



22 Years of Service to New Jersey's Residents

2005



Medical Director's Message

Calendar year 2005 was a pivotal year for NJPIES. Living in substandard, "temporary" housing for four years we found ourselves actively planning for space and the move to new permanent quarters in New Jersey Medical School's new Ambulatory Care Center. Anyone who has ever moved their home knows of the chaos which develops. Anyone who has ever built a home is also aware of all of the problems and foibles involved, imagine doing both while trying to keep a hotline service in operation and then you can imagine what we went through. Our new space has over 6,000 square feet. It will be fully equipped with sufficient workstations to assign each information specialist his/her own "home." Each workstation will be "state of the art," with adjustable height work surfaces to help combat fatigue and repetitive action strain which often interfered with their efficient operation. We will be self-contained and able to function under extraordinary circumstances with layers of back-up support for our telephones, electrical service and data. We also have established a disaster recovery area in another building on the campus to enable us to relocate in the very unlikely event that even our back-up systems were to fail. This disaster recovery area will be our home for a few days as we move all of our present equipment and transfer all of our services to our new home in an orderly fashion.

You may notice an apparent drop in call volume during the year. This was apparent only in the last 2 quarters. It appeared to occur during a time of difficulty with 2 developing telephone technologies. Cell phone and Voice Over IP have presented a problem to the poison control system nationwide. The current technology does not support location distribution of telephone callers over cell or VoIP service. My own cell phone, on the T-Mobile system and with a NJ area code, connects me to the New York City poison center if I dial the nationwide number, 800-222-1222. On the other hand, we get calls from Connecticut via the cell carrier Sprint when they call the same

telephone number. The Philadelphia Poison Center reports difficulty in that they are receiving cell calls from Maryland. The VoIP problem is even worse. Although it was never advertised as a replacement for standard telephone service, the price is so good that many consumers have transferred their old land line numbers to VoIP services. Calls made from VoIP are handled by the classic 800 national services arising from wherever the VoIP service provider happens to originate the land portion of the call. If the service provider is Vonage, located in Edison, NJ, we receive the call at NJPIES regardless of where the user is physically located. Vonage is working on a solution. Thus the problem with call volume is not unique to NJ, is inconsistent and is probably at least partly responsible for the change in call volume. NJPIES has been involved with our national association, the American Association of Poison Control Centers, in addressing the issue at a national level.

NJPIES was once again, in the forefront of public health response to disease outbreak. We uncovered a problem with illicitly sold clenbuterol, a banned stimulant, sold "on the street" as heroin. Although the "perpetrator" has not been found, the outbreak spread from South Carolina to Connecticut.

Academically we were very successful again in our efforts. Two of our poison information specialists presented "posters" at the North American Congress of Clinical Toxicology and Dr. Vassilev, our epidemiologist, presented from the "platform" on his look at the effect of calls to NJPIES on hospitalization in NJ. In addition, NJPIES collaborated in a report on the clenbuterol experience. We had 3 manuscripts published in peer-reviewed journals.

As always, our educational mission was satisfied by our training of nurses, pharmacists and residents in pediatrics, family practice and internal medicine.

Steven M Marcus, MD, Medical Director.

*“According to the
Institute of Medicine.
The National Academies
Office of News and
Public Information.
“Poisoning is a much
larger public health
problem than has gen-
erally been recognized
and no comprehensive
system is in place for its
prevention and control.”*



Mission of NJPIES

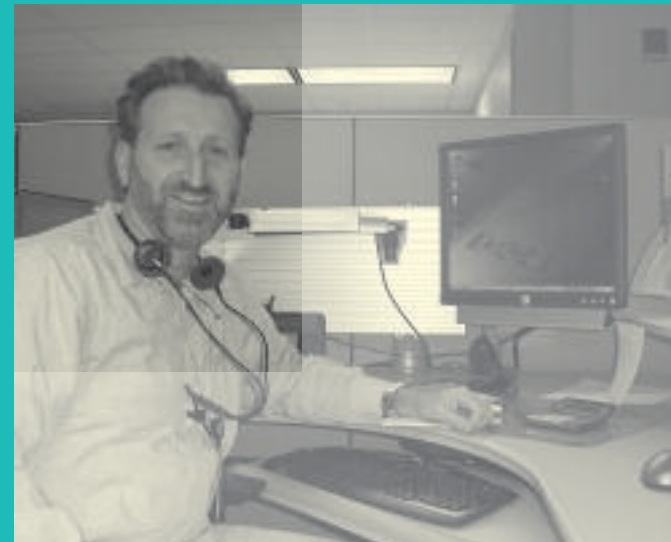
The New Jersey Poison Information and Education System (NJPIES) was created by legislation (N.J.S.A. 26:2-119 et seq.) and began service on February 1, 1983, replacing 35 poison control centers located in New Jersey hospitals. Its mission is to provide treatment and the provision of information concerning poisons, drugs and targeted health issues through telephone management, consultation, education and research.

History & Organizational Background

New Jersey's first poison center was established in the late 1950s. By 1975 there were 32 "Poison Control Centers" located in acute care hospitals throughout the state. These centers were located in pharmacies which often were not open 24 hours a day, and in emergency rooms. No center had staff entirely dedicated to it and little or no records were kept of calls handled by these centers. Some of the centers subscribed to some sort of data base, but, aside from that cost, no center had a budget assigned to it.

In 1978, in response to a federal initiative to develop regional emergency medical services, New Jersey developed a task force to look into how to provide poison center services. In response to this initiative, the state legislature passed enabling legislation calling upon the New Jersey Department of Health to develop a drug and poison information program for the state. In February 1983, as the result of this legislation and in a cooperative effort between the New Jersey Hospital Association and the New Jersey Department of Health the regional poison control system, New Jersey Poison Information and Education System (NJPIES), was born.

In 1982, a total of 5,000 calls to the 32 Poison Control Centers were reported, over 1,000 to one center, the future home of the regional program. In 1983, in the



*“All calls to your
Poison Control
Center are FREE
of charge.”*

first 11 months of its existence, NJPIES responded to over 30,000 calls. The initial staff of 5 information specialists worked in a basement apartment furnished by the host hospital. Funding was provided by a small grant from the federal government and the state, voluntary contributions from the former 31 Poison Control Centers and a grant in aid from a pharmaceutical company. Administrative support and medical direction was provided by the host hospital.

