

Pharmacy Benefact

A BULLETIN FOR PHARMACY SERVICE PROVIDERS FROM ALBERTA BLUE CROSS

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National Poison Prevention Week is March 18 to 24— help to protect children from medication poisoning

Consider a few key figures:

- In 2016, 1,723 children under the age of 10 visited emergency departments for unintentional poisoning.
- Medication was involved in seven out of 10 of these visits.
- The Poison and Drug Information Service (PADIS) received more than 16,200 calls in 2017 concerning unintentional poisoning incidents involving young children.

Improperly-stored medications are a leading cause of childhood poisoning in Alberta. As a pharmacy, you are well-equipped to provide valuable information on the safe storage of prescription and over-the-counter medications to parents and caregivers in your community during Poison Prevention Week.

Access free campaign materials

To highlight this year's provincial campaign, you can order free materials from the Injury Prevention Centre. These materials include posters, games, magnets and other engaging activities that help raise awareness about the danger of medication poisoning.

To order campaign resources, visit injurypreventioncentre.ca/campaigns/poison-prevention.php, click the green 'Get the resources' button and proceed to 'Order resources.'

The key messages of poison prevention

- Store all medications so that they are tightly locked and out of sight.
- Take your medications in a place that is out of sight of children.
- Keep visitors' bags and coats out of reach.
- Program the number for Poison and Drug Information Service (PADIS) into your phone. The PADIS number is 1-800-332-1414.

For more information about the campaign, visit injurypreventioncentre.ca/programs/poison_prevention or contact Patti Stark at patti.stark@ualberta.ca.

When you have questions:

For assistance with benefit or claim inquiries, please contact an Alberta Blue Cross Pharmacy Services Provider Relations contact centre representative at:

780-498-8370 (Edmonton and area) • **403-294-4041** (Calgary and area) • **1-800-361-9632** (toll free)

FAX 780-498-8406 (Edmonton and area) • **FAX 1-877-305-9911** (toll free)

Alberta Blue Cross offers online access to current Pharmacy Benefacts and supplemental claiming information to assist with the submission of your direct bill drug claims. Visit ab.bluecross.ca/providers/pharmacy-home.php



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