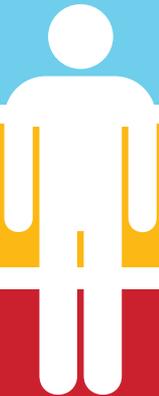
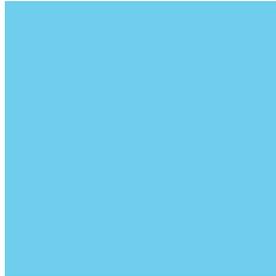


CAROLINAS POISON CENTER
BIENNIAL REPORT

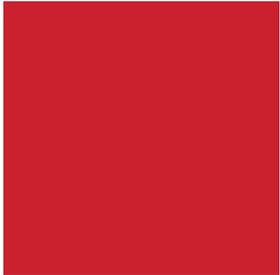


2010 | 2011



POISONINGS
LEAD TO MORE THAN
35,000
DEATHS EACH YEAR.

DRUG-RELATED
POISONINGS
RESULT IN NEARLY
700,000
VISITS TO HOSPITAL
EMERGENCY
DEPARTMENTS
EACH YEAR.





You reach for your medicine, grab two pills and swallow them with a quick sip of water. That's when you realize...
THOSE WEREN'T YOUR PILLS.

If this sounds familiar, you're not alone. Carolinas Poison Center took over 20,000 calls in 2010-2011 related to situations just like this one, handling more than 200,000 total calls during the two-year period.

Whether it's the wrong medicine, wrong dose or something that shouldn't have been eaten, tasted, swallowed, touched or inhaled—we've seen it all, and you won't find anyone better to provide the help needed for your situation.

Why wait it out in a hospital or urgent care if you don't have to? Why worry about something that could be treated or monitored at home?

If you've reached for the wrong medicine bottle, reach for us. **We'll be here.**

CAROLINAS POISON CENTER SNAPSHOT 2010-2011



218,594
CALLS ANSWERED by
Carolinas Poison Center

18% Calls MADE BY A DOCTOR,
NURSE OR PHARMACIST
looking for treatment advice
related to poisoning exposures 

80%
ACCIDENTAL
poisonings



49%
Calls concerning
a CHILD UNDER
6 YEARS OLD

73% Calls handled
AT HOME
or the call site 

\$ 9 million: Estimated annual
medical COST SAVINGS by
managing patients at home



POISONINGS ARE NOW THE
NO. 1 CAUSE OF ACCIDENTAL
INJURY **DEATH** NATIONWIDE,
AHEAD OF EVEN CAR AND
MOTORTCYCLE ACCIDENTS.

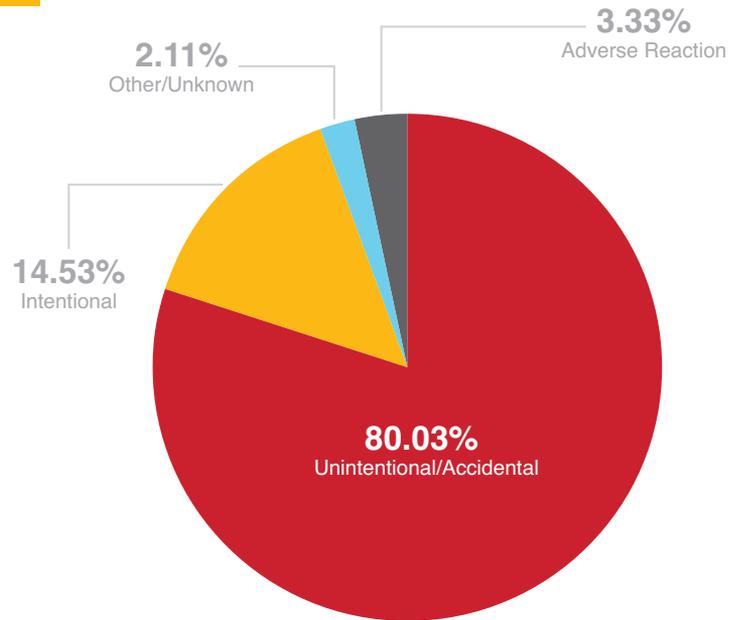


49,836



Number of calls
related to pain relievers

HOW WAS THE PERSON POISONED?