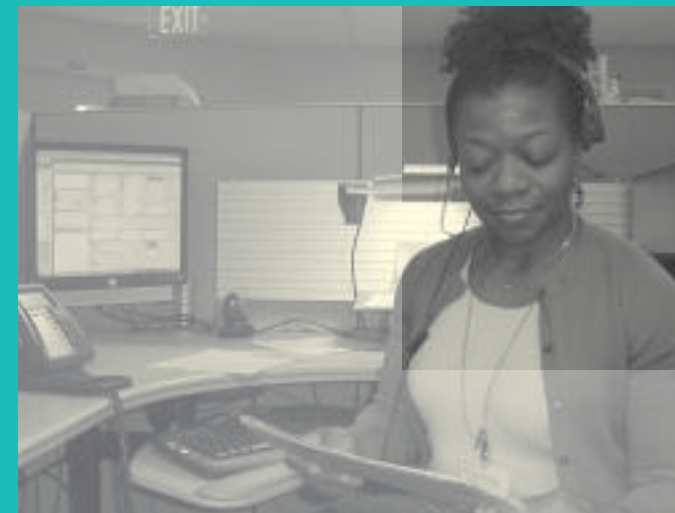
In 1985, NJPIES became a "line item" in the New Jersey State Budget. In addition, the cost of membership in the state-wide drug and poison information system was determined to be an acceptable, reimbursable part of the member hospital's administrative costs. In the early 1990's membership in NJPIES became mandatory for all acute care hospitals under New Jersey State Department of Health and Senior Services licensing regulations.

The call volume grew, mandating an increase in the size of the staff. The program added a part-time director of drug information and a health educator. In mid 1990, the salary of the Medical Director became covered 100% by the program and the number of specialists increased to 22. In addition, the services of a full time information technology professional was added as well as a computer clerk. Funding continued to come from the state budget and from hospital memberships.

In the beginning, NJPIES published both a toll free telephone number and a local exchange telephone number. This was found to be confusing to the public and the media was reluctant to publish two different telephone numbers. Thus, by the end of 1983, it was decided to exclusively "market" a toll free telephone number. In 1984, the hotline suffered from a series of telephone failures. In an effort to prevent interruption in service, the statewide toll free number was moved from New Jersey Bell to AT&T. This enabled the Poison Control Center to reroute calls from one telephone central office to another if one failed. Since the statewide number was listed in the information directory, NJPIES began experiencing calls originating in other states. NJPIES staff presented this finding to the American Association of Poison Control Centers (AAPCC) at its annual meeting in 1985. The New Jersey Poison Control Center suggested that the AAPCC pursue the utilization of the technology with toll-free 800 Hotline

to route calls to centers in the area of the caller and thus be able to publish one toll free telephone number across the country. NJPIES argued that this would enable uniform educational programs and increase the visibility of poison center services thus impact on the cost-effective nature of our services. The Board of Trustees of AAPCC voted not to pursue this at that time. In the early 1990s, the staff of NJPIES helped the state of Texas organize its poison control system. It was decided that Texas and New Jersey would use the same toll free number. When Michigan developed its poison system, NJPIES and Texas asked the Michigan Centers to also adopt the same telephone number. Michigan agreed and 1-800-POISON-1 was adopted as the specific telephone number. This then became the model for the future direction for Poison Control Centers in the United States.

Although funds approved by the New Jersey State Department of Health and Senior Services (NJHSS) are sufficient to cover the day to day activities of the program, outreach education services and other public health activities are outside of the budget. Since hospital memberships support the bulk of the current budget, and since public health activities are outside of this scope, additional funding had to be sought. The federal Poison Control Stabilization and Enhancement Act funded by the Health Resources and Service Agency (HRSA) of the U.S. Department of Health



"Did you know that all calls to Poison Control Center are Confidential?"

“The Poison Control Center uses a translation service to accommodate all NJ residents— language is NOT a barrier.”



and Social Services, provided the needed funds and a second health educator was hired by NJPIES.

The long-standing relationship with the original host hospital ceased in 2001 requiring NJPIES to resettle in a new home. The University of Medicine and Dentistry of New Jersey (UMDNJ) agreed to be the new host and to provide space and administrative support. Using funds from the HRSA grant, NJPIES was able to establish a parallel hotline site at UMDNJ and thus, the move to UMDNJ was accomplished without a single dropped or lost call. NJPIES became part of the Department of Preventive Medicine and Community Health (DPMCH) as of January 1, 2002. UMDNJ provided space, on an emergency basis, to relocate NJPIES. Current space is too small to continue to house NJPIES and all of its activities. NJPIES spent two years searching for a solution to its space problem. Finally, in January of 2004, a floor in a building of the Newark campus of UMDNJ became available for development and was offered to NJPIES. Formal plans call for occupancy in the first quarter of 2006.

Who We Are & What We Do

NJPIES is a member of the American Association of Poison Control Centers (AAPCC) and is designated as a regional Poison Control Center under AAPCC guidelines. Additionally, NJPIES manages the Department of Health and Senior Services AIDS/STD hotline. The Center also serves as an information source for the NJDHSS in cases of product tampering or product recall and in food-borne illness incidents, performing a valuable public service in time of crisis. NJPIES provides statewide 24 hour, 7 days a week emergency service for poison exposures, general poison and drug information. Specialists in Poison Information, who are physicians, registered nurses or pharmacists, handle all calls. Many of the specialists are fluent in Spanish and several are fluent in additional languages. Also, NJPIES has a contract with a telephone interpretation service, which allows immediate access to hundreds of languages and dialects. We also offer TDD/TTY service for the hearing impaired. Specialists answer questions about adverse effects of medications, possible risks for drug interaction or the potential effects of medicines on pregnancy or breast feeding. Specialists also answer questions prior to exposure to or use of a potentially poisonous or hazardous product, such as household chemicals, plants, cosmetics or environmental contaminants like lead. They help the callers to assess the possibility for harm or damage and give recommendations for minimizing or eliminating risk. The Poison Control Center is funded through a contract with the state of New Jersey, Federal and other grants, and from private donations. To learn more about how you can help NJPIES, please contact the Foundation of the University of Medicine and Dentistry (UMDNJ), a tax exempt non-profit organization under the federal 501(c)3 guidelines, at (973) 972-4831.

