


Advancing
the Maternal &
Child Health VISION
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News from the Poison Centers

New and Emerging Dangers to Children
and Teens
Courtney Wilson, MPH
American Association of Poison Control Centers

Discussing Today:


1. Snapshot of poisoning in the U.S. and how we get our data
2. Updates on new substances and existing dangers
3. How to talk to your patients or clients
4. Poison center savings



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Poison Centers 101

- 57 throughout the country, covering everyone
- Calls are fast, free, confidential (HIPAA-compliant)
- Specially trained experts answer the phones
- 24/7/365



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Calls Poison Centers Handle:

- | | |
|--------------------------|--------------------------|
| Bites/stings | Batteries |
| Alcohol | Household cleansers |
| Foodborne | Industry-grade cleansers |
| ODs | Cosmetics |
| Medicine mistakes | Fertilizer |
| Drug interactions | Poisonous plants |
| Illegal drugs | Carbon monoxide |
| Cultural medicine | Ocular exposures |
| Arts and crafts supplies | Radiation |
| Inhalants | AND MORE... |



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Poison Center Calls

- "It was dark, and I took my husband's heart pills by accident when I thought I was taking headache pills."
- "My friend drank a lot of cough syrup for fun, but now he's not doing so hot."
- "My patient arrived three hours ago with an APAP overdose. Should we start to see changes in liver function by now?"
- "My 2-year-old drank out of the toilet."
- "Can I take this over-the-counter cold medicine if I'm also taking this antibiotic?"
- "My mirror just broke and my friend said it's made of mercury. Is it poisonous?"
- "The carbon monoxide alarm is going off."
- "I squirted mold remover in my eye trying to clean the bathroom."
- "I accidentally used anti-itch cream instead of toothpaste."
- "We ran out of stickers and magnets – can we have some more?"
- "Should I let her sleep it off or take her to the hospital?"
- "My whole family was fine before dinner, but now we're all throwing up. Could it be food poisoning? What should we do?"
- "Is the helium in balloons really a drug?"
- "Our unit responded to a 9-1-1 call and found large quantities of white, oval pills with an "N" stamped on the back. Can you tell us what it is?"



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Kids eat the darndest things!

- Cockroach, live and wiggling
- Milk left out for weeks (bottle or sippy cup lost and forgotten under the bed or couch)
- Used prophylactic
- Feces—human, cat, dog, lizard, livestock...
- Used feminine hygiene products
- Live goldfish

(From the Illinois Poison Center blog)



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Poison Center Data

- National Poison Data System (NPDS)
- Provides near-real-time snapshot of poisoning, estimated to capture 80% of poisoning incidences, updated approx. every 20 minutes
- Approximately 4 million entries per year
- 56+ million cases through December 31, 2011



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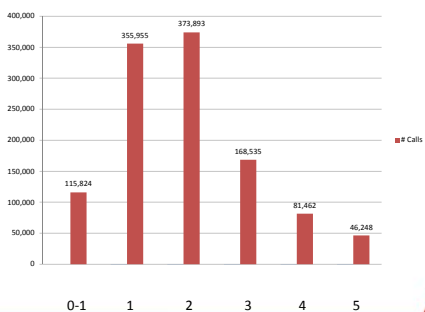
Poisoning in the U.S.

- The leading cause of unintentional injury. Sixth leading cause of fatal injury.
- 10,000 calls to poison centers each day; 6,400 human “exposure” cases daily.
- Human exposure call about every 13 seconds.
- 2011: 3.6 million calls to poison centers, a decrease of 8.3% from 2010.

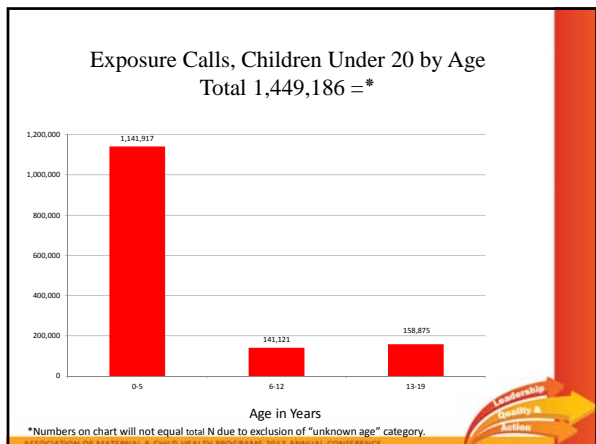


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2011: No. of exposure calls by age