CAN I CALL 911 OR MY DOCTOR ABOUT A POISONING?

When you have a heart problem, you visit a cardiologist. If you have cancer, you see an oncologist. IF YOU'VE BEEN EXPOSED TO A POISON, you need someone specially trained in understanding poisons (toxins).

THAT'S WHO WE ARE. Healthcare professionals specially trained in the field of toxicology. We know how much is too much and what substances can be dangerous, even in the smallest amounts.

People may think to call 911 first with a poisoning emergency since it is the most widely known emergency service number. But because poisonings require specialized knowledge and care, 911 dispatchers, first responders and even doctors seek our advice for management of poisons.

Think of us as your 911 for poisonings. Program our number into your phone for quick and easy access.



Call 911 if someone:

- collapses
- has a seizure
- stops breathing
- experiences chest pains
- is unconscious

Call Carolinas Poison Center if someone:

- swallows the wrong medication or too much medication
- breathes in poison
- gets poison in their eyes or on the skin
- swallows something that is not food or medication
- is bitten by a snake or spider

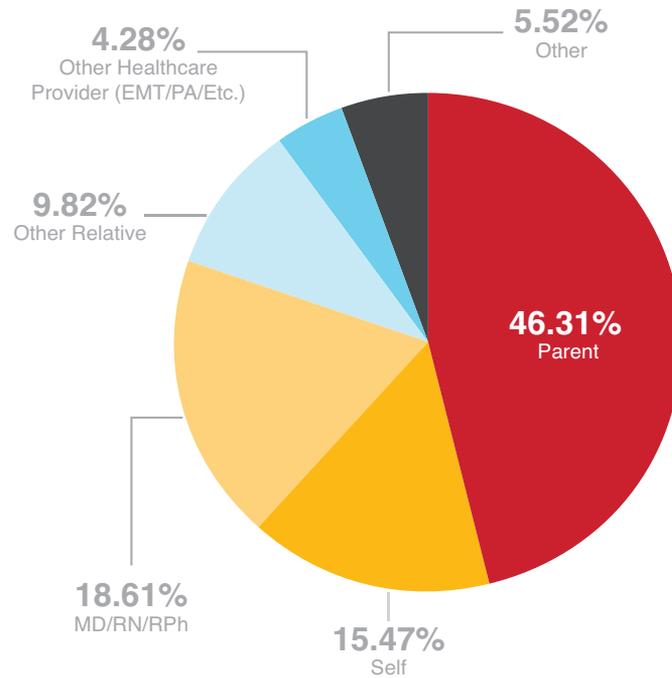
1-800-222-1222



DID YOU KNOW?

Doctors, nurses and pharmacists call us routinely. In 2010-2011, healthcare professionals accounted for nearly 20 percent of our overall call volume. **IF YOUR DOCTOR TRUSTS CAROLINAS POISON CENTER FOR POISONING ADVICE, SHOULDN'T YOU?**

WHO PLACED THE CALL?



■ A mom called Carolinas Poison Center when her 21-month-old son drank a mouthful of gasoline. Beth, a nurse specialist at the Poison Center, gave the mom advice about what to do and then monitored the child for further symptoms: “Thank you for being there, and for your services. I was so scared. I’m grateful Beth was there for me, and I really appreciate your caring about my son.”



MAINTAINING YOUR **PRIVACY**. BUILDING YOUR **TRUST**.

WE KNOW THAT ACCIDENTS HAPPEN.

If you need to call us, it’s important to know that Carolinas Poison Center is not a reporting agency. Our calls are protected by the same HIPAA privacy laws that protect a visit to your doctor.

If you’re calling the Poison Center, you’re doing the right thing. [Our staff offers caring, non-judgmental advice.](#)



■ *The Poison Center can help if someone has a question about whether a plant or mushroom may be poisonous. A grandmother called the center after her 4-year-old grandchild ate several mushrooms from the yard. The specialist gave advice about how to store the mushroom pieces for identification and what symptoms might occur. The specialist made a follow-up call the next day to ensure the child was okay: "I am so thankful for your help last night. You saved us a hospital bill."*

DID YOU KNOW?

