

POISON
HeipTM
1-800-222-1222



2006



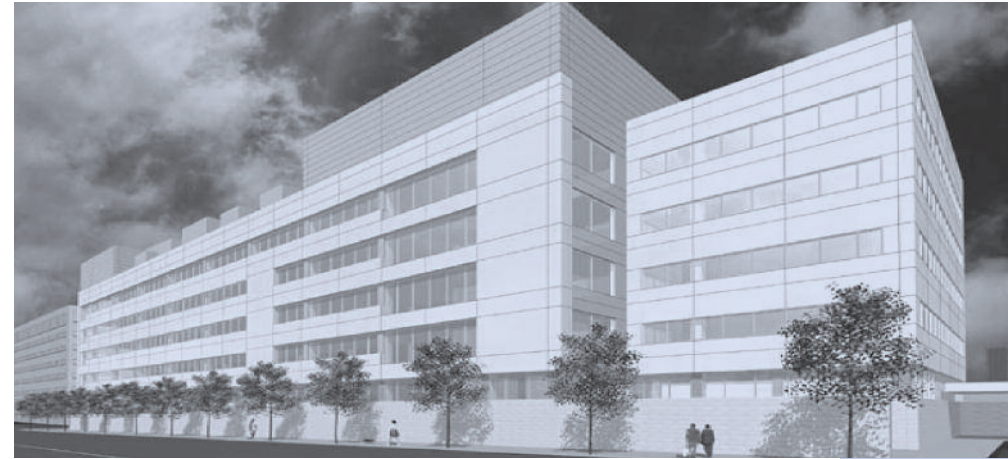
24 Years
of Service to
New Jersey's
Residents

Medical Director's Message

This has truly been an extraordinary year! After leaving our prior "home" in 2002 we were indeed lucky to be provided temporary quarters by the Emergency Medical Services group at University Hospital and the New Jersey Medical School (NJMS). We were cramped together and worked in what can only be called "adequate" quarters. The working relationship was of mutual benefit in many ways and we miss the companionship, but when The University of Medicine and Dentistry of New Jersey (UMDNJ) offered us new space in its Ambulatory Care Center on the main Newark campus, we could not turn it down. After endless planning meetings, construction snafus, etc, we moved into our new quarters in January 2006. Now, finally, each of our information specialists, those dedicated nurses, pharmacists and physicians who each respond to thousands of telephone calls each year, have their "own" workstations. Ergonomically designed and equipped with the latest electronic equipment and software, our information specialists can rapidly research the answers to questions posed by callers, often distraught parents of children who have come into contact with real or perceived poisons. The atmosphere is friendly, open and conducive to the sort of discussion of cases that leads to improved efficiency and recognition of problems often well before they would prove disastrous.

The opening of our new center allowed us to expand our abilities to provide educational programs to interested students, nurses and pharmacists from throughout the state. With sufficient space to accommodate them, students rotating for protracted periods of time are assigned their own work space equipped similarly to our own information specialists affording them capabilities rarely afforded in similar situations. We now are able to offer various continuing education programs in various formats from 4 hour programs to full and multiple day programs as well as more lengthy rotations. We also offer one and two day experiences for postgraduate medical residents in Pediatrics, Internal Medicine and Family Medicine as well as monthly rotations for Emergency Medicine residents.

Our ability to tap into resources of UMDNJ for consultations with content specialists and on-line full text journals available through the UMDNJ library system, allows us to not only give telephone consultation, but at times we are able to provide copies of salient literature to the treating physicians in the field.



UMDNJ's Ambulatory Care Center, Newark Campus – New home to NJPIES

Since our arrival at NJMS we have become intimately involved in the departments of Internal Medicine, Pharmacology, Pediatrics and Preventive Medicine and Community Health (PMCH). Working within these departments has provided the cross fertilization of ideas which, we believe, is unique in our "industry." Our access to support from PMCH has been instrumental in our developing enhanced abilities to provide surveillance for disease outbreaks. NJPIES was instrumental in bringing to light several outbreaks of disease related to poisoning during the year which lead to nationwide efforts. In April, we brought attention to a peculiar syndrome in heroin users in the greater Camden area. This led to the disclosure that fentanyl had crept into the heroin-distribution network. Because of our posting of an alert on Epi-X, a United States Centers for Disease Control web-based epidemiological alert system, we were able to discover there had been similar cases months before in two other states that went unrecognized as a national problem. Once our report was posted, we quickly learned of outbreaks in other states and became involved with officials from various state and national organizations to track and attempt to mitigate the effects of the involved drug and to terminate the outbreak.

