FINANCIAL REVIEW
In fiscal year 04-05, the annual operating budget for the ISPCC was $912,039. Personnel expenses comprised 80% of poison center direct expenses. The majority of the funding for Center operations is provided by the Iowa Department of Public Health, with additional funding from hospital partners: Iowa Health System and University of Iowa Hospitals and Clinics. The Center continues to receive federal funds appropriated to all poison centers nationwide from the Poison Control Center Enhancement and Awareness Act of 2000. A bioterrorism grant of $113,000 provided funding to upgrade the ISPCC’s telephone system to increase surge capacity and assure redundancy, implement a software system to allow the poison center to track unusual calls related to symptoms and report these to their associated local and state health departments on a 24/7 basis, and to provide bioterrorism education to healthcare providers in Iowa hospitals.

FROM OUR DIRECTORS ...
As we reflect back on the past five years of service to Iowa’s residents, we are gratified to see the progress we made together in providing a quality statewide poison control service. Through our continued commitment to recruiting, hiring and retaining only the most qualified individuals, we have been able to maintain a highly professional staff of 9 registered nurses who are Certified Specialists in Poison Information with an average of 15 years of emergency and critical care nursing experience. All staff are uniquely trained to assess, triage and manage poisoning emergencies. Medical direction is provided by two physicians who are board-certified in medical toxicology.

Our team has handled a 72% growth in overall call volume these past five years with very little increase in staffing and evaluable employee turnover that has been consistently and significantly below the industry average. The Iowa Statewide Poison Control Center reaps the rewards of employee loyalty. Our callers reap the benefits of speaking with talented and experienced nurses anytime day or night.

Our 2004-05 statistics outlined in this report are impressive and demonstrate our center’s continued growth and commitment to our fellow Iowans. Undoubtedly, our biggest accomplishment this year was meeting our long-term goal of attaining national certification by the American Association of Poison Control Centers.

We answered nearly 40,000 calls, including 28,354 human exposure calls. We presented over 110 professional and public education programs. We performed 35 media interviews. We served as a critical element in the developing bioterrorism response network.

As each year passes, we continue to strive toward a higher level of excellence. We would like to acknowledge the strong support and financial commitment of the Iowa State Legislature, Iowa Department of Public Health, U.S. Health Resources and Services Administration, and our sponsoring organizations Iowa Health System and University of Iowa Hospitals and Clinics. With the support of our public and private partners, we have been able to provide our state with a cost-effective and life-sav ing public health service available for all 2.9 million Iowa residents.

ON OUR TEAM
Medical Director
Edward Bottei, MD, FCCP, ABMT
BotteiEM@ihs.org
Edward-Bottei@UIowa.edu
Associate Medical Director
Howard Burns, MD, FACEP, DABMT
HowBu@aol.com
Managing Director
Linda Kalin, RN, BS, CSPI
KalinLB@ihs.org
Education Coordinator
Tammy Noble, RN, BSN, CSPI
NobleT@ihs.org
Education Coordinator, Iowa City
Mary Ross, RN, MBA
Mary-b-ross@uiowa.edu
Specialists in Poison Information:
Denise Braum, RN, CSPI
Randy Crouch, RN, MS, CSPI
Cheryl Carpent, RN
Sue Gottsch, RN, BSN, CSPI
Janet Gray, RN, BSN, CSPI
Pat Goura, RN, BSN, CSPI
Chris Madler, RN, CSPI
Sue Ringling, RN, BSN, CSPI

RESEARCH
Staff of the ISPCC were well represented with three posters accepted and presented at the Annual Meeting of the North American Congress of Clinical Toxicology held in Seattle, Washington in 2004. The abstract titles and their authors follow:

- State-Based Poison Control Center Cost-Effectiveness Study, Ed Bottei, Linda Kalin
- Accidental Overdose of Digoxin in a 9 Minute Old Neonate, Ed Bottei, J Moreland
  (University of Iowa Department of Pediatric Critical Care), Sue Gottsch, Janet Gray
- It’s Ricin and VX and Anthrax, Oops, Our Bad----It’s Baking Powder!, Ed Bottei