Nurses and pharmacists who are specialists in poison information handle the calls at Carolinas Poison Center.

TOP 5 MOST COMMON SUBSTANCES RESULTING IN POISONINGS

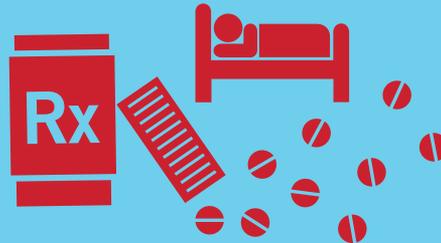
NON-PHARMACEUTICALS

Cosmetics/personal care products
Cleaning substances (*household*)
Pesticides
Foreign bodies/toys/miscellaneous
Alcohols

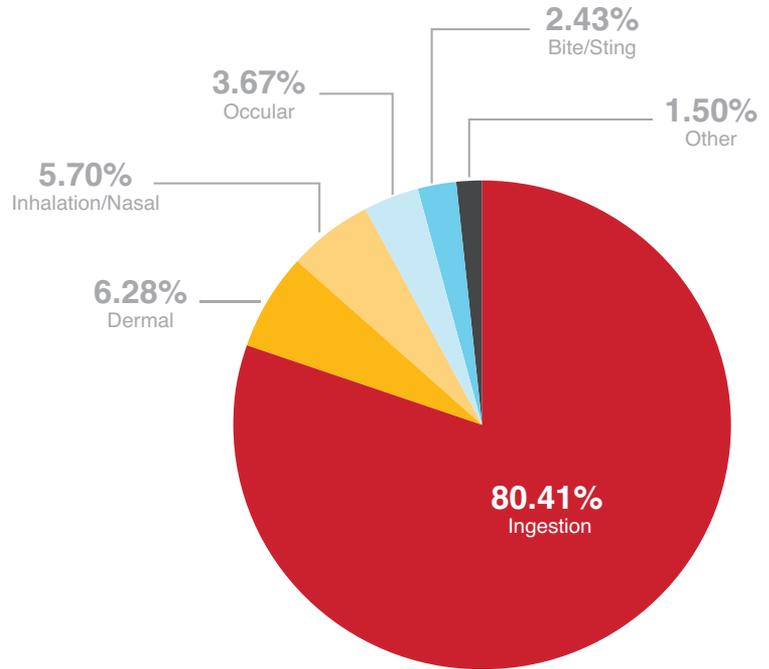


PHARMACEUTICALS

Analgesics (pain relievers)
Sedatives/hypnotics/antipsychotics
Cardiovascular drugs
Antihistamines
Antidepressants



ROUTE OF EXPOSURE



■ A husband called Carolinas Poison Center when his wife opened a container of chlorine tablets and felt sick after inhaling the fumes. Denise, the nurse specialist, recommended treatment that had the patient feeling better in no time: “You all are unsung heroes.”



I CAN CALL FOR THAT?

People often think poisons will look dangerous or be clearly marked. The reality is that poisons surround our daily lives. **ANYTHING CAN BE A POISON** if it's used incorrectly or by the wrong person.

EXAMPLES OF CALLS WE TAKE:

- A senior adult who accidentally takes his fast-acting diabetes insulin instead of his slow-acting insulin
- A child who eats the family dog's medicine
- A child who tastes a mouthful of gasoline
- An adult working in her garden who accidentally swallows pesticide
- Employees exposed to unknown fumes at their office
- An adult who develops a rash after a reaction to her medicine
- An adult who takes a double dose of allergy medicine
- A parent who gives a child the wrong medicine by mistake
- A child playing in the yard who is bitten by a snake

DID YOU KNOW?

In 2011, the American Association of Poison Control Centers created an app for iPhone users to quickly connect them to their Poison Center.

The app provides tips to help prevent poisoning emergencies. Visit the iTunes marketplace to download the app for free.



WHO DOES CAROLINAS POISON CENTER SERVE?