Our research endeavors were varied and successful this year. We had several papers accepted for publication and published in peer reviewed journals. Perhaps the most

important such paper was the research project jointly undertaken between NJPIES and the New Jersey State Department of Health and Senior Services. We compared length of stays, for poisonings, at hospitals in the state when NJPIES was consulted with cases in which NJPIES was not consulted. We found a net "savings" of nearly 3 hospital days per case. The savings in health care dollars attributed to this decreased length of stay amounts to over \$100 million dollars in charges a year. With the operational costs (in 2006 total costs minus the costs attributable to the development of the new call center) amounting to approximately \$4 million, even if such charges are over estimated by 100% and even if the effect on length of stay is over estimated by 300%, the net savings in charges over costs exceeds \$10 million or a "return" of at least 100% on "investment."

Continuing medical education was a success as measured by the number of lectures and meetings which were attended by staff of NJPIES. Drs. Kashani, Marcus and Ruck provided education programs to physicians and nurses in virtually every county of the state. Our role as a central organizer of medical care to lead poisoned individuals is exemplified by seminars provided to public health nursing staffs in all of the public health regions of the state. Our monthly "lead consortium" meeting is held at our center and attended by a variety of individuals in public health as well as representatives of both state agencies involved, DHSS and the New Jersey State Department of Human Services, and case managers of the major HMO Managed Care insurance carriers.



Our state-of-the-art facility

Our outreach education programs have been a phenomenal success. Our educators are "booked" months in advance. With help from the Pacific Institute for Research and Evaluation, (PIRE), a contracted technical assistance group of The United States Department of Health and Human Services Health Resources Service Administration, (HRSA), we remodeled our internet web site, www.njpies.org providing an online mechanism to request both onsite educational programs and literature for distribution. This has been so successful that we are attempting to attract extra help to enable stream-lined response for requested materials. In reviewing our call volume, it appears that there has been a substantial increase in information calls, many of which are preventive in nature. Since one of our primary missions is to promote poison prevention we are pleased at this apparent increase in that area.

As we look ahead to the future, we look to enhance our disease surveillance capabilities. We contracted with an outside vendor to provide a Geographical Interface System (GIS) to plot call volume on a real-time basis as well as provide the ability to do ad hoc reporting. We believe that this powerful tool is the future of epidemiological evaluation of poisoning patterns throughout the state.

We noticed an apparent increase in the number of deaths reported to us associated with poisonings. We have developed a partnership with the New Jersey State Medical Examiners Office and the Center for Health Statistics of the NJDHSS to review our joint data sources to look for trends and plan approaches to prevent such morbidity and mortality. This program, in its infancy, is a new high priority.

We are working with NJDHSS to develop a statewide Injury Prevention Plan and are part of the team working on a NJMS-based grant to develop a regional injury prevention education and research center.

We have partnered with various agencies in developing working documents related to the administration of medications to children in day care and pre-school settings.

Steven M. Marcus, MD, Medical Director

Assistant Medical Director's Message

2006 has been a very busy and productive year. I am truly enjoying my experience at the New Jersey Poison Center. This year, I successfully completed the Medical Toxicology Subspecialty Boards.

I am actively involved in teaching in the continuing education program coordinated by Dr. Ruck.

In addition, the New Jersey Poison Center offers a rotation for Emergency Medicine Residents for both our host institution and outside Emergency Medicine Residencies for which I am the preceptor.