FACTS AT A GLANCE
Incoming calls 59,774
Follow-up Calls 53,575
Human Poisonings 28,354
Animal Poisonings 1,443
Information Calls 9,681
Peak call volume 4-11 p.m.
Unintentional Poisonings 83%
Poisonings Involving Children < 6 Yrs of Age 52%
Poisonings Managed at Home/On-site 76%
Cost saving to Iowa and its residents $4.3M

OUR MISSION
To improve the health of Iowans by reducing illness and deaths associated with poisoning through providing statewide 24-hour emergency telephone advice, poison prevention information and education. To reduce the costs associated with poisoning by safely treating less severe exposures at home with Poison Center guidance.

2004-2005 ANNUAL REPORT
From top: Dr. Ed Bottei, Medical Director of the Iowa Poison Center; Linda Kalin, Managing Director; and Dr. Howard Burns, Associate Medical Director

912 100 395 1 3 0 0 8 0 1 5 4 4 0 7 2 7 9 3 7 1 0
1.800.222.1222
24-Hour P
24-Hour PP
1.800.222.1222
(FPP accessible)
24-Hour P
24-Hour P
Off-site educational programs were provided to over 1,500 health care professionals throughout 29 counties. Lecture topics included:

- General Poison Management
- One Pill Can Kill
- DEA: Drugs of Abuse Today
- Biological and Chemical Terrorism
- Acetadote: The IV Antidote for Acetaminophen
- Animal Poisonings
- Methamphetamine, rocket fuel, and other ground water contaminants
- Diseases and Terrorism of Food, Water, and Crops
- Antidepressant Toxicology
- Overdose and Poisoning in Children
- A Crash Course on Poisonings for Pediatric Interns
- Health Hazards of a Clandestine Methamphetamine Laboratory
- Everything You Need to Know About Radiation and The Public Health Response to a Radiological Event (in 15 minutes or less)
- Working Together to Prepare for Natural Disasters and Domestic Terrorism
- The ISPCC and EMS
- Deadly in Small Doses
- Smallpox: Disease Process and the Smallpox Vaccination
- Inhalational Toxicology

The Center also served as a clinical rotation site for doctor of pharmacy students from the University of Iowa and Drake University.

**HEALTH CARE PROVIDER CALLS**

While the majority of calls to the ISPCC are from residences, nearly 23% (9329) originated from a health care provider and ... and its outcome to be documented. Health care providers also call for drug information and/or drug identification.

**ISPCC ATTAINS NATIONAL CERTIFICATION**

The American Association of Poison Control Centers has designated the Iowa Statewide Poison Control Center as a Certified Regional Poison Control Center, marking a major milestone for the center. The association's certification process ensures that certified poison centers meet high standards of excellence. The designation by the national association places Iowa among 55 certified poison centers in the nation.

To be certified by the national association, the Iowa center needed to meet a number of strict performance standards in the areas of emergency poison information services, accessibility, staffing, quality improvement, operational and management guidelines, hazard surveillance, data collection, disaster preparedness, and public and professional education.

Medical direction in certified centers must be provided by a physician who is board-certified in medical toxicology. The ISPCC became eligible for certification with the board certification of its medical director, Dr. Ed Bottei, who successfully completed the medical toxicology board examination last November. Bottei, also board-certified in critical care medicine, internal medicine and pulmonology, provides full-time toxicological supervision and medical direction to poison center's staff of 10. Bottei also serves as the State Medical Toxicologist for the Iowa Department of Public Health. A second physician, Dr. Howard Burns, a board-certified physician in medical toxicology and emergency medicine, serves as associate medical director of the ISPCC.

**ISPCC RELOCATES!**

After months of searching for appropriate space, the Iowa Statewide Poison Control Center relocated to the MidAmerican Energy Building at 401 Douglas Street in Sioux City. The challenge of moving a service that cannot be shut down for any time was managed by letting staffing both the old office and new office to ensure continued emergency service. The ISPCC, now located in a professional office building with interior conference rooms, emergency back-up power, including back-up communications capabilities, to sustain the center's operation during a outage. Part of these back-up communication capabilities includes an 800MHz radio system that is part of the Iowa Department of Public Health's Health Alert Network (IANAS). The ISPCC has a back-up facility available to handle special events and/or relocate the poison center to an alternate facility should the need arise.