Highlights

Epidemiology

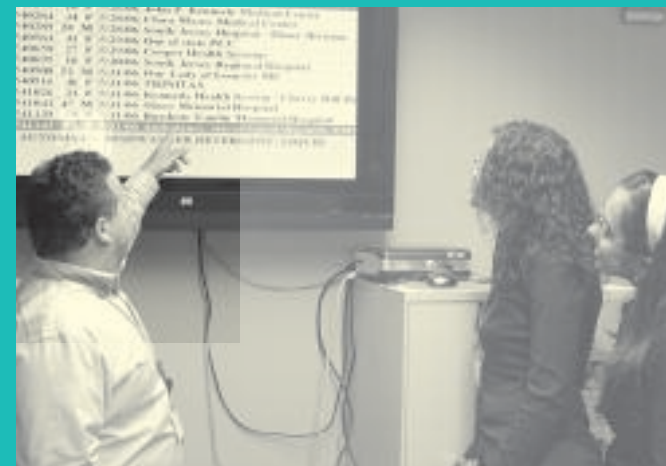
A number of activities were conducted through the epidemiology core of NJPIES to assess the population we serve and the unmet needs for poison control and prevention services. One study examined the role of seasonality in the reporting of poisoning exposures from geographically distinct regions, specifically from coastal resort and vacation areas. The monthly distribution of calls received by NJPIES from counties with popular beach and vacation resorts was compared with the monthly distribution of the overall calls to the center. Further, exposure and information calls from the resort counties were separately examined to determine if they were equally distributed between months. We found that significantly more calls were received from the resort counties during the months of July and August, at the height of the vacation season. While there was no seasonal variation in the number of information calls from these counties, the poisoning exposure calls were not equally distributed between months, as there were more such calls during the months of July and August. Seasonality appears to play a role in the number of calls received by NJPIES from coastal areas with popular beach resorts. Poisoning exposure calls seem to increase particularly during the months of July and August. A greater effort may have to be put into activities related to poison control and prevention in such areas during the vacation season.

In another effort, we continued analyzing the linked database consisting of 2002 NJPIES electronic reports and the hospital admission records e-coded as poisonings in the Uniform Billing Data maintained by the NJ Department of Health and Senior Services. The length of hospital stay (LOS) was compared between the cases for which NJPIES had provided assistance (matches) and the cases for which NJPIES had not been contacted. The results indicated that assistance from NJPIES may be associated with shorter LOS for patients admitted with poisonings. Further analyses showed that, according to NJDHSS statistics, in 2002, the average charges for a hospital day of a poisoned patient in New Jersey were \$6,000. If the assistance from NJPIES resulted in an average decrease in LOS of even one day for each patient, the annual savings would be more than \$10 million

statewide. We plan more analyses of these important findings in order to examine this hypothesis further.

A study was conducted to evaluate the use of the State AIDS/STD Hotline in New Jersey and describe the information needs of its callers. Callers were categorized as either having HIV or being free of the virus based on their self-reported HIV status. A cross-sectional design was then used combining caller information from the NJ AIDS/STD Hotline with data from the state health department on the number of people living with HIV in each county in New Jersey. The utilization rate of the NJ AIDS/STD Hotline was significantly higher among persons with HIV infection as compared to the utilization rate among persons who were either free of the virus or unaware of their HIV status. The callers infected with HIV differed significantly from the rest of the callers in terms of the type of information they requested. While callers who had the infection were more likely to ask about treatment options, financial assistance, and support groups, the rest of the callers were more likely to inquire about testing site location and prevention information. We hope that these findings will help us to “tailor” the “hotline” services in terms of the counseling practices and spectrum of HIV/AIDS prevention information as better communication can be accomplished if the information offered is need-tailored and pertinent to the people to whom it is provided.

The findings from the described studies were presented at a number of national conferences and published in various peer-reviewed medical journals.



*“Peak hours of likely
poison exposures are
between the hours
of 4 pm and 11 pm.”*

Source: Statistics from Watson, W.A., Litovitz, T.L., Rodgers Jr., G.C., et al, 2004 Annual Report of the American Association of Poison Control Centers Toxic Exposure Surveillance System. Am J Emerg Med 2005; 23(5):589-708.

Data Systems

Reporting directly to the NJPIES' Executive Director, the Data Systems Department manages all IT projects and systems within the Poison Control Center. This department is responsible for handling the research, design, evaluation, implementation, management and maintenance of all projects and systems. The Department designs, plans and directs daily and long term projects and operations. In addition to the design, implementation and management of all NJPIES computer domains and servers, the Data Systems Department acts as an in-house consultant for creating network and communications standards which assures compatibility and integrity between all systems. These responsibilities also include handling all telephone switches and other computer and telephone related hardware and systems.

Lead Poisoning

The state of New Jersey has had an active surveillance and treatment program for childhood lead poisoning for over 30 years. Dr. Steven Marcus, the Medical Director of NJPIES has played a lead role in the statewide efforts. He has served in a leadership role in the New Jersey Physicians' Lead Poisoning Advisory Council and has consulted widely. He was instrumental in developing the pilot program to increase awareness and screening for childhood lead poisoning which is currently operational in two diverse communities in the state. He is also involved in the training of individuals who are charged with the responsibility of educating pediatric health care providers in one of the major cities of the state in various aspects of lead poisoning from primary prevention to chelation therapy. This is a cooperative effort of NJPIES, New Jersey Department of Health and Senior Services, and the New Jersey Chapter of the American Academy of Pediatrics currently funded through a Robert Wood Johnson Foundation Grant. NJPIES educational staff is also involved with the major Medicaid managed care insurance carriers, to develop and distribute educational material to their enrolled population and beyond. NJPIES has re-established the New Jersey Lead Consortium, a monthly meeting of concerned health care and environmental professionals who review problem childhood lead poisoning cases and new relevant literature.

Professional Education

Professional Education is considered a critical activity at NJPIES. We continue to offer many educational programs. Demand for our staff to provide lectures at health care facilities in NJ continues to increase as does the clinical rotations we offer in our center.

NJPIES is a major teaching site for pharmacy students from The Ernest Mario School of Pharmacy at Rutgers University. Students completing their 5 week drug/poison information rotation with us become "part of us". Students learn about the management of patients exposed to medications, chemicals and other environmental toxins. During their five weeks at the poison center students learn how to provide evidence based responses to specific medical inquiries that arise. In addition to interacting with our staff, pharmacy students also have an opportunity to interact with other health professionals that rotate through NJPIES.

NJPIES continues to host medical residents, medical students, nurses and nursing students from all over NJ. While at NJPIES, these health professionals learn about the poison center, what we do, and the basics of poison management. This year we had a representative from England spend time to learn about the management of poison centers in the US.

At the end of 2005, groundwork had been laid for NJPIES to offer continuing education credits for nurses and pharmacists interested in spending time at NJPIES. This is expected to increase our education efforts in 2006.

Lastly, a major accomplishment for NJPIES was that all SPLs eligible to take the national certification exam passed.



"People of ALL ages can benefit from the Poison Control Center services."

Public Education and Outreach

NJPIES is committed to providing high quality Poison Control Center services to health care professionals and residents of New Jersey. It is our goal to ensure the following:

- Prompt and accurate poison information to those who access our service.
- Educate the residents of New Jersey in the areas of poisoning prevention and drug information.
- Educate health care professionals in the areas of clinical toxicology, poisoning epidemiology, poisoning prevention, toxicologic diagnosis and care.
- Maintain stable and continuous delivery of quality Poison Control Center services to New Jersey.
- Foster greater public awareness of the services of NJPIES and the 24-hour hotline.
- Develop strategies to reduce the risk for poisoning injury and mortality.
- Identify low-use regions and audiences and develop targeted outreach initiatives to increase hotline use.
- Promote the importance of calling the hotline for suspected poisonings and for poison/drug information.
- Identify and partner with NJ based organizations that can assist NJPIES in promoting poison safety awareness.
- Identify and partner with NJ companies to conduct "Lunch and Learn" poison safety lessons with company employees.