During 2006 I provided lectures for various hospitals and organizations in the state of New Jersey including:

- Atlantic Health System, Grand Rounds: Toxic Tales and Envenomations. Morristown Memorial Hospital, January 2006.
- NJEHA 2006 Educational Conference and Exhibition "Challenges of the 5th Generation of Public and Environmental Health" March 5-7th 2006, New Jersey Environmental Health Association: Pediatric Lead Poisoning.
- Atlantic Health System, Grand Rounds: The Hyperthermic Hypertonic Patient. Mountainside Hospital, June 2006.
- Executive Office of the President of the United States, Office of National Drug Control Policy. University of Pennsylvania, Philadelphia, July 2006. Fentanyl-Laced Heroin Demand Reduction Forum. Detecting Overdose Outbreaks: Public Health Surveillance and Considerations.
- Advanced Emergency and Acute Care Medicine and Technology Conference: Malignant Hyperthermia, Neuroleptic Malignant Syndrome, Serotonin Syndrome. Atlantic City September 2006.
- Alliance for Consumer Education: Inhalant Abuse. Trenton State House, Trenton New Jersey. November 2006.



John Kashani, DO, Assistant Medical Director of NJPIES

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 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 service 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 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 that NJPIES 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. In January 2006, NJPIES opened its new state-of-the-art call center at the Ambulatory Care Center Building on the UMDNJ campus located in Newark, NJ.



Dr. Steven Marcus accepts 2006 Poison Prevention Week Proclamation. (Back Row: Mr. David Gruber, Senior Assistant Commissioner, Health Infrastructure Preparedness and Emergency Response, New Jersey Department of Health and Senior Services)

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. NJPIES also has a contract with a telephone interpretation service, which allows immediate access to hundreds of languages and dialects. We 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.



A Poison Information Specialist assisting a caller

NJPIES' Services

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

Highlights

Achievements

- New Jersey Newspapers ran 133 features throughout 2006.
- 2 poster presentations were made at the North American Congress of Clinical Toxicology Meeting, San Francisco, California.
- 50 radio and television interviews were conducted in 2006.

Publications accepted or printed in 2006:

- Chertow DS, Tan ET, Maslanka SE, Schulte J, Bresnitz EA, Weisman RS, Bernstein J, Marcus SM, Kumar S, Malecki J, Sobel J, Braden CR. "Iatrogenic Botulism in Four Adults Following Cosmetic Injections." JAMA 2006 Nov 22/29 20:2476-2479.
- Kashani JS, Cocaine. The Neurology of Internal Medicine. Lippincott Williams and Williams. Accepted for publication.
- Kashani JS, Lovecchio F. Delayed Neurotoxicity and Rhabdomyolysis with Rattlesnake Envenomation, J Toxicol Clin Toxicol 2006;44(5) 645.
- Kashani JS, Marcus S. Noninvasive Measurement of Carbon Monoxide Levels in ED Patients with Headache. The Journal of Medical Toxicology. Accepted for publication.

- Kashani JS, Marcus S, Terpene Toxicity, E-medicine, updated March 13, 2006.
- Kashani JS, Ruha AM, Wax P. Diltiazem Toxicity Resulting in large Pleural Effusions, *J Toxicol Clin Toxicol* 2006; 44(5) 765.
- Lovecchio F, Kashani JS, Isolated Atomoxetine Toxicity Ingestions Commonly Result in Toxicity, *J Emerg Med.* 2006 Oct;31(3):267-8.
- Ruck B, Marcus S, Kashani JS, Vassilev Z. Drug Safety Monitoring, *JAMA* 2006; 296(13) 1590.
- Souayah N, Karim H, Kamine S, McArdle J, Marcus S. "Severe botulism after focal injection of botulinum toxin." *Neurology.* (2006) 67:1855-6.
- Vassilev ZP, Kashani J, Ruck B; Hoffman RS, Marcus SM. "Poison Control Center Surge Capacity during an Unusual Increase in Call Volume-Results of a Natural Experiment." *Prehospital and Disaster Medicine.* Accepted for publication.
- Vassilev ZP. Marcus SM. "The impact of a poison control center on the length of hospital stay for patients with poisoning." Accepted for publication.
- Vassilev ZP, Shiel M, Lewis MJ, Marcus SM, Robson MJ. "Assessment of barriers to utilization of poison centers by Hispanic/Latino populations." *J Toxicol Environ Health A.* 2006 Sep; 69(18):1711-8.