**ISPCC CALL VOLUME**

**IN THE NEWS!**

For the August 1, 2004, issue of Lancet Infectious Diseases, Dr. Bottei co-authored an article about the possibility of using SARS as a biological weapon. Weber SG, Bottei E, Cook R, O'Connor M, SARS, emerging infections, and biopreparedness; Lancet Infectious Diseases, 400:485-4, August 1, 2004.

**ISPCC Medical Director, Dr. Ed Bottei (pictued in the chemical protective suit), received a photo credit for the front cover photo in Public Health Reports, Volume 120, Supplement 1, 2005.**

**IOWA STATEWIDE POISON CONTROL CENTER BOARD OF DIRECTORS**

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**IOWA HEALTH CARE FACILITY/PROVIDER calls**

<table>
<thead>
<tr>
<th>Hospitals in Iowa</th>
<th>3985</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician Office/Clinics</td>
<td>521</td>
</tr>
<tr>
<td>Nursing Home/Chronic Care Facilities</td>
<td>410</td>
</tr>
<tr>
<td>Nurse (Health Information Line, School, Occupational, Jail, Home Health, Public Health)</td>
<td>2284</td>
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<td>Ambulance, EMT, Hazmat, Police, Sheriff, 911 Transfer call</td>
<td>629</td>
</tr>
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<td>Detox Center, Mental Health Centers, Psychologist, Suicide Help Lines</td>
<td>284</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>869</td>
</tr>
<tr>
<td>Veterinarians (involving animal exposures)</td>
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<td>347</td>
</tr>
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</table>
CONSULTANTS
The ISPCC maintains a relationship with a number of expert consultants in many areas related to toxicology should a question be found that our usual and customary resources cannot handle. We would like to acknowledge their contributions to the program.

Drake University
Jim Christison, PhD

Grinnell College
Kathy Jacobson, PhD

Iowa Department of Public Health
Chuck Barton, PhD
Susan Broccus, DVM
Aileen Buckler, MD
Cladia Cornin, MD
Russ Currier, DVM
Randal Dahlin
Donald Flater
Ann Garvey, DVM
Rita Goodin, MD
Ray Jones
Dennis Klein, MD
John Kueper
Jeni McLeer, MD
Tom Newton
Patty Quintalok, MD, MPH

Iowa Department of Natural Resources
Kathy Lee

Iowa State University
Tom Carson, DVM
Rosalie Healy, PhD
Gary Ossweiler, DVM
Lois Tillany, PhD

Siouxland District Health Department
Pit Chief, RN
Dan Weasley

University Hygienic Laboratory
Lee Feftiel, MS
Mary Gilchrist, PhD
Mike Wentzel, PhD
Bonnie Rubin, PhD
Don Simmons, PhD
Mike Wichman, PhD
John Vargo, PhD

University of Iowa Hospitals & Clinics
Chris Alkinson
Kenneth Goei, MD
William Haynes, MD
Judith Heggen, DO
Shawn Simmons, MD

Iowa Hazardous Materials Team Leaders
Capt. Robert Goe, Des Moines
Aust. Chief Jim Clark, Sioux City

ISPCC SERVICES

Emergency Hotline: The ISPCC provides poison information and poison management advice, over the telephone, for all 2.9 million citizens of Iowa.

Toxicology consultation: Our physician toxicologists provide 24-hour coverage for healthcare providers throughout the state.

Public Education: ISPCC educators promote poison prevention and awareness to all ages through education programs, media contacts, poison center website, and distribution of poison prevention materials.

Professional Education: The ISPCC offers a 5-week rotation for pharmacy students; toxicology education is provided for physicians, nurses, pharmacists, EMS personnel, police, HAZMAT teams and other health care providers.

Research: Our staff actively engages in clinical and educational research activities involving poison-related topics.

Disaster Hotline: The ISPCC's ability to acquire and disseminate information 24/7 in a disaster makes it a critical information resource for the public, emergency responders, health care providers and disaster planners.