"The most common poison exposures for children were ingestion of household products such as cosmetics and personal care products, cleaning substances, pain relievers, foreign bodies, and plants (Litovitz 2001). CDC Fact Sheet."



Education Outreach and Awareness in 2005

NJPIES offers a continuum of services to the residents of New Jersey. These services include:

- Poison emergency telephone service
- Drug information service
- Occupational and environmental toxicology information service
- Professional education
- Public education
- Research and data collection

Poison Prevention & Education Initiative

"The New Jersey Poison Education and Prevention Initiative" has been in existence since 1999 when NJPIES hired a health educator to foster greater public awareness of the services of NJPIES and the 24 hour Hotline. Today, NJPIES has a Director of Public Education and two public health educators who target outreach initiatives to increase hotline use through out the State of New Jersey, as well as focus on educating about prevention. They coordinate all aspects of health promotion, and poison awareness and prevention. The educators develop and implement programs to elementary schools (second grade curriculum), civic associations, parent groups, senior citizen groups, healthcare professionals, and train the trainer programs.

Outreach in Hispanic Communities

An analysis of the calls to NJPIES indicates that the Hispanic Community greatly underutilizes poison center services. To increase their awareness of poison center services, outreach efforts within this community were increased. Poison safety lessons were conducted for Spanish-speaking social workers, mothers, children, and seniors. The educators have also reached out to Spanish-speaking organizations to build partnerships with NJPIES such as the Center for Hispanic Policy, Research and Development at the New Jersey Department of Community Affairs, PROCEED, Inc., La Casa de Don Pedro, Hispanic Multicultural Center, AARP.

National Poison Prevention Week

NJPIES sent out approximately 15,000 announcements offering free poison education materials to hospitals, pharmacies, schools, public libraries, health departments, emergency medical service agencies, county offices on aging, members of the state legislature, childcare directors, NJ radio and television, stations and the general public. The packets included various materials designed to enable individuals to promote both poison and poison control center awareness, as well as prevention behaviors in their communities. The staff of NJPIES also conducted outreach programs for elementary school students, parents, childcare providers and senior citizens on how to minimize the risk involved with unintentional poisonings.

In addition, NJPIES announced its 2005 Poster Contest Winners. The first grade winner was given to Yuki Shimizu, 2nd place was Ryan Duran, and 3rd place was Sam Cyliax. The contest is an annual event, open to fourth graders throughout the state. The top three winners in each contest received U.S. Savings Bonds and public recognition. Prizes were awarded at an annual event held at the New Jersey State House in Trenton. In attendance were state legislators, state government representatives, public officials from various municipalities from through-out the state, and some of our corporate partners such as State Farm Insurance Company, McNeil Pharmaceuticals, and PSE&G. A representative from the Junior Gallery of the Newark Museum selected the winning pictures. The event highlighted the scope of NJPIES services, as well as, community outreach efforts.

In an effort to promote the observance of National Poison Prevention Week in New Jersey, NJPIES featured Latin singer Víctor Vega as our spokesperson who delivered our poison safety message in both English and Spanish. Our special thanks to Matthew Rosenthal for recording our Public Service Announcement (PSA) in the Becton Dickinson Multimedia Studio located at the UMDNJ-School of Health Related Professions.

Achievements:

- 133,838 printed telephone sticker sheets in English and Spanish were distributed.
- 42,373 printed Babysitter's Do's and Don'ts were distributed in English and Spanish.
- Over 3,326 students received the NJPIES' lesson from Poison Control Center staff.
- Over 404 senior citizens, expectant mothers, parenting groups, and college students attended a program from Poison Control Center staff.
- New Jersey Newspapers ran 228 features throughout 2005.
- 5 papers were published in various medical journals.
- Four poster presentations were made, as well as two platform presentations at the North American Congress of Clinical Toxicology Meeting, Orlando, Florida.
- News releases, fact sheets, radio public service announcements and press kits were provided and distributed to over 225 newspaper outlets and over 100 television and radio stations throughout New Jersey.
- Twenty-three radio and television interviews were conducted in 2005.



"About 85,000 young children visited U.S. hospital emergency rooms due to unintentional poisonings in 2004."

Source: www.poisonprevention.org: 2006 News Release/2004 Data Report

Marketing

NJPIES, in partnership with UMDNJ's Department of University Affairs, developed a marketing campaign to increase public awareness of NJPIES' services. Public Service Announcements were developed and used by various television and radio stations. The following ran stories about NJPIES:

Television Stations

- CBS Television
- Cablevision
- Univision
- NJN News

Radio Stations

- WWZY/WBHX

Newspapers

- Asbury Park Press
- Asbury Park Sunday
- Bergen News Sun Bulletin
- Bloomfield Life
- Brick Times
- Bridgeton News
- Chatham Courier
- Chronicle
- Citizen
- County Seat
- Courier News
- Courier Post
- Daily Journal
- Daily Record
- Examiner
- Florham Park Press
- Gazette Leader
- Glen Ridge Voice
- Golden Voice
- Hartford Current
- Herald News
- Hoboken Reporter
- Home News Tribune
- Howell Times

- Hunterdon County Democrat
- Independent
- Irvington Herald
- Italian Voice
- Jackson Times
- Jersey City Reporter
- Jersey Journal
- Madison Eagle
- Messenger – Press
- Millville News
- New Egypt Press
- News Leader
- News Record
- NJ Suburban Parent
- North Bergen Reporter
- Northern Valley Suburbanite
- Nutley Sun
- Orange Transcript
- Parent Paper
- Patriot
- Philadelphia Inquirer
- Post Eagle
- Press
- Rahway News Record
- Register News
- The SandPaper
- Somerset Messenger – Gazette
- South Bergenite
- Star Ledger Newspaper Feature Articles
- Suburban News
- Suburban Trend
- Sunday Courier News
- Teaneck Suburbanite
- Times Beacon
- The Record
- Today's Sunbeam
- Town News
- Two River Times
- Union City Reporter
- Vailsburg Leader
- Weehawken Reporter

Education Materials and Resources

In 2005, NJPIES distributed educational packets and teachings aids, which were intended for duplication and disbursement within the non-profit and government agencies, schools, childcare centers, hospitals, physicians' offices, pharmacies, businesses, and homes. The following materials can be obtained through NJPIES web site or directly from the hotline:

- Babysitter's Do's and Don'ts in English and Spanish.
- Carbon monoxide insert
- Coloring and activity sheets for elementary school children.
- Comprehensive brochure on NJPIES and frequently asked questions.
- Educational materials and samples can be ordered by calling 1-800-222-1222.
- Educational posters in English and Spanish with the hotline number on it.
- Look-A-Like posters with the hotline number on it.
- Medicine measuring spoons
- Non-Toxic Plant List.
- Poison Prevention Brochures on various topics (translation into Spanish is underway)
- PSE&G lunch bags
- Refrigerator magnets with emergency hotline number.
- Telephone stickers for hospitals' and physicians' offices.
- Telephone stickers with the emergency hotline number in English and Spanish.
- Videos in English and Spanish for all age groups

Resource Development and Marketing

With the support of the Foundation of University of Medicine and Dentistry (UMDNJ), NJPIES has been actively seeking funding from individuals, private foundation and corporate sponsors to help promote its 1-800-222-1222 Hotline and Poison Prevention and Education Efforts.