Quick Facts

- On average, Poison Control Centers nationally handle one telephone call every 8 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.



NJPIES' Community Outreach

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 now being implemented statewide. He was 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 was 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 at NJPIES is a team effort and one we all take great pride in. Late in 2005, informal discussions with health professionals made us realize that many people do not know the true scope of our activities. Working with the UMDNJ School of Nursing and the UMDNJ Center for Continuing and Outreach Education, NJPIES began to offer a FREE continuing education program for pharmacists and nurses. Nurses and pharmacists interested in spending a day at NJPIES learn about our activities and the basics of poison management. In 2006, over 100 pharmacists and nurses took advantage of the Continuing Education (CE) opportunity we provide. These health professionals were also joined by medical, pediatric and emergency medicine residents who choose to spend time at NJPIES, learning about the management of the poisoned patient. Evaluations completed by the participants demonstrated that the CE program is highly regarded and valuable. This is a program we will continue to offer into 2007.

In addition to the above, NJPIES actively participated in the education of pharmacy students from Rutgers College of Pharmacy. Students completing their 5 week drug/poison information rotation with us have an opportunity to work alongside our staff and 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 these 6th year students, NJPIES was host to 15 fourth-year pharmacy students. These students spent 1 day each with us, learning about poison control, reviewing basic poison management and learning about career options available to pharmacists.

In addition to providing these in-house educational opportunities, Drs. Marcus, Kashani and Ruck also presented numerous lectures across that state. They provided lectures to health care professionals and the lay public in many settings across NJ.

Public Education and Awareness in 2006

Poison Prevention Education can help save lives!

In 1999, NJPIES hired a health educator to foster public awareness of the poison center's 24 hour hotline and services. Since then, the education initiative at NJPIES has evolved into a department consisting of a Director of Public Education and two Health Educators. The educators coordinate all aspects of health promotion for the poison center. Programs are developed and implemented for a variety of audiences including; children, parents, seniors, healthcare professionals, and child care providers. Through education, we can provide NJ residents with the information necessary to carry out poison safe practices in their workplace, homes, and communities.

Public Education Goals

The Education Department is committed to providing poison prevention education to all health care professionals and residents of New Jersey. Its goals are to:

- 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 in the event of a suspected poisoning.
- Promote the importance of calling the hotline for poison/drug information.
- Identify and partner with NJ based organizations that can assist NJPIES in promoting poison safety awareness.

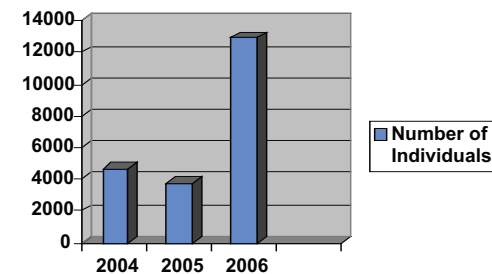
Spotlight: Outreach in Hispanic Communities

An analysis of calls to NJPIES indicated that Hispanic communities underutilize poison center services. This year, to increase awareness within this population, educators conducted poison prevention programs in Spanish for Spanish-speaking communities. NJPIES also expanded its available literature to include additional Spanish materials. In addition, monthly press releases were translated and distributed to Hispanic media.

Milestones in 2006

- 1,209,379 pieces of printed educational material were distributed statewide to residents and providers in schools, community-based organizations, hospitals, and other healthcare facilities.
- Monthly press releases were distributed to approximately 1,800 contacts.
- Educators conducted workshops at the following conferences:
 - New Jersey Environmental Health Association (NJEHA)
 - New Jersey Parent Teacher Association (NJPTA)
 - New Jersey Association for Health Physical Education, Recreation and Dance (NJAPERD)

ANNUAL TOTAL OF INDIVIDUALS RECEIVING POISON PREVENTION EDUCATION PROGRAMS



- 12,900 individuals received poison prevention education.
- The department partnered with *The Gold Cross* (The Magazine of the New Jersey State First Aid Council, Inc.) to contribute articles for its quarterly publication.
- The department initiated an internship program for college students seeking a degree in the field of Public Health Education.