National bioterrorism surveillance: Every 10 to 20 minutes, information from the ISPCC is automatically uploaded into the national databanks at the American Association of Poison Control Centers. The ISPCC can also help ensure that this critical information reaches the broadest possible audience. Some of the community organizations we have partnered with to expand our outreach and educational efforts include Safe Kids, Head Start, Childcare Resource and Referral, Iowa Emergency Nurses Association, Public Health Nurses, School Nurses, and Pharmacists.

EDUCATION FOR HEALTHCARE PROFESSIONALS

The professional/clinical staff of the ISPCC offers ongoing toxicology and poison management education to health care providers. Programs are developed annually and may be tailored to meet the individual needs of healthcare facilities.

ACHIEVEMENTS

• Over 93,000 pieces of poison prevention education material were distributed throughout Iowa. Materials were distributed to individuals, state and local health departments, fire departments, hospitals, physician offices, pharmacies, schools, church groups, scouts, and businesses throughout the state.

• ISPCC educators delivered over 110 poison prevention presentations to various organizations and groups including preschoolers, elementary students, university students, patients, senior citizens, health professionals and day care providers.

• There were 35 media contacts made during the year resulting in radio, television and newspaper interviews. Topics included carbon monoxide, poison prevention, household hazards, drugs of abuse, and holiday hazards.

• Of phone packets throughout the state include poison prevention materials for new and expecting parents.

• The ISPCC website, www.iowapoison.org, had 65,486 visits (>670,000 hits).

• The ISPCC was represented at 37 health and safety fairs around the state. Over 5,000 people attended these fairs.

• Three posters were accepted and presented at the 2004 North American Congress of Clinical Toxicology Meeting, Seattle, Washington.

• National Poison Prevention Week, March 20-26, 2005, was celebrated by distributing over 7,000 poison prevention brochures and phone stickers to pharmacies, physician offices and hospitals throughout the state.

• Training for hospital staff on chemical agents of terrorism was provided to 244 people at 17 hospitals around Iowa.

PARTNERSHIPS

As the ISPCC strives to conduct education and outreach activities in all 99 counties, these efforts are amplified effectively and cost-effectively through partnerships with community organizations. Partners can offer significant opportunities to communicate information about the toll-free hotline, logo and the emergency services and educational resources available at the ISPCC. They can also help ensure that this critical information reaches the broadest possible audience. Some of the community organizations we have partnered with to expand our outreach and educational efforts include Safe Kids, Head Start, Childcare Resource and Referral, Iowa Emergency Nurses Association, Public Health Nurses, School Nurses, and Pharmacists.

DOLLARS SAVED!

Thousands of Iowans avoided adverse health effects because of the vital information we provided in emergency situations, as well as through distribution of poison prevention materials and public and professional presentations. In addition, over 20,000 children and adults last year were safely managed at home, entirely by telephone, without the need for using more costly health care resources! The net savings to Iowa's health care system for the ISPCC managing 21,459 poisonings cases at home for FY 2005 was over $4.3 million! A study conducted in 2003, commissioned by the Iowa Department of Public Health, showed every $1 spent on ISPCC services saves an estimated $7 in medical spending.

"This study, Effectiveness of the Iowa Poison Center: Impact on Health Care Costs, was accepted for presentation at the 2004 North American Congress of Clinical Toxicology held in Seattle, WA. Copies may be obtained by emailing Linda Kahn at KahnLB@ihs.org.

WHAT OUR CALLERS ARE SAYING ABOUT US ...