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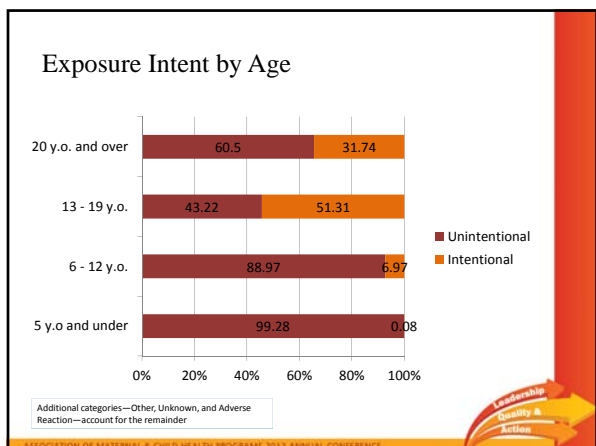




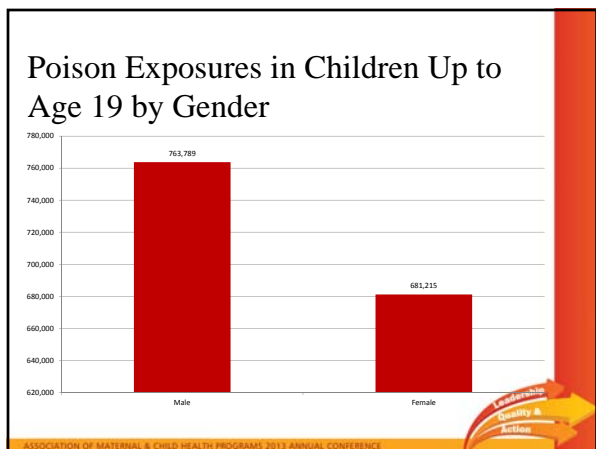
Intentional Exposures

- Unintentional exposures outweighed intentional exposures in all age groups except 13-19.
- This age group's intentional exposure includes suicide and purposeful misuse and abuse of substances.

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- ### Top 5 Therapeutic Errors
- Inadvertent double-dosing
 - Wrong medicine
 - Wrong dose
 - Doses given/taken too close together
 - Someone else's medicine
- Total = 299,832
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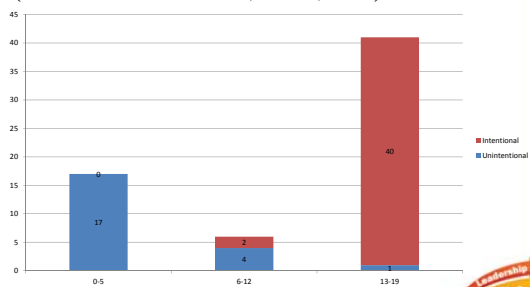
Top 10 Substances Involved in Pediatric Exposures

1. Cosmetics/personal care products
2. Analgesics
3. Household Cleaning Substances
4. Foreign Bodies/Toys/Miscellaneous
5. Topical Preparations
6. Vitamins
7. Antihistamines
8. Pesticides
9. Cough and Cold Preparations
10. Antimicrobials



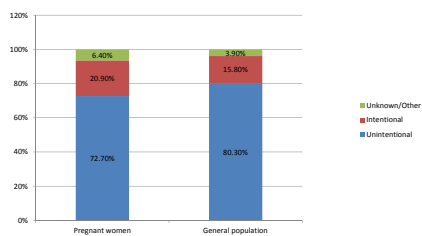
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Poisoning Fatalities Ages 0-19 (1.5% of fatalities; n=2,765)



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Poisonings in Pregnancy by Intent Total = 7,834 (0.34%)



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Poison Center News

- Laundry detergent packets
- Illegal Drugs and Misuse of Legal Drugs
- Tobacco and nicotine products
- Teen peer-to-peer challenges
- Energy drinks
- Children self-medicating with OTCs
- And the bizarre...



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Laundry Detergent Packets

•Product launched on U.S. shelves, March 2012

•Poison center recognition of unique reactions, May 2012

•6,258 cases of children under 5 ingesting item through December 31, 2012

•Extreme reactions to toxicology of product



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Laundry Detergent Packets

Hazards to young children include:

- Profuse vomiting and diarrhea
- Respiratory distress including wheezing, gasping, and stridor, some requiring ventilation in HCF
- Excessive sleepiness
- Corneal abrasions



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Managing Laundry Detergent Exposure

- In all cases, it is appropriate to call poison center immediately
- Can also call 9-1-1 immediately if child exhibits:

- Seizures
- Trouble breathing
- Loss of consciousness



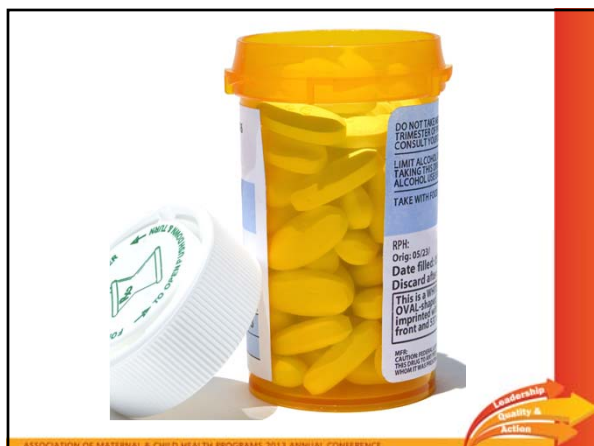
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Messages to Parents About Laundry Detergent “Pods”

- Very serious: Prevention is preferable to treatment.
- Keep all laundry products up and out of sight and out of reach of young children.
- Keep in locked cabinets; tightly reseal containers each and every time.
- Prevention of this injury should be part of every MCH well-visit.



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Getting High: Not Your Father's Marijuana

- Familiar drugs are getting new formulations—
 - Synthetics: Marijuana, Bath Salts, 2-C, Desomorphine
- Cocaine
- Prescription Painkillers (Opioids)



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Drug names you may hear

- JWH
- MDPV
- Herbal incense
- Spice
- K2
- Blaze
- Red X Dawn
- Ivory Wave
- Bliss
- 2C-
- 2D-
- Plant Food
- Purple Wave
- Vanilla Sky
- Genie
- Skunk
- PMA
- Captain Fly



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Drug names you may hear

- Bloom
- Doctor Death
- Kratom
- Koth
- Salvia
- Meow or Meow-Meow
- Jungle Spice
- DMT
- Whack
- Bayou Ivory Flower
- Zoom
- Wicked X
- White Lightning
- Energizing Aromatherapy Powder
- Dynamite
- Mystic
- Ocean Snow
- Triple C



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Drug names you may hear

- Arctic Blast
- Blue Magic
- Blue Silk
- Ivory Fresh
- Lady Bubbles
- White Dove
- Tranquility
- Snow Leopard
- White Girls
- Bonsai Winter Boost
- Hurricane Charlie
- Cloud 10
- Cotton Cloud
- Scarface
- Route 69
- Red Dove
- White Knight
- Snow Day
- Dragonfly
- Bromodragonfly
- Bolivian Bath
- Oxi



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On synthetic drugs:

"Poison center experts, who have first-hand knowledge of the devastation these drugs cause for individuals and their families, say

these substances are among the worst they have ever seen.

People high on these drugs can get very agitated and violent, exhibit psychosis and severe behavior changes, and have harmed themselves and others. Some have been admitted to psychiatric hospitals and have experienced continued neurological and psychological effects."

-Dr. Richard Dart, President American Association of Poison Control Centers



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Paramedic Discussion Board

"Wondering what everyone has for SOs or Protocol to treat these patients. Are we doing enough to protect us and/or our ER staffs when we treat and transport these patients?"

I am allowed to give up to 10mg Versed IV/IM/IN and repeat it once if needed or can go to Ativan IV/IM instead. On top of that a liter of NS and passive cooling if hyperthermic.

Ativan has been mixed on the results and Versed seems to work very well with 5mg doses for about 20-30 min. If a patient is cooperative at first I draw up Versed and have the Nasal Atomizer ready until it can be given IV. Have not given it with the Atomizer yet but, the crews that have had good temporary results lasting about 10 min max. Is anyone using Etomidate or Ketamine out there and what are the results?

I ask if we are doing enough because the last two I have taken in ended up tearing apart the ER and needing Law Enforcement to help control with injuries to the providers and the patient being RSI'd. Should we be sedating these patients to the point of controlling airways and then using paralytics along with sedatives. Facilitated intubation with Etomidate or Ketamine and then Vec or Roc to protect the tube with Versed for sedation?

The issue of prehospital and hospital providers is becoming an issue and I feel we need to rethink and look at what we are doing.

Source: JEMS Discussion Board



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Why Teens Take These Drugs

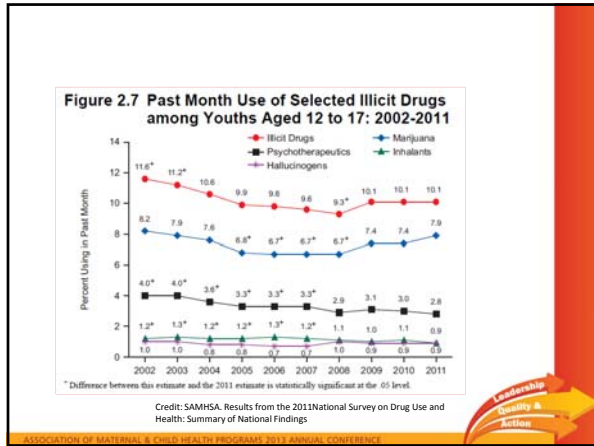
- “They’re kinda herbal and are therefore safe.”
- Some formulations start out herbal, but are then laced with arsenic, heavy metals, kerosene, other decidedly UNSAFE substances. Scientists and psychiatrists suspect permanent damage occurs to the brain.