Spotlight: Career Video on Health Educators

NJPIES' Education Department was selected by the Alan Weiss Production Team to represent the "Career of a Health Educator" in a documentary-style video for "America's Career Info Net." This website is a U.S. Department of Labor, Employment and Training Administration sponsored project that provide resources for students and/or professionals interested in finding a job, selecting a career, or improving their work skills. http://www.acinet.org/acinet/videos_by_cluster.asp?id=27&nodeid=28&cluster=5. (Click the link for Health Educators).

Education Materials and Resources

The following materials can be obtained through NJPIES web site at www.njpies.org

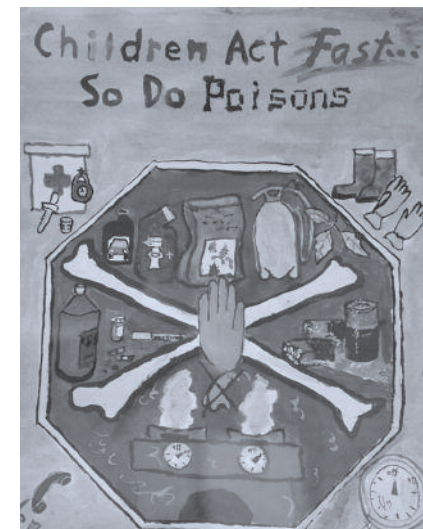
- Babysitter's Do's and Don'ts *
- Carbon Monoxide pamphlet *
- Children's activity sheets *
- Your Poison Center Brochure *
- National Poison Center 1-800 Hotline Poster
- Look-A-Like Posters
- National Pet Poster
- Medicine spoons
- National Poison Center 1-800 Hotline Magnet
- Telephone stickers for healthcare facilities
- Telephone stickers for in-home use *
- Adult Poison Prevention Educational Video
- Spike's Poison Prevention Adventure Video
- Bookmarks *

**Materials are available in both English and Spanish*

National Poison Prevention Week

In order to prevent unintentional poisonings, it is important to promote awareness of poison prevention through various activities and outreach initiatives. Each year, during the third week of March, NJPIES observes National Poison Prevention Week (March 19-25, 2006). This year's theme "Children Act Fast... So Do Poisons" highlights the dangers of unintentional poisonings in children. Parents, grandparents, and other caregivers as well as children should be alerted to the dangers of poisons.

In 2006, NJPIES promoted National Poison Prevention Week statewide. Hospitals, pharmacies, schools, public libraries, health departments, emergency medical service agencies, county offices on aging, community-based organizations, members of the state legislature, pediatricians, childcare directors, and Federally Qualified Healthcare Centers (FQHC) were invited to participate in National Poison Prevention Week. Postcards offering free educational materials were distributed to these facilities and approximately 540,000 pieces of educational materials were disseminated to NJ residents through our campaign.



2006 NJPIES' Poster Contest Winner

As part of our National Poison Prevention Week campaign, NJPIES hosts an annual poster contest and awards ceremony for fourth grade students. The poster contest is a fantastic, creative way for students to learn about poison awareness and partake in a statewide competition.

This year's event was especially memorable! A ribbon-cutting ceremony was held to inaugurate our new state-of-the-art facility. Many distinguished guests helped us celebrate this exciting event.

Congratulations to the 2006 Winners ...

1st Place: Brisa Zhu of Holmdel, Indian Hill School

2nd Place: Dipti Kannan of Edison, Lindeneau School

3rd Place: Michal Chmielowiec of Jersey City, Public School #8



*Front Row (Left to Right): Dipti Kannan, 2nd place winner; Michal Chmielowiec, 3rd place winner; Brisa Zhu, 1st place winner
Back Row (Left to Right): Acting Dean Dr. Robert Johnson, New Jersey Medical School; Dr. Steven Marcus, NJPIES*

Partnerships

Wipe Out Lead NJ

Wipe Out Lead NJ (WOLNJ) is a program funded by the NJ Department of Health and Senior Services—Maternal and Child Health and administered by Family Health Initiative, Southern NJ Perinatal Consortium. This project distributes free at home lead dust kits to NJ residents who are pregnant, have young children living in home and/or live in a home built before 1978. Through this partnership WOLNJ and NJPIES will be distributing each others materials during their separate outreach initiatives.