(The following quotes are taken directly from our caller satisfaction surveys or letters written to the ISPCC)

• My child swallowed some of my pills and you knew exactly what to do and even called us back several times to see how he was doing. You provided wonderful reassurance. I've told everyone I know about your service!*

• As an ER nurse, I am so appreciative of the services you provide; you are absolutely wonderful. You give us information quickly when we call you about drug overdoses and are so good with calling us back.*

• The nurse I talked to did a super, fantastic job and went above and beyond to help me after I accidentally took two days worth of my medicine at one time. I really appreciated her help and your service.*

• On a scale from 0-4 (patient satisfaction survey), you get 5’s above and beyond to help me after I accidentally took two days worth of my medicine at one time. I really appreciated her help and your service.*

• I called about my granddaughter and you knew exactly what for such fantastic service!*

• As an ER nurse, I am so appreciative of the services you provide; you are absolutely wonderful. You give us information quickly when we call you about drug overdoses and are so good with calling us back.*

• My child swallowed some of my pills and you knew exactly what to do, thanks for following up and thanks for being there to answer questions. God bless each of you!*

WHAT OUR CALLERS ARE SAYING ABOUT US ...

(Received from a number of service providers as part of our ongoing quality assurance program.)

• ISPCC educators delivered over 110 poison prevention presentations to various organizations and groups including preschoolers, elementary students, university students, patients, senior citizens, health professionals and day care providers.

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CALLS BY COUNTY:
POISON CENTER UTILIZATION

Poison center utilization and awareness of its services directly results in decreased injury or deaths and reduces unnecessary emergency department visits and inappropriate use of medical resources. In an effort to raise awareness about poison center services, the center's public education efforts target counties with low utilization rates (<7) through media opportunities, partnerships and general outreach.

4-6
7-910-1213+

FY 04-05 Utilization

Key

REASON

The majority of poison exposures were unintentional. Of intentional poisonings, suspected suicides (2,303) were recorded as the largest source of the intentional poisonings managed by the ISPCC. These data are consistent with 2004 national poisoning statistics reported by the American Association of Poison Control Centers (AAPCC).

Unintentional 89%
Intentional 1%
Suspected suicide 8%
Abuse 2%
Misuse 2%
Unknown 1%

Other Reason 4%

PATIENT AGE

Poisonings remain a major health hazard among young children. Children under six years of age account for the majority (52%) of the poisonings managed by the ISPCC during FY 04-05. Although the incidence of poisoning is still greater in children, the most severe poisonings and poisoning deaths occur in adolescents and adults due to their intentional nature.

52%
6%
7%
34%
1%

0-5 yrs
6-12 yrs
13-19 yrs
>19 yrs
Unknown

MANAGEMENT SITE

Managed on site (home, school, etc) 21,459
Managed in health care facility
Treated/evaluated and released 2,864
Admitted to critical care unit 1,219
Admitted to noncritical care unit 470
Admitted to psychiatric facility 513
Patient lost to follow-up/left AMA 806
Other 379
Refused referral 619
Unknown 25

MEDICAL OUTCOME

The ISPCC continually monitors patient outcomes. Nearly 90% of all cases reported to the ISPCC resulted in either no effect or only minor effects. Few cases had poor outcomes. Of the 28,354 human exposures managed by the ISPCC, less than one percent (0.07%) or 21 cases resulted in the death of the victim.

No effect 5,582
Minor effect 7,332
Moderate effect 1,241
Major effect 108
Death 21
Unable to follow, potentially toxic 860
Unrelated effect 938
Unable to follow, non toxic or minimal effect 12,292

EDUCATION

One of our key missions at the Iowa Statewide Poison Control Center is to provide public and professional education throughout our state. In FY 2004-05, the Iowa Statewide Poison Control Center has worked diligently toward attaining our public education goals:

• Promote public awareness of the ISPCC services and the 24-hour poison hotline.
• Develop strategies to reduce risk for poisoning injury and death among Iowans.
• Identify at risk populations and low-utilization areas in Iowa and develop targeted strategies to increase utilization of the 24-hour poison hotline with these populations and in these areas.
• Initiate and maintain collaborative relationships with other local, regional and state injury prevention groups to participate in programs that meet mutual goals.
• Promote the importance of calling the poison hotline for suspected poisonings and for poison and drug information.