For further information on how to support NJPIES or become a key partner in promoting our programs, please contact Martha L. Bahamon, Director of Corporate and Foundation Relations at the Foundation of UMDNJ at 732-235-5998.

NJPIES gives thanks to the following funders, key partners, and the many individuals who support our efforts to ensure the safety and well being of New Jersey residents.

Partial Funding for our Poison Prevention and Education Initiative was provided by:

Medco Health Solutions, Inc.

In-Kind Donations were received from the following companies for National Poison Prevention Week 2005:

Blockbuster

Campbell Soup Company

Johnson & Johnson

Liberty Science Center

McDonalds

Mattel, Inc.

New Jersey State Aquarium

NJ Performing Arts Center

Old Navy

Russ Berrie & Company, Inc.

Partnering organizations/corporations

American Association of Retired Persons (AARP)

Americhoice

Babies R' Us

Home Depot

Horizon Blue Cross Blue Shield of New Jersey

Johnson & Johnson

"The majority of non-fatal poisonings reported to Poison Control Centers occur in children younger than six years old."

Source: Statistics from Watson, W.A., Litovitz, T.L., Rodgers Jr., G.C., et al, 2004 Annual Report of the American Association of Poison Control Centers Toxic Exposure Surveillance System. Am J Emerg Med 2005; 23(5):589-708.



Partnering organizations/corporations (cont.)

McNeil Consumer & Specialty Pharmaceuticals
McNeil Specialty Pharmaceuticals
New Jersey Hospital Association
New Jersey Veterinary Medical Association
North Jersey Federal Credit Union
PSE&G
Rutgers Cooperative Extension
Safe Kids New Jersey
Wakefern Food Corporation
Washington Mutual

Supporters

Center for Hispanic Policy, Research and Development
CVS Pharmacy
Exxon Mobil
Honeywell
Schering Plough

Quick Facts

- On average, Poison Control Centers nationally handle one poison exposure every 14 seconds.
- Approximately 50% of all exposures involved children 5 years and younger. For New Jersey, approximately 73% of exposures occurred in the home.
- Nationally, almost 90% of all poison exposures occur in the home.
- Approximately 80% of the calls from residences were effectively treated at home in New Jersey.
- Approximately 10% of all exposure calls originated from a healthcare facility or medical professional.
- Over 8.5 million citizens of the state of New Jersey are served by the New Jersey Poison Information and Education System.
- Nationally each year, over 2 million poison exposures are reported to local Poison Control Centers.
- It is estimated that each year over 4 million poisonings occur in the United States.
- The most common forms of poison exposure for children under age six are cosmetics and personal care products, cleaning substances, analgesics and plants.



*"All calls are confidential!
There are NO stupid questions!"*

Website – www.njpies.org

In 1998 NJPIES introduced a comprehensive Internet Website, which since its launch, has received visitors from all over the world. The site is a fundamental part of the NJPIES educational program, enhancing the statewide presence and alerting visitors to potential dangers while providing practical advice and answers to common poison-related questions. It offers an introduction to poison center services, advice on prevention, tips on poison proofing the home and keeping children safe, an extensive list of non-toxic plants, press releases on poison related issues, suggestions for educational activities, activity booklets and educator's guide, the entire list of NJPIES brochures and issues of the Hotline Newsletter. The "Interactive Lead Learning Center" was created for this website to teach where lead dangers exist and provide tips to prevent lead poisoning. The "Carbon Monoxide Awareness House" allows users to point and click on the dangers of carbon monoxide in a home environment. Visitors can also order materials online or download free publications for educational use. NJPIES encourages teachers, school nurses, educators, parents and caregivers to work with children on this website in order to help children and family members gain the most information from the activities.

Toll Free Hotlines

New Jersey Poison Control Center Hotline is also the National Hotline 1-800-222-1222

In February 2000, President Clinton signed the Poison Control Center Enhancement and Awareness Act (PL 106-174) to ensure every U.S. resident has access to a certified regional poison center. Funding was provided to create a single toll-free number to be shared by poison centers across the country. The Center for Injury Control and Prevention of the U.S. Centers for Disease Control (CDC) and Prevention and the Maternal Child Health Bureau of the Health Resources and Services Administration (HRSA) are providing funding for the 1-800-222-1222 toll-free national number.

By calling the number, callers reach specially trained health care specialists – nurses, pharmacists, and doctors - who can provide help with poison emergencies or answers to any questions from drug information to breast feeding and medication use. The national number automatically and immediately identifies the caller's location, and then connects the caller to the closest Poison Control Center. All services are free and confidential, and are available for the hearing impaired and for those who speak languages other than English.

New Jersey AIDS/STD Hotline 1-800-624-2377

In 1988 NJPIES was asked to provide administrative responsibility and personnel to run the state AIDS Hotline. Over the past 18 years NJPIES has provided telephone consultation for people seeking information about the disease, preventive techniques and means to treat it and support the person with the illness and his/her significant others. Callers receive treatment and general information, referrals, counseling and testing locations, information on treatment and adverse reactions to medications. Recently, NJDHSS asked to expand the program into the area of other sexually transmitted diseases. Poison Specialists are "cross-trained" to handle calls for both hotlines.

TDD/TTY Line (For the Hearing Impaired) 1-973-926-8008

For use by the hearing and speech impaired.

"Approximately 4 million poisoning episodes (actual or suspected exposures) occur in the United States annually, with approximately 300,000 cases leading to hospitalization....IOM."

ALERT!

We have a NEW phone number!!

It's nationwide!
1-800-222-1222

Click here for more information on our National Number Kick-off and media resources.

- Call 2000毒物諮詢熱線
- 新聞稿請向紐約州衛生廳索取
- 2000毒物諮詢熱線新聞稿
- 毒物諮詢熱線新聞稿
- 毒物諮詢熱線新聞稿
- 毒物諮詢熱線新聞稿

New Jersey Poison Information and Education System



For more information, visit www.njpies.org

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Employment opportunities at NJPIES...



