



# 1-844 POISON-X TOLL FREE LINE

Promotional Kit  
for Partners and  
Stakeholders



Health  
Canada

Santé  
Canada

Canada

# Introduction

Poisoning is a major cause of illness and death in Canada and internationally. In 2016, the World Health Organization estimated that globally, poisonings were the sixth leading cause of unintentional injury deaths. Statistics Canada's recent estimates suggest that deaths due to unintentional poisonings have now surpassed deaths due to transport-related injuries. In 2020, Canada's poison centres managed 215,589 cases, of which more than one-third involved a child aged 5 or under. The most common substances involved in cases managed by poison centres were medications for pain relief (analgesics) and household cleaning substances.

However, as much as 40% of Canadians do not know the phone number for their local poison centre, or that the service is available. Health Canada, in collaboration with poison centres servicing most provinces and territories, has launched Canada's toll-free number, 1-844 POISON-X (or 1-844-764-7669), to facilitate access for Canadians to poison centre services. Quebec residents should continue calling the Centre antipoison du Québec at 1-800-463-5060.

Previously, there were nine different phone numbers used to access the five poison centres in Canada. 1 844 POISON-X (or 1-844-764-7669) will simplify access, allow for timely call routing, consistent messaging, and make it easier for the public to remember the number. Health Canada is funding the implementation and maintenance of Canada's toll-free number, at no additional costs to provinces and territories.

This information could be of high interest to your organization and your members. This promotional kit has been created to help you share the news of Canada's toll-free number for poison centres with your own audiences.

## Useful Links

- Government of Canada news release
- [Canadian Association for Poison Centres and Clinical Toxicology / L'Association canadienne des centres antipoison et de toxicologie clinique](#)
- [Pan-Canadians Poison Centres Annual Report](#)

# Sharable Email Message

Health Canada, in collaboration with poison centres servicing most provinces and territories, is implementing Canada's toll-free number, 1-844 POISON-X (or 1-844-764-7669), to facilitate access to poison centre services. This number is now in operation throughout Canada, although Quebec residents should continue calling the Centre antipoison du Québec at 1-800-463-5060. Having POISON in the number will help Canadians remember what to dial in a poison-related emergency.

Poisoning is a major cause of illness and death in Canada and internationally. In 2016, the World Health Organization estimated that globally, poisonings were the sixth leading cause of unintentional injury deaths. Statistics Canada's recent estimates suggest that, annually, deaths due to unintentional poisonings have now surpassed deaths due to transport-related injuries. In 2020, Canada's poison centres managed 215,589 cases, of which more than one-third involved a child aged 5 or under. The most common substances involved in cases managed by poison centres were medications for pain relief (analgesics) and household cleaning products.

Poison centres are the 24/7 access point for medical professionals and the public to access treatment advice for exposures to drugs and chemicals. Facilitating access to poison centre services through Canada's new toll-free number further adds a layer of resilience to the health care system by reducing unnecessary visits to health care facilities. In fact, poison centres can manage about 70% of cases remotely without the requirement to enter a health care facility.

To learn more, read Health Canada's [news release](#).

## Social Media Sharing

### Share our Social Media Posts

We are actively promoting Canada's toll-free number on our social media channels and encourage you to retweet and share our posts.

- Twitter – English: [@GovCanHealth](#) | French: [@GouvCanSante](#)
- Facebook – English: [@HealthyCdns](#) | French: [@CANenSante](#)
- LinkedIn – [Health Canada](#) | [Santé Canada](#)

## Post your own

Please use the ready-to-use posts below for Twitter and Facebook or adapt them to add in your organization's perspective. Here are a few tips to give your posts more impact:

- Social media posts generate more interest when there's a visual. Graphics sized to each social media platform have been included in this document for your use.
- When posting on Twitter please tag [@GovCanHealth](https://twitter.com/GovCanHealth) in English posts and [@GouvCanSante](https://twitter.com/GouvCanSante) in French posts.

## Suggested Tweets

.@GovCanHealth launches Canada's toll-free number for poison centres. You can now reach your local poison centre by dialing 1-844 POISON-X (or 1-844-764-7669).

Unintentional poisonings are a leading cause of preventable injury and death in Canada. Do you know who to call? 1-844 POISON-X (or 1-844-764-7669) is Canada's new, toll-free, 24/7 poison helpline.

Over 1,500 Canadians lose their lives and nearly 8,000 are hospitalized due to accidental poisoning each year. Would you know who to call? 1-844 POISON-X (or 1-844-764-7669) is Canada's new toll-free, 24/7 national poison line.



## Suggested Facebook Posts

Unintentional poisonings are a leading cause of preventable injury and death in Canada. Do you know who to call if you have questions about a substance that might be harmful, or if you think someone may have been poisoned?

1-844 POISON-X (or 1-844-764-7669) is Canada's new, toll-free, 24/7 poison helpline, available everywhere throughout the country.