Tammy Noble, ISPCC Education Coordinator

TOP 10 POISONS

Analgesics
Cosmetic & Personal Care Products
Household Cleaning Substances
Sedative-Hypnotics
Cold & Cough Preparations
Antidepressants
Foreign Bodies/Toys
Topical Preparations
Pesticides
Food Products/Food Poisoning

THERAPY PROVIDED

No therapy 20.76%
Observation 14.43%
Decontamination only 35.87%
Other therapy only 4.04%
Decontamination and therapy 10.67%
Patient refused help 1.80%
Unknown if therapy provided 15.22%

ROUTE OF EXPOSURE

Ingestion 22,981
Inhalation 2,234
Ocular 1,782
Dermal 2,705
Bite/Sting 312
Other 493

Tammy Noble, ISPCC Education Coordinator
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4-6
7-9
10-12
13+
FY 04-05 Utilization

<table>
<thead>
<tr>
<th>Type of Call</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug Identification</td>
<td>6,226</td>
</tr>
<tr>
<td>Drug Information</td>
<td>1,076</td>
</tr>
<tr>
<td>Environmental Information</td>
<td>334</td>
</tr>
<tr>
<td>Poison Information</td>
<td>605</td>
</tr>
<tr>
<td>Prevention/Safety Information</td>
<td>88</td>
</tr>
<tr>
<td>Other</td>
<td>855</td>
</tr>
<tr>
<td>Total Incoming Calls</td>
<td>39,774</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>0-5 yrs</td>
<td>52%</td>
</tr>
<tr>
<td>6-12 yrs</td>
<td>6%</td>
</tr>
<tr>
<td>13-19 yrs</td>
<td>7%</td>
</tr>
<tr>
<td>&gt;19 yrs</td>
<td>34%</td>
</tr>
<tr>
<td>Unknown</td>
<td>1%</td>
</tr>
</tbody>
</table>

REASON

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<table>
<thead>
<tr>
<th>Reason</th>
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</thead>
<tbody>
<tr>
<td>Unintentional</td>
<td>89%</td>
</tr>
<tr>
<td>Intentional</td>
<td>11%</td>
</tr>
<tr>
<td>Suspected suicide</td>
<td>8%</td>
</tr>
<tr>
<td>Abuse</td>
<td>2%</td>
</tr>
<tr>
<td>Misuse</td>
<td>2%</td>
</tr>
<tr>
<td>Unknown</td>
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<tr>
<td>Other Reason</td>
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MANAGEMENT SITE

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<th>Site Description</th>
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</tr>
<tr>
<td>Managed in health care facility</td>
<td></td>
</tr>
<tr>
<td>Treated/evaluated and released</td>
<td>2,864</td>
</tr>
<tr>
<td>Admitted to critical care unit</td>
<td>1,219</td>
</tr>
<tr>
<td>Admitted to noncritical care unit</td>
<td>470</td>
</tr>
<tr>
<td>Admitted to psychiatric facility</td>
<td>613</td>
</tr>
<tr>
<td>Patient lost to follow-up/left AMA</td>
<td>806</td>
</tr>
<tr>
<td>Other</td>
<td>379</td>
</tr>
<tr>
<td>Refused referral</td>
<td>619</td>
</tr>
<tr>
<td>Unknown</td>
<td>25</td>
</tr>
</tbody>
</table>

MEDICAL OUTCOME

The ISPCC continually monitors patient outcomes. Nearly 90% of all cases reported to the ISPCC resulted in either no effect or only minor effects. Few cases had poor outcomes. Of the 28,354 human exposures managed by the ISPCC, less than one percent (0.07%) or 21 cases resulted in the death of the victim.

<table>
<thead>
<tr>
<th>Medical Outcome</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No effect</td>
<td>5,582</td>
</tr>
<tr>
<td>Minor effect</td>
<td>7,332</td>
</tr>
<tr>
<td>Moderate effect</td>
<td>1,241</td>
</tr>
<tr>
<td>Major effect</td>
<td>108</td>
</tr>
<tr>
<td>Death</td>
<td>21</td>
</tr>
<tr>
<td>Unable to follow, potentially toxic</td>
<td>860</td>
</tr>
<tr>
<td>Unrelated effect</td>
<td>938</td>
</tr>
<tr>
<td>Unable to follow, nontoxic or minimal effect</td>
<td>12,292</td>
</tr>
<tr>
<td>Total</td>
<td>39,774</td>
</tr>
</tbody>
</table>