It's Your Life 411: A Program of Decision-Making, Character Education, and Prevention

It's Your Life 411 (IYL) is a unique education and prevention program that has been developed for 7th and 8th grade students. During this program, students role-play scenarios that model the real life situations that teens may face in order to understand the life-altering consequences of poor decision-making as well as educate students about the valuable services provided by community agencies. In 2006, NJPIES was invited to participate as a community agency representative in several IYL programs in middle schools throughout NJ. During these programs, educators were able to discuss prevention tips, poison center services, and situations during which students can utilize the center for emergency assistance or poison information. Through this partnership, NJPIES has reached approximately 1000 middle school students!

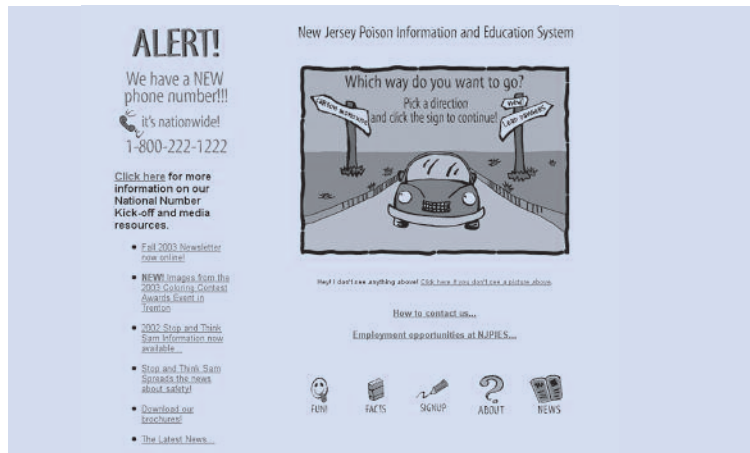
Babies "R" US, Baby Safety Expo

Babies 'R' US hosts an annual in-store, Baby Safety Expo throughout its NJ stores. This event is dedicated to providing new and expecting parents with valuable information about safety and health issues regarding children. NJPIES supported this program by providing educational materials to locations throughout NJ.

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 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.

At the end of 2006, NJPIES enlisted assistance from the staff of the Pacific Institute of Research and Evaluation (PIRE) in order to expand the capabilities of our current website.



www.njpies.org

Resource Development and Marketing

The Poison Control Center is funded through a contract with the state of New Jersey, Federal and other grants, and private donations. With the support of the Foundation of University of Medicine and Dentistry of New Jersey (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. 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.

For further information on how to support NJPIES or become a key partner in promoting our programs, please contact Martha L. Bahamon, Director of Development at the Foundation of UMDNJ at 973-972-4831. For online donations please visit www.umdnj.edu/foundation.

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

CVS
Infineum
Johnson & Johnson
McDonalds
Medco Health Solutions, Inc.
Menco Business Products
Newark Bears, Professional Baseball Team
Pathmark
PSE&G
Wakefern

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. We are developing the capability to handle these calls through the 1-800 number. We hope to have this operational by mid 2007. Please check with us regarding implementation.

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. This program has morphed into the Health Emergency Preparedness Advisory Council (HEPAC) and NJPIES has a "seat at the table." 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 poison 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.

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.

Expenses 2006

Salaries	2,300,663.00
Fringe	810,283.00
Total Payroll	3,110,946.00
Rent	120,000.00
Subscriptions/Membership	57,043.00
Postage	41,768.00
Telephone	55,749.00
Staff Training	6,564.00
Staff Recruiting	2,227.00
Tuition/Reimbursement	2,445.00
Travel	21,139.00
Printing	70,103.00
Services	244.00
Computer Supplies	24,304.00
Other Supplies	59,944.00
Maintenance	25,392.00
Equipment: Educational, Office, Computer	33,656.00
Capital	62,666.00
Consultant Services	1,200.00
Miscellaneous	8,575.00
Overhead	379,966.00
Total Expense	4,083,931.00