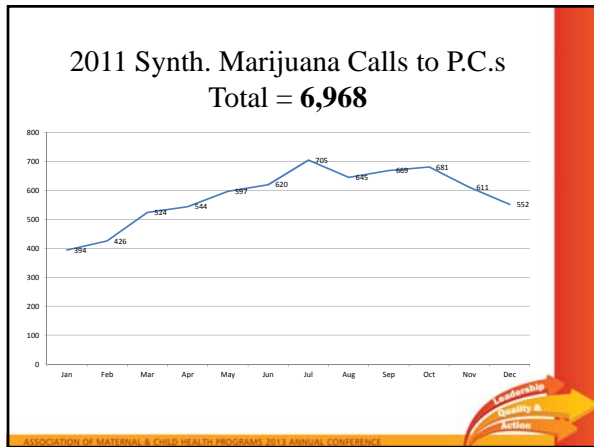
Word on the Street Word in the Labs

Why Teens Take These Drugs

- “It’s legal, man.”
- Not so much

Word on the Street Word in the Labs





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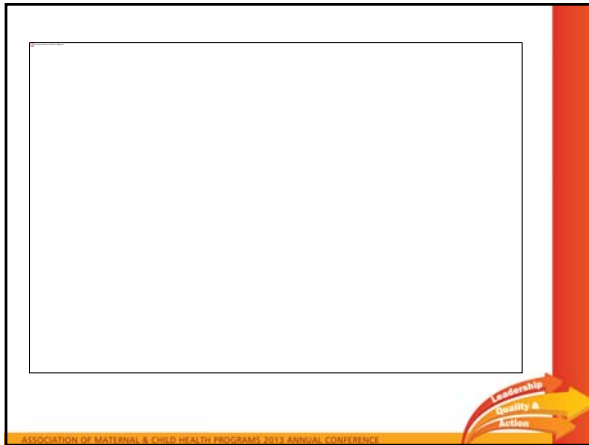
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Synthetic Marijuana

- Multiple different compounds
- Unlabeled packages
- Different compounds act in multiple brain and body receptors. Chemicals targeted at receptors in the brain have 4 – 10 times the uptake as regular THC

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The Appeal of Synthetic Marijuana


Was marketed as legal
 Formulations change fast to keep up with the laws
 Easy to find and buy
 Users were told that they can pass drug test
 Pleasurable smell and taste
 Altered mood




Synthetic Marijuana: the Downside

- Dry mouth
- Rapid heartbeat
- Altered mood and perception
- Agitation
- Bloodshot eyes
- Nystagmus
- Low potassium levels
- High blood sugar levels
- Fever
- Sweating
- Nausea and vomiting
- Chest pain, cardiac ischemia
- Cognitive impairment
- Loss of consciousness
- Confusion
- Agitation
- Seizures
- Paranoia
- Hallucinations


Anxiety, depression, and psychosis upon withdrawal



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Outcome Definitions

Minor: Signs and symptoms are minimally bothersome and resolve rapidly.

Moderate: More pronounced, prolonged or systemic, usually requiring some form of treatment.

Major: Life-threatening symptoms or those which result in disfigurement or disability.



Update on Bath Salts

- Synthesized cathinones using chemicals that can change to escape drug laws.
- New drug laws now in effect to ban the drug.
- Extremely dangerous, product can change formulation quickly and user does not know what he is taking or what effect will be.
- Suspected permanent brain damage.



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Bath salts

- | | |
|--------------------------------|-------------------------|
| Increased alertness | Increased sex drive |
| Restlessness | Increased talking |
| Euphoria | Chest pain |
| Excitement | Panic attacks |
| Involuntary facial contortions | Hallucinations |
| Sweating | Coldness in extremities |
| Heache | Paranoia |
| Rapid heartbeat | Sweating |
| Fever | Catatonia |
| Seizures | Confusion |



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Bath Salts

In a chemical class with

- amphetamines,
- methamphetamines,
- Fly, Dragonfly, Bromodragonfly,
- 2-C 2-D

Effects described as similar to Ecstasy, Meth,Cocaine

Even one-time use can lead to permanent damage to the brain, including the potential for Parkinson's Disease.