EDUCATION

One of our key missions at the Iowa Statewide Poison Control Center is to provide public and professional education throughout our state. In FY 2004-05, the Iowa Statewide Poison Control Center has worked diligently toward attaining our public education goals:

- Promote public awareness of the ISPCC services and the 24-hour poison hotline.
- Develop strategies to reduce risk for poisoning injury and death among Iowans.
- Identify at risk populations and low-utilization areas in Iowa and develop targeted strategies to increase utilization of the 24-hour poison hotline with these populations and in these areas.
- Initiate and maintain collaborative relationships with other local, regional and state injury prevention groups to participate in programs that meet mutual goals.
- Promote the importance of calling the poison hotline for suspected poisonings and for poison and drug information.

Tammy Noble, ISPCC Education Coordinator
ACHIEVEMENTS

- Over 93,000 pieces of poison prevention education material were distributed throughout Iowa. Materials were distributed to individuals, state and local health departments, fire departments, hospitals, physician offices, pharmacies, schools, church groups, scouts, and businesses throughout the state.
- ISPCC educators delivered over 110 poison prevention presentations to various organizations and groups including preschoolers, elementary students, university students, parents, senior citizens, health professionals and day care providers.
- There were 35 media contacts made during the year resulting in radio, television and newspaper interviews. Topics included carbon monoxide, poison prevention, household hazards, drugs of abuse, and holiday hazards.
- Of 18 packets throughout the state include poison prevention materials for new and expecting parents.
- The ISPCC website, www.iowapoison.org had 65,486 visits (>670,000 hits).
- The ISPCC was represented at 37 health and safety fairs around the state. Over 5,000 people attended these fairs.
- Three posters were accepted and presented at the 2004 North American Congress of Clinical Toxicology Meeting, Seattle, Washington.
- National Poison Prevention Week, March 20-26, 2005, was celebrated by distributing over 7,000 poison prevention brochures and phone stickers to pharmacies, physician offices and hospitals throughout the state.
- Training for hospital staff on chemical agents of terrorism was provided to 244 people at 17 hospitals around Iowa.

PARTNERSHIPS

As the ISPCC strives to conduct education and outreach activities in all 99 counties, these efforts are amplified effectively and cost-effectively through partnerships with community organizations. Partners can offer significant opportunities to communicate information about the toll-free hotline, logo and the emergency services and educational resources available at the ISPCC. They can also help ensure that this critical information reaches the broadest possible audience. Some of the community organizations we have partnered with to expand our outreach and educational efforts include Safe Kids, Head Start, Childcare Resource and Referral, Iowa Emergency Nurses Association, Public Health Nurses, School Nurses, and Pharmacists.

EDUCATION FOR HEALTHCARE PROFESSIONALS

The professional/clinical staff of the ISPCC provides ongoing toxicology and poison management education to health care providers. Programs are developed annually and may be tailored to meet the individual needs of healthcare facilities.

DOLLARS SAVED!

Thousands of Iowans avoided adverse health effects because of the vital information we provided in emergency situations, as well as through distribution of poison prevention materials and public and professional presentations. In addition, over 20,000 children and adults last year were safely managed at home, entirely by telephone, without the need for using more costly health care resources! The net savings to Iowa’s health care system for the ISPCC managing 21,459 poisoning cases at home for FY 04-05 was over $4.3 million! A study conducted in 2003, commissioned by the Iowa Department of Public Health, showed every $1 spent on ISPCC services saves an estimated $7 in medical spending.

WHAT OUR CALLERS ARE SAYING ABOUT US...

(The following quotes are taken directly from our caller satisfaction surveys or letters written to the ISPCC)

- “I child swallowed some of my pills and you knew exactly what to do and even called us back several times to see how he was doing. You provided wonderful reassurance. I’ve told everyone I know about your service.”
- “As an ER nurse, I am so appreciative of the services you provided; you are absolutely wonderful. You give us information quickly when we call you about drug overdoses and are so good with calling us back.”
- “The nurse I talked to did a super, fantastic job and went above and beyond to help me after I accidentally took two days’ worth of my medicine at one time. I really appreciated her help and your service.”
- “On a scale from 0-4 (patient satisfaction survey), you get 5’s for such fantastic service!”
- “I called about my granddaughter and you knew exactly what to do, thanks for following up and thanks for being there to answer questions. God bless each of you!”

