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## **Illinois Poison Center Unveils New Website**

*Modern redesign offers a user-friendly experience*

When a potential poison exposure occurs, easy access to reliable information can help prevent illness or injury. The Illinois Poison Center (IPC) provides that information to the public and healthcare providers through its newly redesigned website, [www.illinoispoisoncenter.org](http://www.illinoispoisoncenter.org).

The new, mobile-friendly website is a core component of IPC's comprehensive rebranding initiative, which includes a bold new logo: Bright colors attract attention, while the image immediately convey IPC's mission of reducing harm due to poisoning.

Updated web features include:

- Easy navigation;
- Enhanced content;
- A free Poison Prevention Education Course;
- Community education material;
- Resources for healthcare providers; and
- Spanish-language content.

IPC's highly visited "My Child Ate..." section provides parents and caregivers clear instruction during a time of high stress and uncertainty as they seek out information on a potentially harmful substance a child may have consumed. Color-coded toxicity charts—a new feature—identify the toxicity level of nearly 30 commonly digested household items, as well as possible symptoms a child may experience and what to do next. Substances range from gum and glow sticks to nail polish and ink.

"Many people who visit our website are in crisis mode and need answers immediately, so we made sure the website offers information on potential poisoning harm that is direct and easy to understand," says IPC Medical Director Michael Wahl, M.D. "We designed it specifically for the

thousands of Illinoisans who visit the Illinois Poison Center website every year for health and safety advice.”

The website was developed with input from IPC’s staff, which includes physicians, nurses and pharmacists who are specially trained in poisoning and toxicology. It also incorporates insight gleaned from nearly seven decades of educational outreach and responding to community needs.

“We know the most common safety concerns of Illinoisans because we speak to them on the phone every day,” says IPC Assistant Vice President Carol DesLauriers, Pharm.D. “More importantly, we listen. The website is a culmination of not only our medical expertise, but our ability to help people wherever they are—at home, school or work—and guide them through a potential crisis.”

As experts in toxicology and poison prevention, IPC makes significant contributions to public health every year, which include:

- Preventing about 30,000 emergency department visits;
- Providing treatment advice to more than 71,000 individuals; and
- Handling 20,100 cases from hospitals.

IPC experts seek not only to prevent illness and injury, but also reduce the severity of outcomes following an ingestion or exposure to a potentially harmful substance. When individuals consult a poison center for treatment advice, data show they shorten their hospital stay by one to three days—saving patients time and money in medical bills.

In addition to IPC’s role providing treatment advice, the newly redesigned website also advances public awareness of potential poisoning harm through robust educational and outreach efforts. Resources and educational opportunities are available for the general public, educators and health professionals in training.

IPC, the nation’s oldest poison center, manages approximately 80,000 cases every year, including calls from medical professionals. Calls to the IPC helpline (1-800-222-1222) are free and confidential. IPC experts are available to provide information and treatment advice 24 hours per day, 365 days per year, including holidays.

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The Illinois Poison Center is a nonprofit health service that provides the people of Illinois with comprehensive and trusted information and treatment advice on potentially harmful substances via a free, confidential 24-hour helpline staffed by specially trained physicians, nurses and pharmacists.