Special Services

Bioterrorism

NJPIES became intimately involved with the state's efforts at homeland defense and counter-terrorism. The Medical Director was appointed by the governor to the MedPrep Terrorism Preparedness Council and subsequently also to its executive council. NJPIES became part of the Newark Metropolitan Medical Response System (MMRS). NJPIES' Medical Director serves on the MMRS' steering and surveillance committees. As part of his responsibility, he has been spending an increasing amount of his time in this process. As a result of the demands on the Medical Director's time and the need for a plan for succession, NJPIES obtained the services of an Assistant Medical Director. Dr. John Kashani began activities as Assistant Medical Director on July 1, 2005.

Computerized Case Records

Trends and patterns can be identified on cases through computerized medical records that are maintained by NJPIES. All calls are confidential. The American Association of Poison Control Centers (AAPCC) Toxic Exposures Surveillance System (TESS) receives data every 10 minutes from New Jersey Poison Control. Through the efforts of NJPIES, computerized formatted data on poison exposure in New Jersey has been available for over 15 years. An NJPIES epidemiologist reviews all data for trends and patterns in poisoning within the state.

Interpreters

Available 24 hours a day, 7 days a week with a myriad of languages and dialects through a contract with a language translation service.

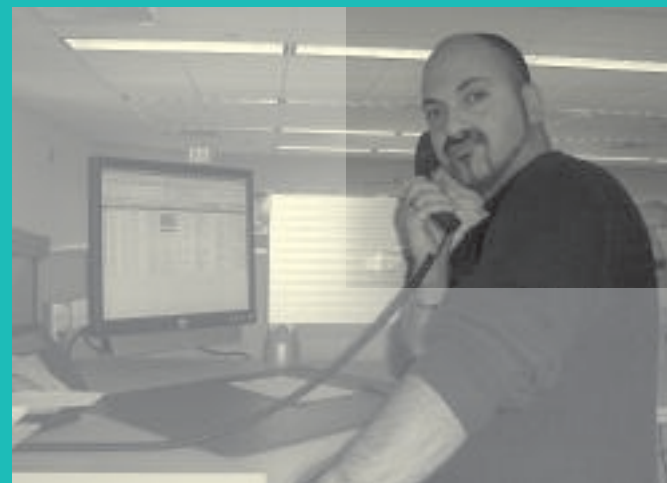
Pesticide Surveillance

NJPIES assists and provides information to citizens regarding spraying and health issues related to pesticide use in New Jersey.

Public Health Surveillance

The New Jersey Poison Control Center is committed to reducing the impact of poisoning by collecting, analyzing and dispensing data for the development and implementation of poisoning prevention and awareness strategies. NJPIES stores information regarding poisoning-related calls in an electronic database. This information is used to educate residents, health care professionals and media on poisoning trends in the state of New Jersey. This information is also used in the development of poisoning prevention strategies.

As a safeguard in instances of food poisonings, adverse drug or product reactions, and drug tampering, NJPIES notifies local and state agencies, the media and the public of potential health threats.



"For adults, the most common poison exposures were pain relievers, sedatives, cleaning substances, anti-depressants, and bites/stings (Litovitz 2001)."

Member Hospital Program

The Member Hospital Program provides a large portion of the funds that support NJPIES. In addition, the cooperation of every member hospital in the exchange of information facilitates the appropriate, timely and cost-efficient care of exposed individuals requiring hospital care. This cooperation, in the form of financial support, insures appropriate management in a cost efficient fashion. A phone call to the Poison Control Center early in the treatment process saves both time and money.

The following is a list of member hospitals.

Atlantic Health System

Morristown Memorial Hospital
The Mountainside Hospital
Overlook Hospital

AtlantiCare Health System

Atlantic City Medical Center City Division
Atlantic City Medical Center
Mainland Division

Adventist Healthcare System

Hackettstown Community Hospital

Barnert Hospital

Bayonne Medical Center

Bayshore Community Hospital

Bergen Regional Medical Center

Burdette Tomlin Memorial Hospital

Bon Secours New Jersey Health System

Christ Hospital
Saint Mary Hospital

Capital Health System

Capital Health System
– Fuld Campus
Capital Health System
– Mercer Campus

Catholic Health East System

Saint Francis Medical Center

Centrastate Medical Center

Chilton Memorial Hospital

The Cooper Health System

East Orange General Hospital

Englewood Hospital and Medical Center

Hackensack University Medical Center

Holy Name Hospital

Hunterdon Medical Center

Kennedy Health System

Kennedy Memorial Hospitals
– UMC Stratford
Kennedy Memorial Hospitals
– UMC Cherry Hill
Kennedy Memorial Hospitals
– UMC Washington Township

Lourdes Medical Center of Burlington County

The Medical Center at Princeton

The Memorial Hospital of Salem County

Meridian Health System

Jersey Shore Medical Center Division
Ocean County Medical Center
Riverview Medical Center Division

Newton Memorial Hospital

Palisades Medical Center

– New York Presbyterian Healthcare System

Pascack Valley Hospital

Passaic Beth Israel Regional Medical Hospital

Rahway Hospital

Raritan Bay Medical Center

Raritan Bay Medical Center
at Old Bridge
Raritan Bay Medical Center
at Perth Amboy

Robert Wood Johnson University Hospital

Robert Wood Johnson University
Hospital at New Brunswick
Robert Wood Johnson University
Hospital at Hamilton
Robert Wood Johnson University
Hospital at Rahway

Saint Clare's Health Services

Saint Clare's Hospital
at Boonton Township
Saint Clare's Hospital at Denville
Saint Clare's Hospital at Sussex

Saint Barnabas Health Care System

Clara Maass Medical Center
Community Medical Center
Irvington General Hospital
Kimball Medical Center
Monmouth Medical Center
Newark Beth Israel Medical Center
Saint Barnabas Medical Center
Union Hospital

Saint Joseph's Healthcare System

Saint Joseph's Regional Medical Center
Saint Joseph's Wayne Hospital

Saint Peter's University Hospital

Shore Memorial Hospital

Solaris Health System

Anthony M. Yelencsics
Community Hospital
Muhlenberg Regional
Medical Center

Somerset Medical Center

South Jersey Health System

South Jersey Hospital – Bridgeton
South Jersey Hospital – Elmer

Southern Ocean County Hospital

Trinitas Hospital

Underwood – Memorial Hospital

University of Medicine and Dentistry of New Jersey

University Hospital

Valley Health System

The Valley Hospital

Virtua Health System

Virtua Memorial Hospital
at Burlington County
Virtua West Jersey Hospital – Berlin
Virtua West Jersey Hospital – Marlton
Virtua West Jersey Hospital – Voorhees

