

2024 ANNUAL REPORT



MISSOURI
POISON CENTER

At the heart of Missouri's wellbeing.



Above: Managing Director Julie Weber at the Missouri Governor's press conference, sharing the risks and current data to address the pediatric cannabis crisis.

A leading voice for kids and communities.

The Missouri Poison Center furthers its more than 60 year legacy of excellence with dedication, leadership, and advocacy. Our organization has served as a beacon for answers in the burgeoning pediatric cannabis crisis. To share strategies and data to reduce accidental pediatric exposure to cannabis, Managing Director Julie Weber spoke at a press conference about this topic with former Missouri Governor Mike Parson. Topics included the case volume of children consuming cannabis, which has doubled every year since 2018, the Missouri Poison Center's educational programs, the need for packaging changes, and more. We're proud to join other leaders in this crucial conversation.

CUSTOMER SATISFACTION RATINGS

99.4%
rated the specialists as good or excellent in terms of timeliness, courtesy, understanding, and knowledge.

99.2%
score of confidence callers had in the advice/treatment provided by the poison specialist.

99.2%
were willing to recommend the poison center services to others.



ANSWERING THE CALL.

We answer all poison-related concerns, whether or not there's an emergency, in 150 languages and for the hearing impaired at 1-800-222-1222.

Award-winning expertise.

In addition to achieving a 99% customer satisfaction score, the Missouri Poison Center team has also been recognized for their dedication, professionalism, and outcomes.



Above: Missouri Poison Center's nurse Abigail was the winner of the *I Am Accountable* award at the SSM Health Regional Nursing Excellence Ceremony.



Left: Abigail, Barbara, Rosanna, and Julie were nominees for the SSM Health Cardinal Glennon Mission in Motion Award.

2024 MISSOURI POISON CENTER DATA

ROUTE



77%
Ingestion



9%
Skin



8%
Inhalation



3%
Eyes



3%
Other

TREATMENT SITE



75%

Home or at the Site Where the Exposure Occurred



25%

Healthcare Facility

CASE TYPE

Exposures:

55,495



Information:

4,418



Total Cases: **59,913**

MEDICAL OUTCOME



No Effect: **57%**

Minor Effect: **31%**

Moderate/Major Effect: **8%**

Death: **<1%**

Unrelated: **4%**

REASON FOR EXPOSURE

Unintentional **76%**
Intentional **20%**

Adverse Reactions/Misc. **4%**

PATIENT AGE



42%
0-5 years



8%
6-12 years



9%
13-19 years



35%
20-99 years



6%
Unknown

New challenges. New pathways in education.

At the Missouri Poison Center, we promote lifelong education that saves lives. We offer public education, professional education, and the rigorous review of guidelines to ensure accuracy and adherence to industry best practices. These efforts have led to lower Emergency Department visits, preventative education, and new pathways to address new challenges.



PUBLIC EDUCATION

We continued to work with teachers, students, and communities to provide education about substance exposure, abuse, and overdose.

The Missouri Poison Center:

- Collaborated with the Missouri Professional Development System to produce a new poison prevention training program for childcare workers for the state of Missouri
- Trained nearly 200 Parents as Teachers Educators to take poison prevention into the homes of children ages 0-5 years
- Provided more than 21,000 Poison Help magnets and Baby Safe cards to new parents throughout the state
- Taught poison prevention to nearly 150 high school students in First Aid and Child Development classes

TOP 10 SUBSTANCES INVOLVED IN EXPOSURE

1. Pain Relievers (7,650)
2. Household Cleaning Substances (4,596)
3. Antidepressants (4,105)
4. Antihistamines (3,632)
5. Cardiovascular Medications (3,632)
6. Cosmetics/Personal Care (3,302)
7. Mental Health Medications* (3,036)
8. Foreign Bodies/Toys (2,996)
9. Pesticides (2,548)
10. Stimulants and Street Drugs (2,210)

*Sedatives/Hypnotics/Antipsychotics

Professional education

Our world-class approach to education expands beyond the U.S. The Missouri Poison Center hosted a toxicology certification exam review series for poison center specialists in the US and Canada. Educating 67 attendees from 17 different poison centers. Three team members also were invited to display their evidence-based research poster at the 2024 Pediatric Nursing Conference, hosted by SSM Health Cardinal Glennon Children's Hospital.

Additional professional education included:

- Instruction and course moderation for Region 7 Advanced Hazmat Life Support (AHLs) Course
- Regional Lunch and Learn speaking engagement about the Top 10 Substances Poison Centers Encounter for the SSM Health Medical Group
- "Perspectives" article for the *Missouri Medicine* journal discussing marijuana/cannabis
- Educational programs and presentations for providers, fellows, first-responders and pharmacy professionals throughout Missouri

Connected. Committed.

At the Missouri Poison Center, we meet people where they are, whether via our 24/7 telephone help line, website, app, or chat. We've also grown our social media presence to cover trending topics, provide educational resources, and share videos.



Watch our video, "Myth vs. Fact" on YouTube.



Scan with your phone.

SOCIAL MEDIA ENGAGEMENT GROWTH YEAR OVER YEAR



47% more people reached
333,732 people reached
209 new followers



505% Increase in followers
913,364 people reached
1,999 new followers



2% more people reached
13,894 impressions
292 Tweets



59% Increase in followers
1,636,326 views in 2024
2,381 new followers



1,446% increase in watch time
123,700 views
1,500 hours of watch time

2024 CASES REPORTED TO THE MISSOURI POISON CENTER BY COUNTY





**THANK YOU FOR
SUPPORTING
OUR SERVICES.**

The Missouri Poison Center is not-for-profit and is funded by The Missouri Hospital Association, State of Missouri, federal funding from HRSA (Health Resources & Services Administration), SSM Health Cardinal Glennon Children's Hospital, private contracts, grants, and donations.



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