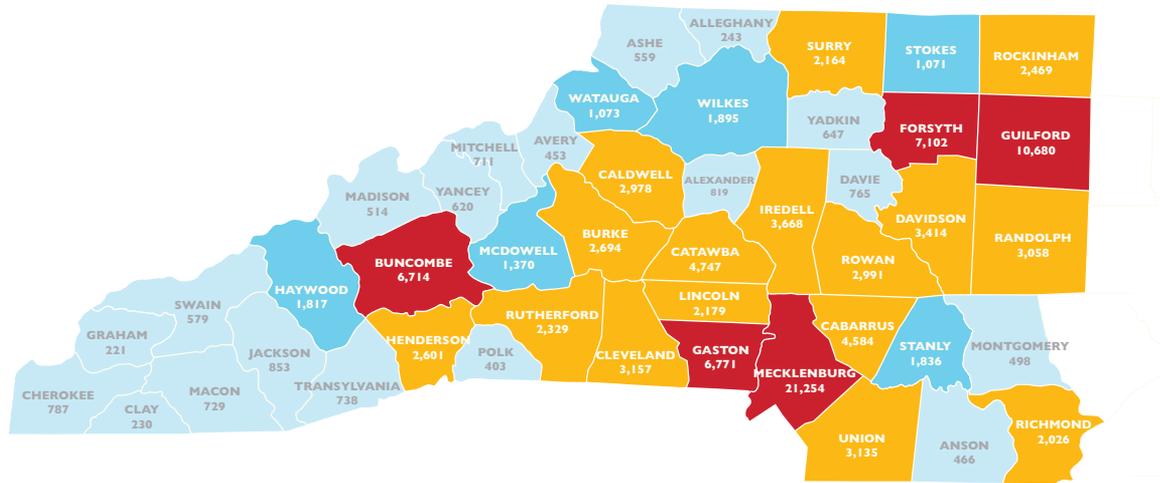
Carolinas Poison Center serves people in all 100 counties of North Carolina. Since a poisoning can happen to anyone, we help people in all stages of life: young children, teens, adults and senior adults.

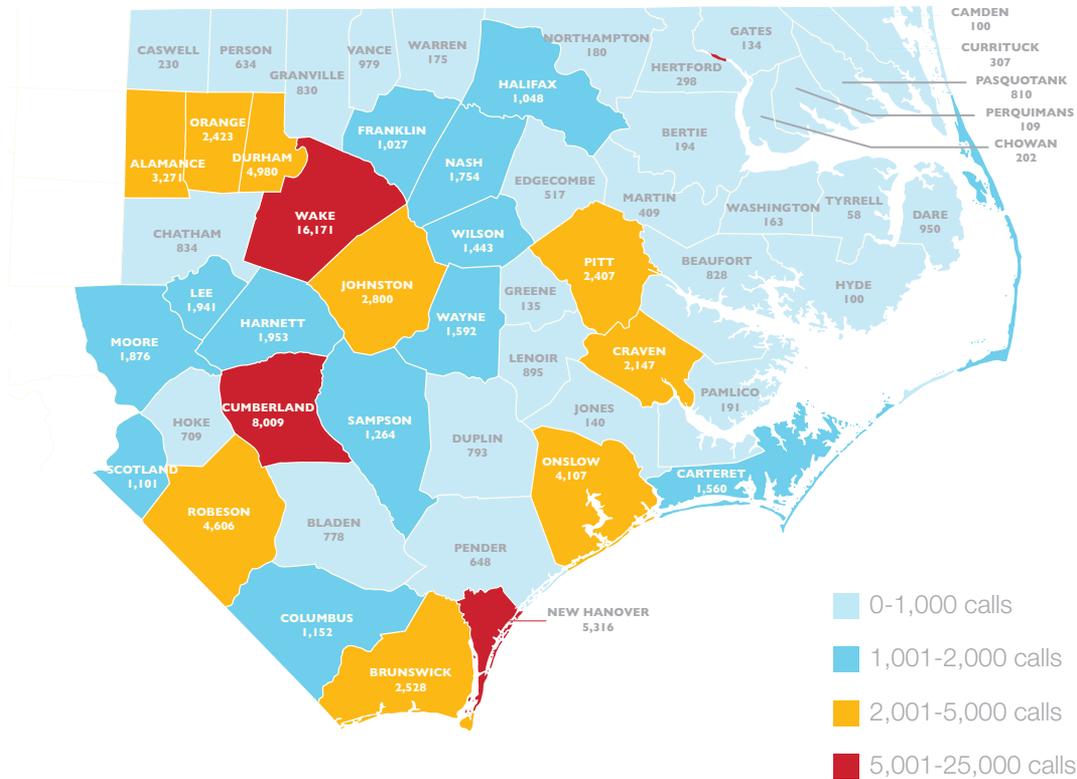
We also serve community and public agencies as they deal with the effects of poisonings on the populations they serve. Some of the agencies we assist include:

- police officers who are looking for drug information
- health departments needing the latest news about medicine formulation changes
- school nurses who are trying to treat medication overdoses

Whether we're helping you or those who serve you, Carolinas Poison Center is an important part of maintaining your health.

CALL VOLUME BY COUNTY







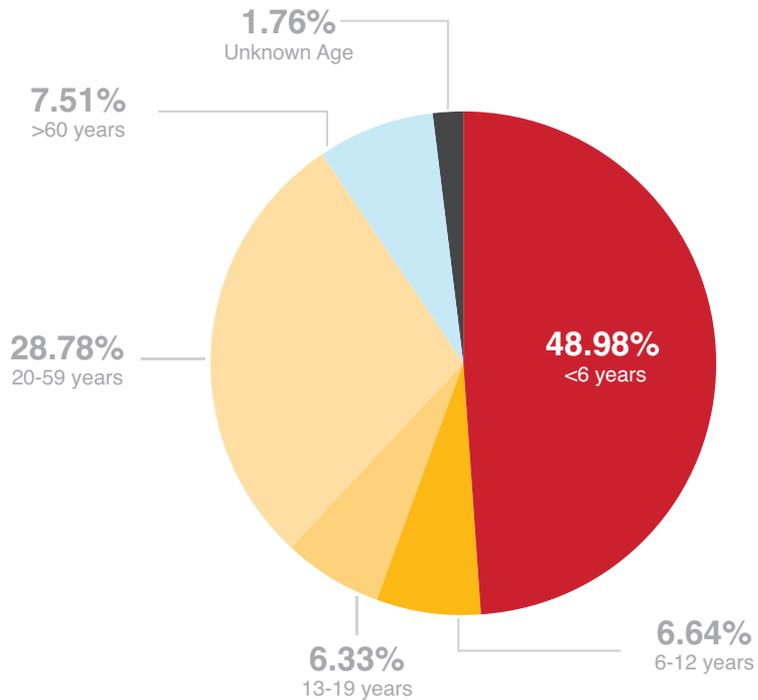
NOT JUST A CHILDHOOD INJURY.

Traditionally, poisonings are thought of as happening mainly to children, but people of all ages are exposed to poisons.

Nearly 30 percent of calls in 2010-2011 came from adults 20-59 years old. This is also the age group most likely to die from a poisoning. Poisoning deaths often stem from drug use, misuse and abuse.

Seniors need the Poison Center, too. We handle questions or concerns about medicine dosage, interactions and side effects—and it's easy for people of any age to mistake one medicine for another.

WHAT WAS THE **AGE** OF THE PERSON EXPOSED TO THE POISON?



AN (RX) DRUG EPIDEMIC.

In 2010-2011, almost 50,000 calls were made to Carolinas Poison Center about some kind of pain reliever. That's nearly 25 percent of our total call volume. Often calls about prescription or other drugs come from healthcare professionals. Because our toxicologists, nurses and pharmacists are familiar with side effects and symptoms, we are the resource healthcare professionals turn to for advice about prescriptions, emerging drugs of abuse or illegal drugs.

Prescription pain medication abuse is the most prominent drug threat today. According to the Centers for Disease Control, in 2010 **1 in 20 people used prescription medicines in a non-prescribed way**. In the same year, American adults received enough pain killers to medicate each one of us around the clock for one month.



