



Media Contact: Susan Tellem  
[stellem@tellem.com](mailto:stellem@tellem.com)  
310 313-3444

## **“15 Minutes with an Expert” Scheduled with California Poison Control**

### **Doctors Take Questions on Twitter and Facebook**

**June 14, 2011 – San Francisco, CA – California Poison Control System (CPCS)**

(<http://www.calpoison.org>) physician experts will be available for questions on Twitter and Facebook the week of June 20th during its “15 Minutes with an Expert” series. Followers and fans can ask about issues such as snake bites, ticks and spiders, medications, lead poisoning, poison plants and other key poison related questions.

On Tuesday, June 21, Twitter followers can post their questions **@poisoninfo** from 2:00 p.m. – 2:15 p.m., PT, with Dr. Cyrus Rangan, Assistant Medical Director for the CPCS Los Angeles Area Education Program.

Facebook fans can post questions Friday, June 24, from 2:00 p.m. – 2:15 p.m., PT, on the CPCS Facebook page **here**

<http://on.fb.me/iS6S7J><http://on.fb.me/iS6S7J><http://on.fb.me/iS6S7J> with Dr. Richard Geller, Executive Medical Director for the CPCS.

“People with poison questions usually call our hotline for answers, but since we have quite a few followers on social media sites, we decided to add another component for people who happened to be online and might have a non-emergency question,” said CPCS communications director Iana Simeonov, who spearheads social media and mHealth (mobile health) projects for the CPCS. “Last year, we made social media a top priority to reach our key audiences with up to the minute poison prevention tips, so having the doctors answer questions on Twitter and Facebook just makes sense,” she added.

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## **About CPCS**

You can learn more about a variety of poison issues by following CPCS on Facebook at <http://on.fb.me/iS6S7J> and on Twitter @poisoninfo. Sign up for weekly safety text messages to your cell phone by texting TIPS to 69866; and download a free iPhone app, *Choose Your Poison*, at <http://bit.ly/gg9vfG>. CPCS is dedicated to providing residents with the most up-to-date information and 24-hour help in case of poisoning. In case of an accidental poisoning, consumers should immediately call 1-800-222-1222 for advice. Pharmacists, nurses, physician-toxicologists and poison information providers are available 24 hours a day, 365 days a year to help. In most cases, a poison exposure can be safely managed in your home, avoiding a call to 911 or a visit to a crowded hospital emergency room. Many parents think about contacting the poison control services only in case of an emergency, but experts are available to answer questions any time.

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