Income 2006

Cash receipt	
Hospitals	642,888.00
State Grants	1,035,104.00
Fed Grants	696,838.00
Private Donations, Contracts	63,501.00
Total	2,438,331.00

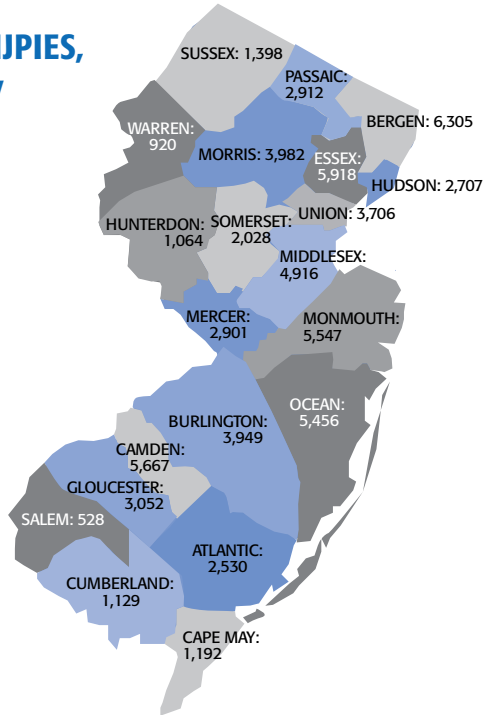
Balance 2006

Holdover Funds from 2005	866,489.00
Revenue Received	2,438,331.00
Expenses	4,083,931.00
Balance	(779,111.00)*

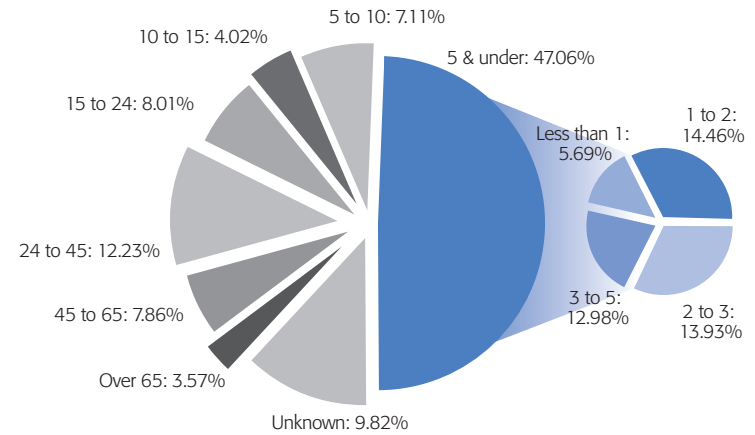
*Deficit due to unforeseen delay in hospital billings for 2006

The following statistics reflect only those poisonings reported to the New Jersey Poison Control Center during 2006. 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.

