

Project Evaluation

Organization Name: *

Hancock County ISU Extension and Outreach

Program Topic

Topic addressed: *

Poison Control Awareness Campaign

Why topic was chosen: *

According to the American Association of Poison Centers, children younger than 6 years old account for about half of the calls placed to poison centers. Hancock County 4H youth want to urge the public to remain vigilant in their poison prevention efforts including but not limited to: chemicals/pesticides need to be properly labeled, having MSDSs readily available for farm chemicals, storing poisons out of children's reach, and never storing poisons in a food/beverage container. The farming community and general public also need to be made aware in what circumstances calling the Poison Control Number is preferred over calling 911 Emergency Services.

Youth involvement in selection: *

3 4H youth, plus 2 staff

Program Delivery

Delivery method used: *

Presentations at local daycares, Facebook, and newspaper ad

Why delivery method was chosen: *

We wanted to combine different types of delivery to maximize our reach

Where did you conduct your program? *

Hancock, Co

Youth involvement in selection: *

3 4H youth, plus 2 staff

Resources

Resources purchased: *

Newspaper ad in the Garner Leader, safety prize for social media campaign, Mr. Yuk stickers for local daycares

Why did you choose those resources? *

We wanted to have a large reach so the newspaper ad was a significant visual. We wanted to provide Mr. Yuk stickers for kids to take home with them to their house.

The social media prize was an award to encourage the programming the Poison Control Number in their phone.

Youth involvement in selection: *

Youth came up with the layout for the newspaper ad and identified prizes that they wanted purchased. One of our 4H youth helped with the daycare presentations.

Program Reach

Number of youth addressed: *

25 were present at local daycare presentations

Number of farmers addressed: *

Garner Leader and Shopper go to 5000 homes. We are a rural county so a significant number of our farmers receive the Garner Leader and Shopper

Promotion

Promotional methods used *

(Newspaper, radio, Facebook, etc.)

Newspaper ad—copy will be sent via email.

12 Facebook ads were ran during the week ranging on topics from chemical safety on the farm, poison control center phone number, and keeping chemicals out of reach from children.

3 Daycare presentations were performed using a puppet to promote poison control to young children

Promotional items developed *

(PSA, fact sheet, book mark, etc.)

Facebook ads, Newspaper ad.

Explain what you plan to do differently in the future to address this or other farm safety health topics: *

The social media contest was not as successful as we hoped. Although the contest was viewed by 130 people, only a small percentage participated. The daycare presentation was very popular and well received by the children. We would consider doing something similar to reach younger audiences. We are considering developing a presentation geared towards older youth for a spring Farm Safety day.