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Bath Salts

Addictive (physically and psychologically)

\$15-22 per gram, which is usual dose

Effects can last 1-2 days



Ingested, injected, or snorted

Comes in packages perfectly appealing to teen market





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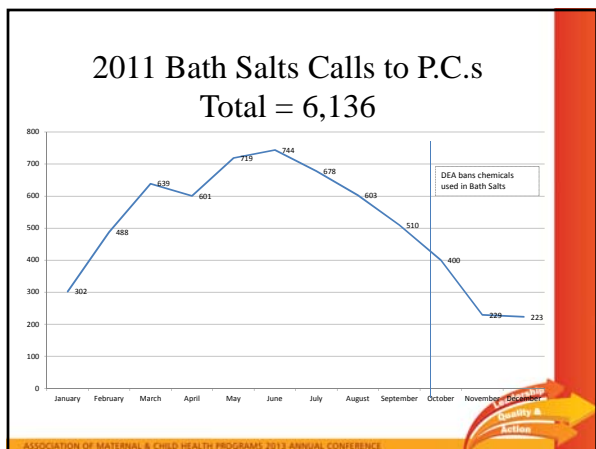
Bath Salt Users in the ED (N=236)

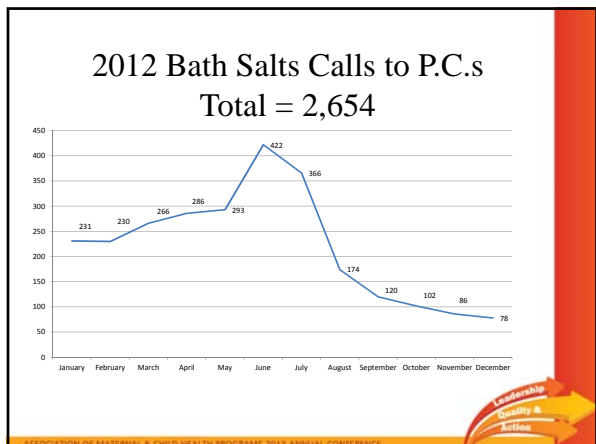
Percentage of patients who present with...

Agitation	82%
Combative/Violent behavior	57%
Tachycardia	56%
Hallucinations	40%
Paranoia	36%
Confusion	34%
Myoclonus/Movement disorders	19%
Hypertension	17%
Chest pain	17%
CPK elevations	9%

SOURCE: Spiller et al. (2011). *Clinical Toxicology*, 49, 499-505.
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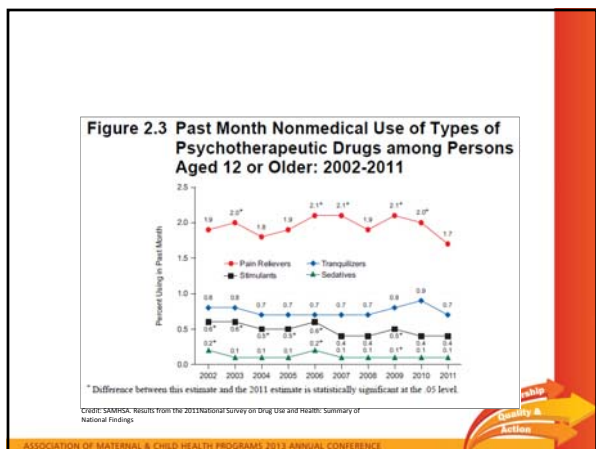


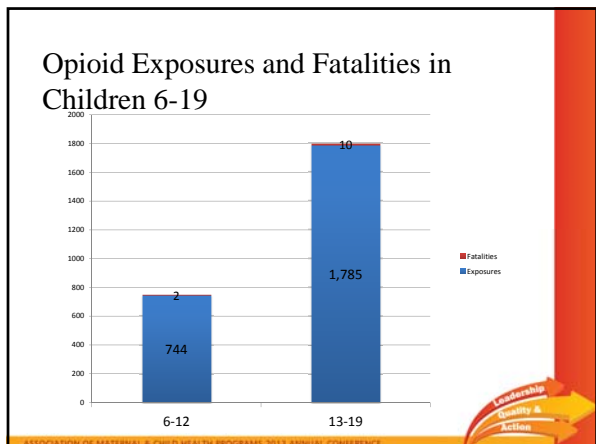
Prescription Painkillers

Most rapidly rising cause of poisoning injury

Can be immediately fatal, upon first use

Readily available due to over-prescribed drugs, lack of drug disposal, and easy tolerance and addiction





The Role of Naloxone

Overdose reversal with little to no risk of side effects, even if Dx is wrong

Shortage in current mechanism

Petitions to FDA to make it over the counter and in a nasal spray form

Efforts to make it part of first aid

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Desomorphine

AKA Krokodil or Poor Man's Heroin

- Originating in Russia, it is just now reaching the U.S., with preliminary reports showing Louisiana as an entry point
- 10 times stronger than heroin
- Extremely cheap to produce
- Nicknamed "krokodil" because of the way the skin becomes green and scaly, gangrenous
- High lasts about 30 minutes



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Don't look at the next slide if you have a weak stomach.