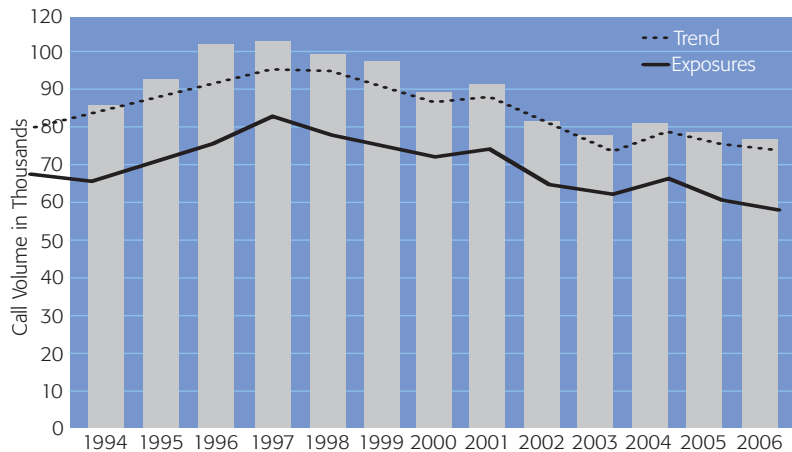
Calls to NJPIES, by county



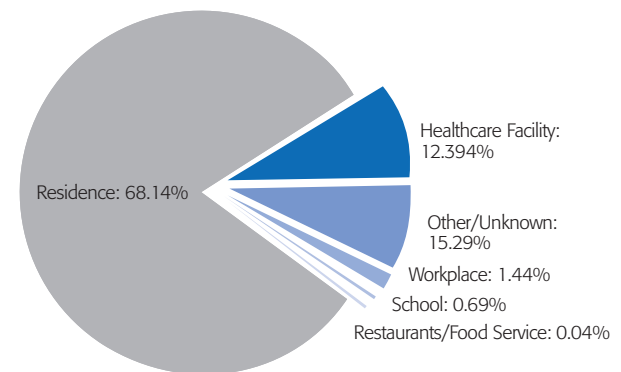
Call Volume: Age of those exposed



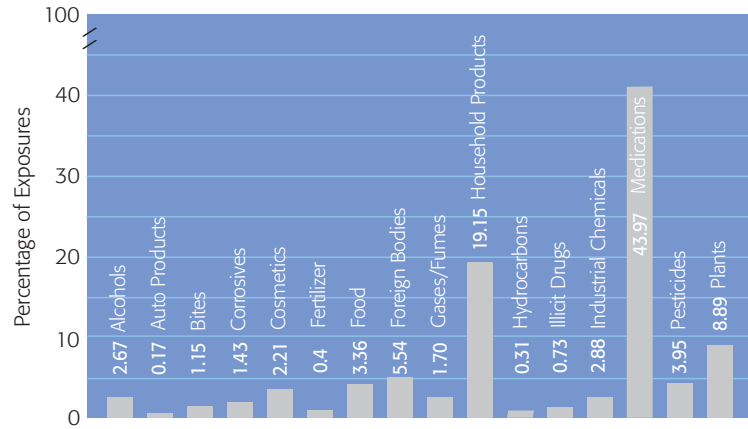
Call Volume: Number of call to NJPIES since 1990



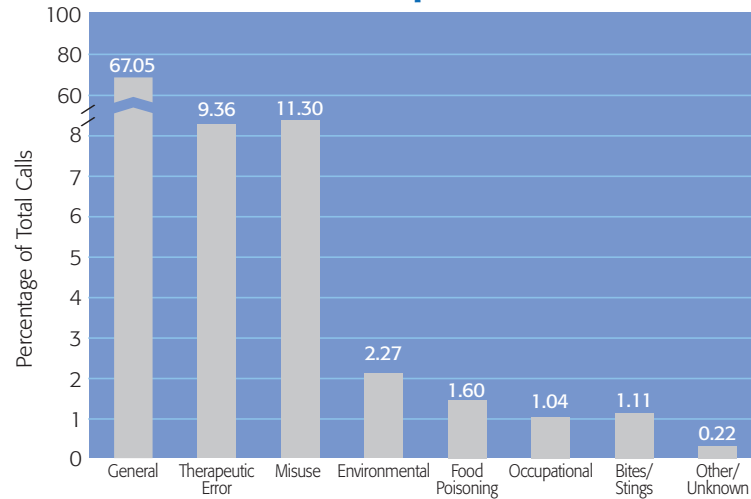
Location: Where the calls come from



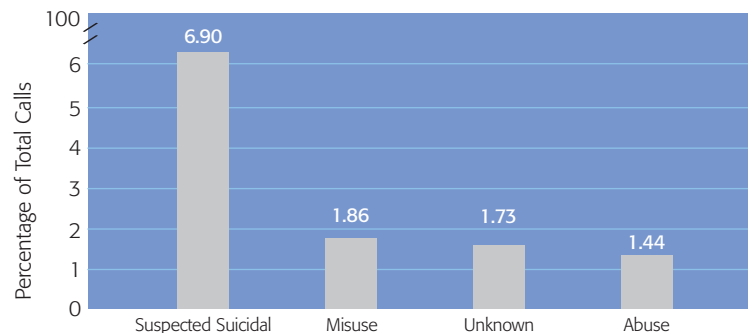
Types of products involved



Call Reason: Unintentional Exposures



Call Reason: Intentional Exposures



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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.



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Fax: (973) 643-2679
Poison Hotline: 800-222-1222
Website: www.njpies.org