THE RISE OF EMERGING DRUGS OF ABUSE AND THE ROLE OF CAROLINAS POISON CENTER.

2010-2011 featured a new era of drug misuse and abuse centered around emerging drugs of abuse known as K2/Spice and Bath Salts. Because of their unpredictable formulations and link to several deaths, North Carolina banned both substances in June 2011.

In 2011, the American Association of Poison Control Centers reported that the nation's 57 poison centers took **nearly 13,000 calls related to K2/Spice and Bath Salts**. Carolinas Poison Center took 650 of those calls.



ALSO KNOWN AS...

Bath Salts	K2/Spice
Ivory Wave	Genie
Lunar Wave	Spice Gold
Vanilla Sky	Yucatan Fire
Cloud 9	Mary Jo

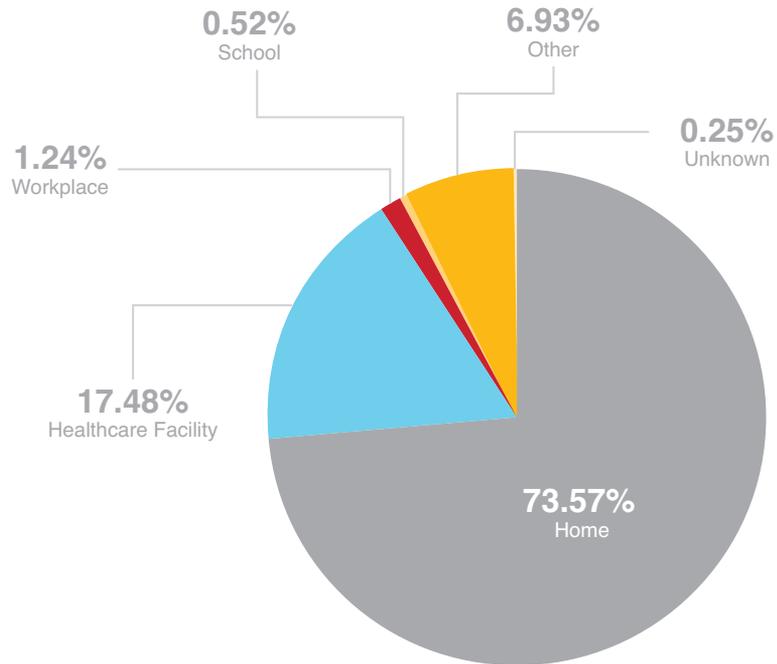
A QUIET PROTECTOR.

Not only are Carolinas Poison Center staff on the clock 24/7 to handle your poisoning emergency or question, we've got our finger on the pulse of the state's health as well—watching and monitoring for outbreaks related to everything from food borne illnesses to chemical or biological agents. Our data system pinpoints when and where outbreaks occur, so we can work with public health officials to act quickly.

We upload real-time data to the North Carolina Disease Event Tracking and Epidemic Collection Tool and the National Poison Data System, allowing us to track state and national poisoning trends.

■ *A mom called the Poison Center when her toddler son ate some vapor rub out of the jar: “The nurse was great! Right away she told me what was in the vapor rub and what reactions, if any, he would have. It saved us a whole day of not having to go to the hospital and, instead, we continued on to the game as planned!”*

CALLER SITE



■ *An emergency department doctor called after a patient came in with a copperhead snake bite. The nurse specialist gave recommendations on treating the patient, including specific laboratory tests to run: "I really appreciate your help today because I am not used to taking care of snake bites."*