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Effects of Krokodil Use



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Krokodil


Flesh rots at injection site due to the chemical contaminants used to produce the drug

Teeth rot and fall out

Average life span of user: 2 years

Highly addictive


Can expect brain damage, amputations, sepsis, tetanus, bloodborne diseases (Hepatitis, HIV)



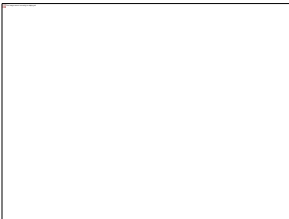
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The Opioid Path


- 1 • Prescription painkillers flood the legal market.
• Legal users become addicted. Drug diversion occurs.
- 2 • DEA, FDA, others crack down on PPs, implementing prescription monitoring programs and raiding pill mills.
• PPs not as easy to get anymore.
- 3 • PP users cut off from their source look for a replacement and find good, old-fashioned heroin.
• Uptick in heroin addiction, which leads to...




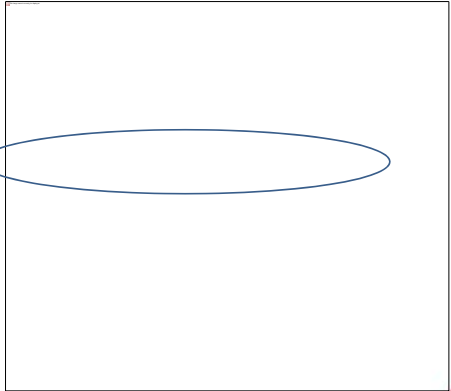
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Increased numbers of prescriptions for buprenorphine (Suboxone), used to treat opioid addiction. This in turn leads to...




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Oxidado: A new form of cocaine

Sometimes called “oxi”...not to be confused with “oxy” as a reference to oxycontin.


Dangerous new form of cocaine developed in South America, oxidized (“oxidado”) by soaking the leaf in kerosene, then provoking a chemical reaction by mixing it with sulfuric acid.

Will look like small yellowish or light brown stones, which are smoked.



Volatilized Alcohol

- Device that allows users to inhale alcohol by heating it, then inhaling fumes through a straw.
- New to market; PCs know very little yet, but are concerned about long-term effect of volatilized ethanol on lungs
- Marketing: “no calories, no carbs, no impurities”; \$35;



Volatilized Alcohol



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Tobacco and Nicotine

- E-cigarette fluid
- Candy-based tobacco products
- Chewing tobacco spit out into soda cans



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Chewing tobacco spit into soda cans gets inadvertently consumed by children



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Dissolvable tobacco (candy)



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AAP Concerns

- AAP reached out to AAPCC
- Dissolvable tobacco now being produced by the "big players" in the tobacco mkt
- Test marketing in 3 cities
- One package contains enough nicotine to be fatal in a child

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Appeal to children

Looks and tastes like candy, so there is no bad taste incentive to stop consumption

Normal imitation of adult behavior may entice children to consume

Will be in purses or out in the home, accessible to children



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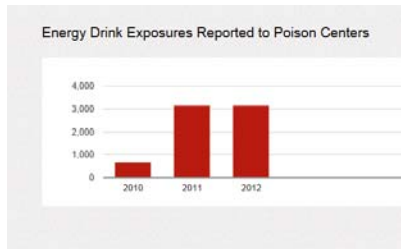
Energy Drinks

- SAMHSA: 20,000 ER visits due to energy drinks in 2011, twice as many as in 2007.
- NPDS shows 3,147 exposures in 2012
- 2011 NPDS data show 1/3 require treatment in HCF
- Users are primarily teens and young adults
- Not regulated by FDA; considered "dietary supplement"
- Especially dangerous mixed with alcohol
- 3 energy drinks=15 cups of coffee

