

NO END DATE FOR USE

Retracing the Steps" (:60, :30, :15)

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com



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Poison Help



THE CAUSEWAY AGENCY
Advancing Causes for the Greater Good

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