

**For Immediate Release**

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**Mr. Yuk Means No!**  
National Poison Prevention Week, March 18-24

Mr. Yuk is making his way around our state this month as the Washington Poison Center recognizes National Poison Prevention Week, March 18-24th. This year, Mr. Yuk is featured on posters and billboards around the state, showing his familiar tongue-out, green-faced scowl while pointing at a chalkboard that reads, “Mr. Yuk Means No!” the theme from the first Washington State Poison Prevention Week poster contest.

The poster contest winner, Kyesha Martin, then a 5<sup>th</sup> grader at Dunlap Elementary School in Seattle, said it was really cool to see her poster featured on a billboard just blocks from her elementary school and home. The billboard can be seen throughout the Puget Sound region, Bellingham, Yakima, Ritzville and Spokane.

The Washington Poison Center hopes the Mr. Yuk billboards will breathe more life into the Mr. Yuk campaign. “We often hear people questioning if Mr. Yuk is still around. We want everyone in Washington State to know he still exists, and you can call the Poison Center anytime and ask for the stickers,” said Kerri Booth, Education Coordinator of the Washington Poison Center.

Mr. Yuk stickers are used primarily as a reminder for parents to keep dangerous products out of the reach of children and pets. “It is more often when a product is in use that a poisoning happens,” Booth said. But Mr. Yuk stickers are not just to keep kids safe, they are also for adults. A Mr. Yuk sticker on a bottle of medication will make it easier for an adult to find the phone number to the Poison Center when a medication error occurs. The Mr. Yuk sticker has the toll-free poison help phone number on it, 1-800-222-1222, and it will connect you to the local poison center anywhere in the US. The Poison Center is open 24 hours a day, 7 days a week and is staffed by pharmacist, nurses and other poison information specialists.



### **About National Poison Prevention Week**

Congress established National Poison Prevention Week more than forty years ago to raise awareness of unintentional poisonings. Governor Christine Gregoire recently signed a proclamation proclaiming March 18-24, 2007, as Poison Prevention Week in Washington State. Over one million poisonings involving small children are reported to poison centers each year. Many of these poisonings could have been prevented. Poison centers organize events during this special week to educate parents and others about which household products are poisonous, how to prevent poisonings from occurring and what to do if a poisoning occurs.

### **About the Washington Poison Center**

The Washington Poison Center, a 501(c)(3) nonprofit charitable organization, prevents harm from poisoning through expertise, collaboration and professional and public education. Reachable 24/7, the national poison hotline, **1-800-222-1222**, will connect you to specially-trained pharmacists, nurses and poison specialists. Poison help is always free and confidential. Services are available for people with hearing problems and for non-English speakers.

The Poison Prevention Week poster contest was made possible by a grant from the Group Health Community Foundation and is conducted by the Washington Poison Center. Group Health Community Foundation improves the health of communities through grantmaking, fundraising, community programs, and evaluation and research.

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*Additional high resolution images are available to download at the Washington Poison Center website:  
[www.wapc.org](http://www.wapc.org).*

*State-level poster contest made  
possible by a grant from the:*

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