Warren Hospital

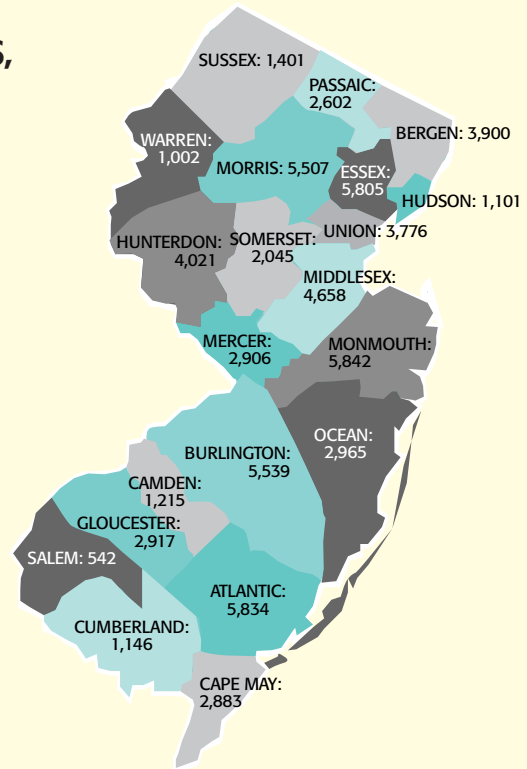
Expenses 2005

Salaries	2,169,296.00
Fringe	728,867.00
Total Payroll	2,898,163.00
Rent	120,000.00
Subscriptions/Membership	11,166.00
Postage	36,976.00
Telephone	53,038.00
Staff Training	7,144.00
Staff Recruiting	4,078.00
TuitionReimbursement	2,337.00
Travel	21,758.00
Printing	5,274.00
Services	1,936.00
Computer Supplies	3,965.00
Other Supplies	129,630.00
Maintenance	12,262.00
Equipment: Educational, Office, Computer	0.00
Capital (Future Move)	464,905.00
Consultant Services	0.00
Miscellaneous	450.00
Overhead	321,389.00
Total Expense	4,143,864.00

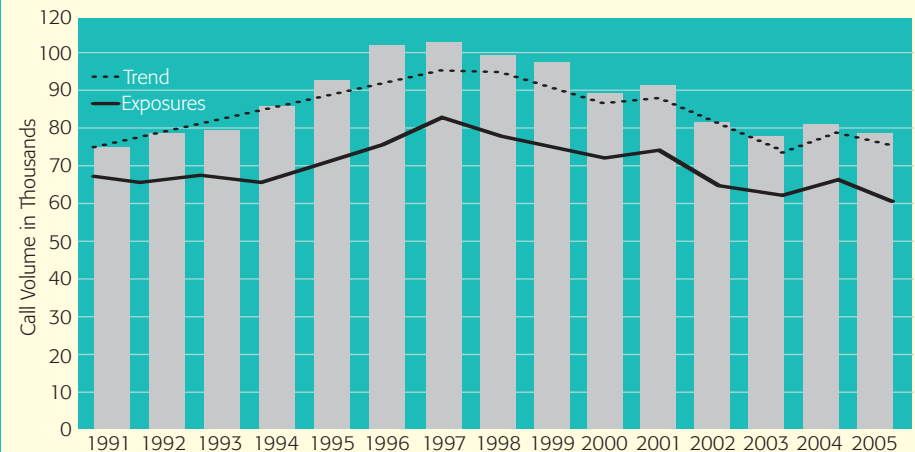
Cash receipt	Expenses to Report for CY 05	
Hospitals		
3,498,766.00		
(included 223,389 from 2004 invoices)		
State Grants		
970,134.00		
(includes some holdover from 2004)		
Fed Grants		
458,336.00		
Private Donations, Contracts		
83,117.00		
Total	5,010,353.00	4,143,864.00
Balance	Revenue Received	5,010,353.00
	Expenses	4,143,864.00
Holdover Funds to be applied to 2006 as cash flow		866,489.00

The following statistics reflect only those poisonings reported to the New Jersey Poison Control Center during 2005. The data does not reflect the overall incidence of poisoning in New Jersey because poisoning victims may not call the New Jersey Poison Control Center for assistance. If you have any questions concerning the statistics or would like additional statistics, please feel free to call 1-800-222-1222 for more information.

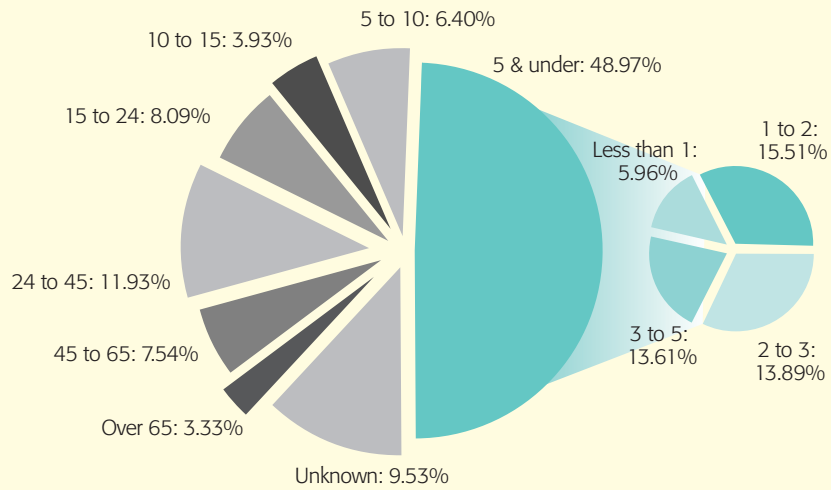
Calls to NJPIES, by county



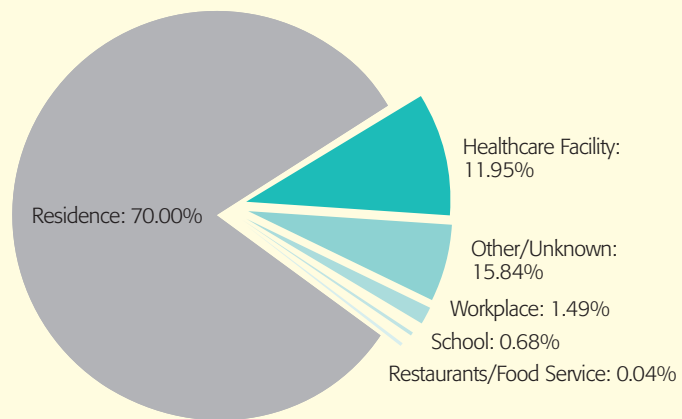
Call Volume: Number of call to NJPIES since 1990



