

Use of the 1-800-222-1222 Number on Product Labels: Guidelines for Industry

Approved by the AAPCC Board of Directors, May 1, 2003

The American Association of Poison Control Centers (AAPCC) has launched a nationwide number for access to the 62 US poison control centers. The number, 1-800-222-1222, is routed to the local poison center serving the caller, based on the area code and exchange of the caller. The number is functional 24-hours a day in the 50 states, the District of Columbia, the US Virgin Islands, and Puerto Rico.

While there is no charge imposed for the use of the 1-800-222-1222 number on product labels, there are important guidelines governing its use. It is important that companies comply with these guidelines to optimize emergency response recommendations and treatment.

The number (1-800-222-1222) must appear with the words: "call your poison control center at 1-800-222-1222" preceded by "If swallowed" or "In case of poisoning" or "If over-exposure occurs". Any other label wording must be specifically approved by AAPCC. In no case will wording be approved if the words "poison control center" are not included.

Why must the words "poison control center" appear with the phone number? Poison control centers are not adequately staffed to handle non-emergency questions about products such as questions about product replacement or malfunction. These calls will interfere with the ability of poison centers to respond to true emergencies. Companies that desire a more comprehensive service, including after-hours responses to product questions, can contract with an individual poison control center for this service. AAPCC can provide a list of certified poison centers that have expressed an interest in providing this customized service to industry.

If a company decides to place the nationwide poison control number on a product, then the poison centers must be given adequate information to rapidly and accurately handle incoming calls about the product. To accomplish this, the company should:

- 1) List all products and their ingredients in Poisindex (the computerized product compendium used by poison control centers). This listing is free. Poisindex is maintained by Micromedex, Inc in Greenwood Village, Colorado. To list products with Poisindex, please use one of the following options:

A) Complete a Product Information Form for each product to be listed and mail it to:

Micromedex, Inc.
c/o Poisindex Products
6200 S. Syracuse Way, Suite 300
Greenwood Village, CO 80111

Online forms are available at http://www.micromedex.com/about_us/editorial/
(listed under product information forms).

B) Mail the product MSDS to Micromedex at the above address instead of the Product Information Form.

C) If product MSDS's are available through the internet, grant permission to Micromedex to pull product information directly from your company's website. Permission and the internet address can be sent via email to info@mdx.com, faxed on corporate letterhead to 303-486-6464 or mailed to the address listed

above.

D) If the above options are not feasible, or you have questions regarding the submission of product information, contact the Poisindex Commercial Products Line at 1-800-642-6339 or send an email to info@mdx.com. Please do not direct customer calls to Micromedex.

Plan ahead: Allow at least 6 months from the time product information is submitted until it becomes available to poison centers through Poisindex. Please be sure to identify the products that include 1-800-222-1222 on their labels.

Attempting to provide emergency poisoning treatment recommendations using incorrect or inadequate ingredient information can seriously compromise patient outcomes and even cause unnecessary deaths. Each company must take responsibility for placing up-to-date product information in Poisindex. Make sure you provide revisions if product formulations are changed or new products are introduced. (Note: There is no financial or organizational relationship between AAPCC and Micromedex.)

2) Provide a phone number for poison centers to refer callers with non-emergency product questions. This number should be provided to:

- a) Poisindex
- b) AAPCC (to be placed on the members-only side of the AAPCC web site)

3) Provide one or more phone numbers for poison centers to contact company technical staff, both during regular business hours and off-hours, in case additional information is required to handle a poisoning. These numbers should be provided to:

- a) Poisindex
- b) AAPCC (to be placed on the members-only side of the AAPCC web site)

4) If available, provide a link to your MSDS web site for use from the members-only side of the AAPCC web site. However, note that MSDS's are NOT an adequate substitute for placing product ingredient information in Poisindex.

Placing the nationwide poison control number on your product in no way implies AAPCC endorsement of the product. Any company placing the number on the product automatically agrees to indemnify AAPCC and all US poison control centers responding to calls from consumers.

Addenda

Data availability: Data (without patient identifiers) are available on cases involving a company's products.

These data are collected by the individual poison center handling the call, then submitted to AAPCC's Toxic Exposure Surveillance System (TESS). Poisoning case data are only available to the company which owns the product, to AAPCC, and to regulatory agencies. AAPCC recommends that all companies review data on new products at least annually, and review data on older products at regular intervals to be certain no product safety issues have developed. TESS data are available in real time, as the cases occur. Direct, real time access to these data by each industry is expected to be available in 2003. TESS reports on individual products can be obtained by contacting AAPCC at 202-362-7217 or by E-mailing Jessica Youniss at youniss@poison.org. A fee is charged for reports provided to industry to cover the

costs associated with collecting and analyzing the data. Additional information on TESS data can be found at www.aapcc.org.

Poison control center contracting: For some companies, there are advantages to contracting with an individual poison control center for services rather than using the national poison control number on the label. Companies may prefer to contract with an individual poison center if they need:

- 1) Responses to non-emergency and non-poisoning product inquiries and consumer complaints,
- 2) Customer-specific (patient identifying) data for each caller,
- 3) Additional data fields beyond those included in AAPCC's TESS,
- 4) Submission of specialized forms to regulatory agencies (Medwatch, FIFRA, etc), and/or
- 5) Consulting services for labeling, product safety, or regulatory issues.

Upon request, AAPCC will provide a list of certified poison centers interested in contracting with industry for comprehensive services.

AMERICAN ASSOCIATION OF POISON CONTROL CENTERS

3201 New Mexico Avenue, NW Suite 330

Washington, DC 20016

202-362-7217

fax: 202-362-3240

aapcc@poison.org

www.aapcc.org

www.1-800-222-1222.info