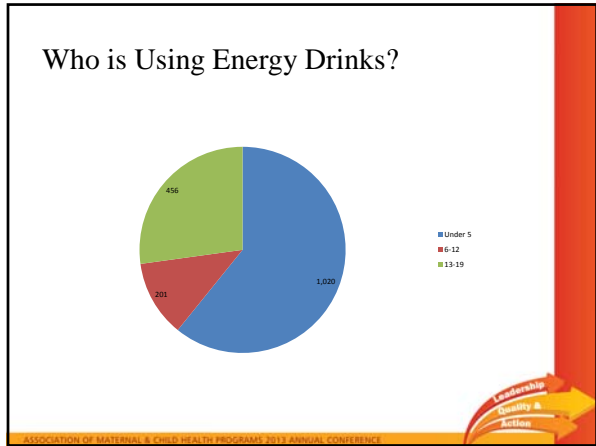


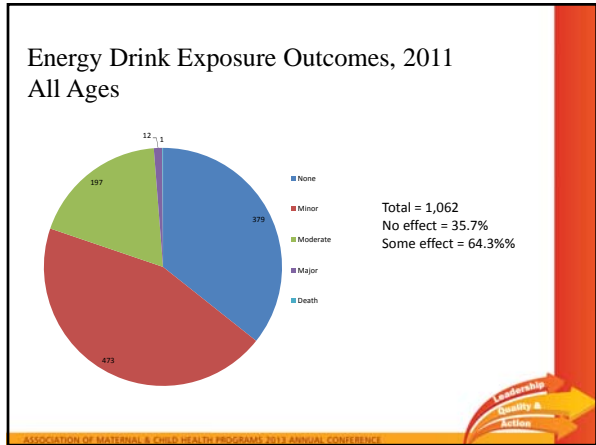
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Energy Drink Trend



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- ### Energy Drinks—Why Are We Concerned?
- Effects:
- Irregular heartbeat
 - Anxiety
 - Heart attack
 - Seizures
 - Insomnia
 - Kidney problems
 - Nausea and vomiting
 - Withdrawal
 - Chest pains
 - Diarrhea
 - Delirium
 - Dehydration
 - Increased BP
 - Headache
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New Uses for Everyday Items

Cinnamon, hand sanitizers, and marshmallows, oh my...



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Cinnamon Challenge



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Cinnamon Challenge

- YouTube-fueled dare that children and teens think is amusing.
- Swallow a spoonful of cinnamon without water, without coughing, gagging, vomiting.
- Actually dangerous: fine powder coats the lungs and can cause respiratory problems, especially in asthma-prone individuals



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Leadership
Quality &
Action

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Leadership
Quality &
Action

More “challenges”

- Milk challenge
- Chubby bunny challenge
- Salt challenge

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Leadership
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Milk challenge

Can you drink a gallon of whole milk in an hour without vomiting? (ans: No)

Can expect vomiting, diarrhea, nausea, other GI symptoms



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Chubby Bunny

Fit as many marshmallows into your mouth as possible and still be able to say "chubby bunny"

Choking hazard, not poisonous



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Salt challenge

Test of the pain threshold

Pour salt on the skin then cover it with ice

Results in severe pain

Not poisonous, but several news reports of blistering, burns, and even frostbite.



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McNeil/Scholastic/AAPCC *OTC Literacy Curriculum*

•Research study showed that children begin to self-medicate around age 11.

•*OTC Literacy lessons:*

- *You MUST ask an adult before taking medicine.*
- *Information about medicine, dosing, and ingredients can be found on the Drug Facts Label.*
- *OTC medicine needs to be treated with as much respect as prescription medicine.*
- *Measuring and dosing can be tricky. Ask your parents or doctor for help taking OTC.*



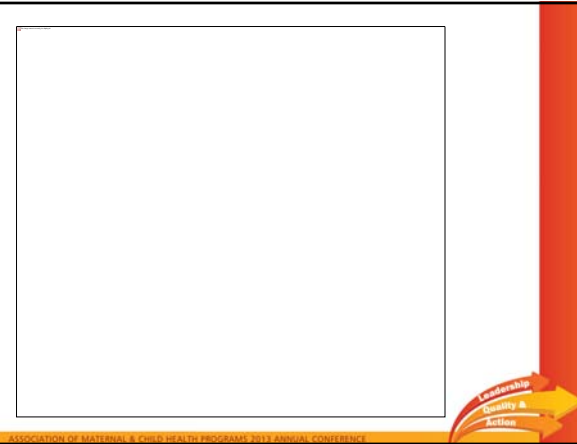
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•For teachers, families, school nurses

- *Downloadable worksheets and smartboard lessons*
- *Family take-home newsletters*
- *Posters*
- *Interactive critical thinking and role playing lessons*



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Poison Centers Want Parents to Know

- Program the Poison Help number into your phone: 1-800-222-1222. Keep the number handy at home, too.
- Calls are fast, free, and confidential, with no judgment, just relief. Open 24/7/365.
- We're the ones the experts call, too. Every 19 minutes a doctor, nurse or other health care professional calls the poison center for treatment advice.