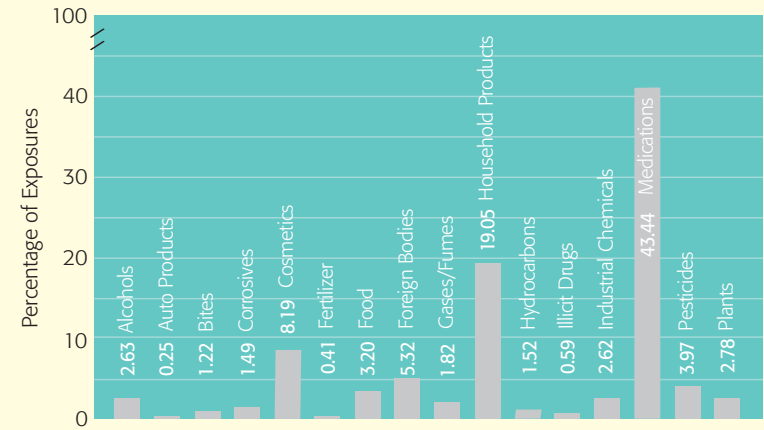
Call Volume: Age of those exposed



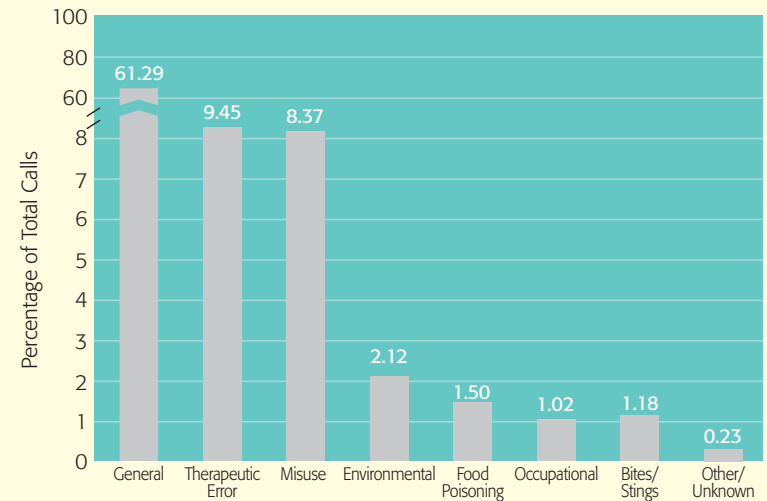
Location: Where the calls come from



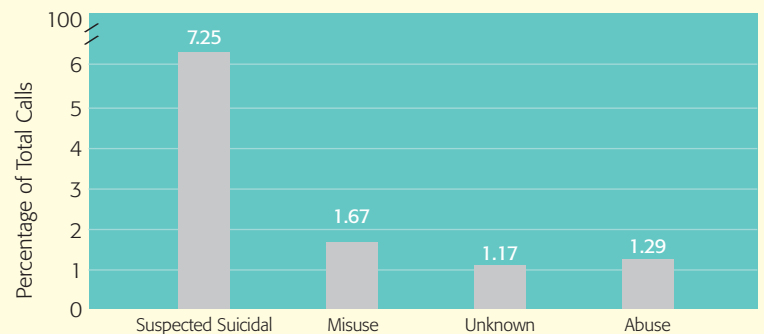
Types of products involved



Call Reason: Unintentional Exposures



Call Reason: Intentional Exposures



NJPIES 2005 Staff and Advisory Council Members

Executive/Medical Director:

Steven M. Marcus, MD, ABMT
smarcus@njpies.org

Assistant/Medical Director:

John Kashani, DO
jkashani@njpies.org

Managing Director:

Thelma D. Jennis, RN, BS, MPH
tjennis@njpies.org

Director of Drug Information Services & Professional Education

Bruce E. Ruck, PharmD, RPh
bruck@njpies.org

Epidemiologist:

Zdravko Vassilev, MD, MPH
zvassilev@njpies.org

Director of Data Systems:

German R. Rego, MS
rrego@njpies.org

Center Staff:

Grace Becker RN
Richard Casas, MD, CSPI
Diantha Clark, RN, BM, MM, DMA, CCRN, CSPI
Linda Cunningham, BSN, RN
Renato DeBellonia, MD, CSPI
Nancy N. DeMar, MD, CSPI
Rolando J. Diaz, MD, CSPI
Arlene A. Lloyd, RN, BS, CSPI
Mary McKeown-Parran, RN

NJPIES Advisory Council:

Michael Bird, PhD, DABT
Exxon Biomedical Sciences, Inc.
George E. Dunaif, PhD, DABT
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Eileen Hayes, ScD
Bristol Myers Squibb Company
Christopher LaBianco
Changing Our World, Inc.
Peter J. Lillo
Pete Lillo & Associates, Inc.
Marjane R. Lundt, MPA
Gateway Maternal & Child Health Consortium, Inc.

Director of Public Education:

Isabel Barrero MA
Alicia Gambino, MA, CHES
agambino@njpies.org

Health Educators:

Kathy Ankrah, BS
kankrah@njpies.org
Olivia Fernandez-Brown, BS
obrown@njpies.org
Maylene C. Laguna, BS, CHES
mlaguna@njpies.org

Assistant Toxicologists:

Alan Genser, MD
Richard D. Shih, MD, ABMT
Joseph Rella, MD, ABMT

Staff Assistant:

Kathleen Imperiose
kimperiose@njpies.org

Dean Parker MD
Elvis Perez, RN, BSN, CSPI
Wilma M. Pomerantz, BSN, MA, CSPI, ACRN
Shirley Rendon, MD, CSPI
Ghazala Saleem, BS, MS, CSPI
Alma Santos, RN, CCRN, CSPI
Denise Schubert, BSN, RN
Darlene Smith, BSN, CSPI
Man-Yee Wong, BS, RPh, CSPI

Roy W. Meyer, MS
NJ Department of Environmental Protection
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Kevin Rynn, PharmD, ABAT
Rutgers College of Pharmacy
Wilbur J. VanHouten, Jr.
Verizon Communications
Nancy Kelly-Goodstein
NJ Department of Health & Senior Services

About NJPIES

NJPIES, often referred to as the Poison Control Center, is a poison emergency and drug information service. The center operates 24 hours a day, seven days a week. You can call NJPIES to get help in a poison emergency, for poison prevention information, for drug information or to get treatment advice following an animal bite. Specialists in Poison Information, who are physicians, registered nurses or pharmacists handle all calls. They will tell you what to do if you, your child or your pet is poisoned. The New Jersey Poison Control Center staff is ready to answer questions about poisons in your home and provides a wealth of information regarding general poison prevention.



New Jersey Poison Information and Education System (NJPIES)

Located at UMDNJ
140 Bergen Street, Suite G1600

P.O. Box 1709
Newark, NJ 07101-1709

Administrative Office: (973) 972-9280
Fax: (973) 643-2679

Poison Hotline: 800-222-1222
Website: www.njpies.org