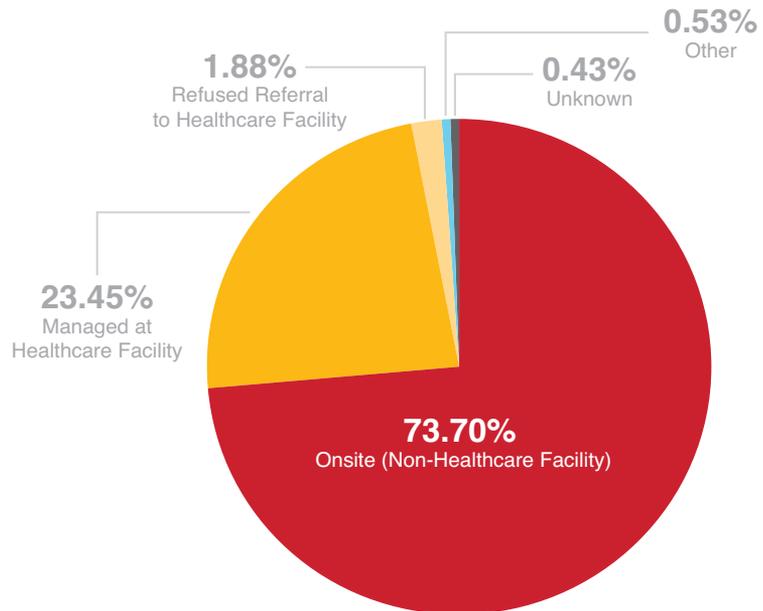
PREPARING THE NEXT GENERATION.

Very few healthcare providers receive intensive toxicology instruction during their undergraduate and graduate education. Carolinas Poison Center serves as a training ground for future pharmacy students and resident physicians who have an interest in or will be treating poisoned patients. Some of these trainees include emergency medicine residents from Carolinas HealthCare System who spend a month learning toxicology at the Poison Center.

In 2010 and 2011, 30 emergency medicine resident physicians completed a month-long concentrated learning experience at Carolinas Poison Center. In addition, 25 pharmacy students from the University of North Carolina's Eshelman School of Pharmacy and Wingate University School of Pharmacy completed rotations at the Poison Center. Gaston Memorial and WakeMed hospitals have also sent pharmacists and physicians to Carolinas Poison Center to receive training in toxicology.



WHERE WERE THE POISONINGS MANAGED?



EDUCATING AND EMPOWERING.

In 2011, Carolinas Poison Center launched its online store featuring a variety of poison prevention educational materials. At www.PoisonShop.org, North Carolinians can access poison safety information specific to their situation. Whether you need tips to poison-proof your family or your county, Carolinas Poison Center can help. In 2010-2011, we received nearly 300 orders through our online store and **distributed over 600,000 educational materials.**

Order at your convenience, anytime. From information related to keeping your infant safe from poisons, to talking with aging parents about medication dangers, www.PoisonShop.org offers resources that protect your family and enables them to enjoy what matters most.

■ *A police officer expressed his thanks for poison prevention materials sent by Carolinas Poison Center for outreach in his county: "Great program—particularly in this economy. These materials will greatly help with our 24-hour prescription medicine disposal box at the Mount Airy Police Department. THANKS!"*

MARCH IS NATIONAL POISON PREVENTION MONTH

CALL during the wee hours.
1-800-222-1222



You can prevent poisonings at home.

- Keep medicines high and locked up out of children's reach.
- Talk to your children about the difference between medicines and candy.
- Remember: Household products like cleaners and personal care items can be poisons, too, if they get into the wrong hands.

Program Carolinas Poison Center's number into your phone:
1-800-222-1222
From Carolinas: Cost of Hours is 20¢.




Carolinas Poison Center
 PoisonExpertsOnCall.org

POISON Help
 1-800-222-1222
 POISON EXPERTS ON CALL

POISON EXPERTS ON CALL.

A 2011 survey conducted by the Health Resources & Services Administration found that only 4 percent of those surveyed knew the number to their poison control center. In 2010-2011, Carolinas Poison Center sought to bridge that gap through an awareness campaign about our services.

Carolinas Poison Center launched a print and online campaign focusing on the important role the Poison Center plays in maintaining the health and well-being of North Carolinians—and of course—promoting our number. Since a poisoning can happen in an instant, you never know when you may need to call.

The campaign featured ads, posters and banners in pediatric and general practice offices throughout North Carolina, and online ads on commonly visited parenting sites.





Carolinas Poison Center

www.ncpoisoncenter.org

1-800-222-1222