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Poison Centers Want You to Know

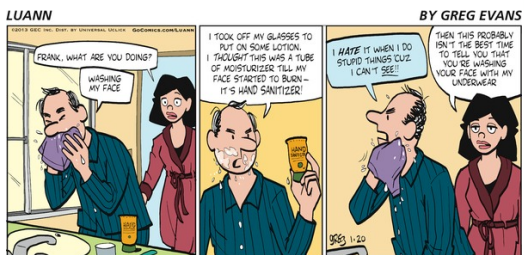
Don't be embarrassed to call.

We get 4 million calls a year. Think we haven't heard it all? We're here to help.



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It Happens To Everyone



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You Can Prevent Poisonings at Home

Products and medicines can hurt you if they are used the wrong way, in the wrong amount, or by the wrong person.

Wild Mushrooms

Family Room

Kitchen

Living Room

Bath

Bedroom

Garage

Oven Cleaner
Drain Opener
Alcoholic Beverages
Furniture Polish

Medicines

Wild Mushrooms

Toilet Bowl Cleaner
Hair Relaxer
Perm Solutions
Nail Products
Mouthwash

Pesticides
Rust Remover
Gasoline
Kerosene
Paint Thinner
Lighter Fluid
Lamp Oil
Antifreeze
Windshield Washer Fluid

Leadership
Quality &
Action

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Resources you can use

Call 1-800-222-1222 and ask for the educator.

Brochures, activity books, DVDs, pens, classroom guides, infographics, stickers, magnets, fact sheets, videos/PSAs, posters, and more, many in multiple languages, many of which are free

“Choose Your Poison” online and app game

Social media at AAPCC or local centers

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Call same number for stickers, magnets or other reminder items

POISON
Help
1-800-222-1222

Leadership
Quality &
Action

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Poison Centers as Cost Savings Resources

2012 study showed \$1.8 billion saved annually

70% of exposed callers able to be treated at home

3.43-day reduced length of hospital stay in cohort with early PC involvement



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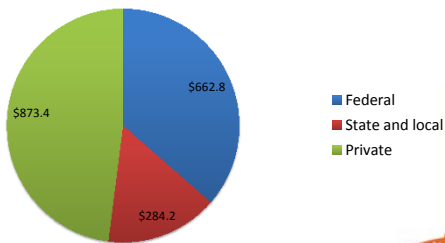
\$1.8 billion broken down

Funding Source	Total Poison Center Funding in 2011	Estimated Medical Care Savings and Reduced Productivity Loss Per Year	Medical Care Savings and Reduced Productivity Loss Per Dollar of Funding Per Year
Federal Government	\$17.1 million	\$662.8 million	\$38.74
State and Local Government	\$83.8 million	\$284.2 million	\$3.39
Private	\$35.1 million	\$873.4 million	\$24.86
Total	\$136 million	\$1.82 billion	\$13.39

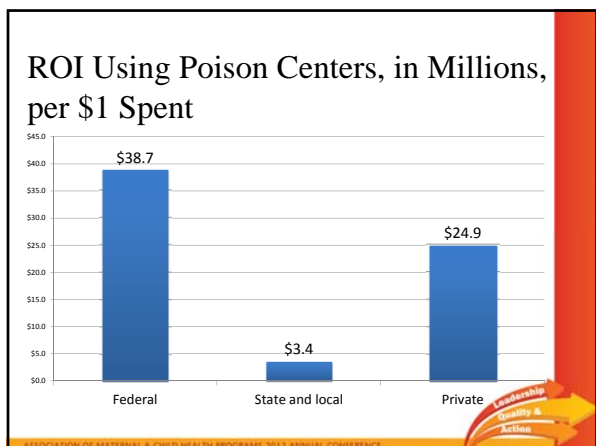


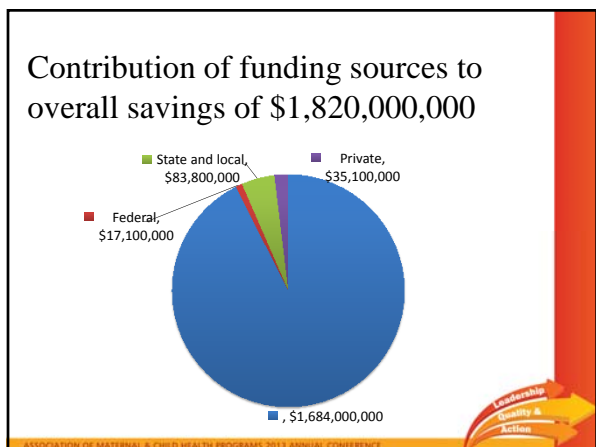
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Savings Realized by Using Poison Centers, in Millions



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Using Poison Centers Saves

- Lives
- Money
- Time
- Resources

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