ISPCC SERVICES

- Emergency Hotline: The ISPCC provides poison information and poison management advice, over the telephone, for all 2.9 million citizens of Iowa.
- Toxicology consultation: Our physician toxicologists provide 24-hour coverage for health care providers throughout the state.
- Public Education: ISPCC educators promote poison prevention and awareness to all ages through education programs, media contacts, poison center website, and distribution of poison prevention materials.
- Professional Education: The ISPCC offers a 5-week rotation for pharmacy students; toxicology education is provided for physicians, nurses, pharmacists, EMS personnel, police, HAZMAT teams and other health care providers.
- Research: Our staff actively engages in clinical and educational research activities involving poison-related topics.
- Disaster Hotline: The ISPCC’s ability to acquire and disseminate information 24/7 in a disaster makes it a critical information resource for the public, emergency responders, health care providers and disaster planners.
- National bioterrorism surveillance: Every 10 to 20 minutes, information from the ISPCC is automatically upload into the national data banks at the American Association of Poison Control Centers.”
- Statewide Toxicology Hotline: The ISPCC works closely with the Epidemiological Division of the Iowa Department of Public Health to identify and monitor present or potential poisoning or drug hazard trends within Iowa and help to alert the public of such trends.
- Website: Check out our website, www.iowapoison.org, for up-to-date information and education on various poisoning topics for the public and health care providers.
ISPCC ATTAINS NATIONAL CERTIFICATION

The American Association of Poison Control Centers has designated the Iowa Statewide Poison Control Center as a Certified Regional Poison Control Center, marking a major milestone for the center. The association's certification process ensures that certified poison centers meet high standards of excellence. The designation by the national association places Iowa among 55 certified poison centers in the nation.

To be certified by the national association, the Iowa center needed to meet a number of strict performance standards in the areas of emergency poison information services, accessibility, staffing, quality improvement, operational and management guidelines, hazard surveillance, data collection, disaster preparedness, and public and professional education.

Medical direction in certified centers must be provided by a physician who is board-certified in medical toxicology. The ISPCC became eligible for certification with the board certification of its medical director, Dr. Ed Bottei, who successfully completed the medical toxicology board examination last November. Bottei, also board-certified in critical care medicine, internal medicine and pulmonology, provides full-time toxicological supervision and medical direction to poison center staff of 10. Bottei also serves as the State Medical Toxicologist for the Iowa Department of Public Health. A second physician, Dr. Howard Burns, a board-certified physicist in medical toxicology and emergency medicine, serves as associate medical director of the ISPCC.

ISPCC RELOCATES!

After months of searching for appropriate space, the Iowa Statewide Poison Control Center relocated to the MidAmerican Energy Building at 401 Douglas Street in Iowa City. The challenge of moving a service that cannot be shut down for any time was managed by having staffing both the old office and new office to ensure continued emergency service. The ISPCC, now located in a professional office building with superior infrastructure, boasts a six-station, state-of-the-art call center, multi-media-equipped conference room, emergency back-up power, including back-up communications capabilities, to sustain the center's operations during a outage. Part of these back-up communication capabilities includes an 800mhz radio system that is part of the Iowa Department of Public Health's Health Alert Network (IAHAN). The ISPCC has a back-up facility available to handle special events and/or relocate the poison center to an alternate facility should the need arise.

ISPCC CALL VOLUME

HEALTH CARE PROVIDER CALLS

While the majority of calls to the ISPCC are from residences, nearly 23% (9,329) originated from a health care provider and some of these calls may involve multiple parties. Health care providers also call for drug information and/or drug identification.

In the News!

For the August 1, 2004, issue of Lancet Infectious Diseases, Dr. Bottei co-authored an article about the possibility of using SARS as a biological weapon. Weber SG, Bottei E, Cook R, O’Connor M, SARS, emerging infections, and biopreparedness; Lancet Infectious Diseases; 4:483-4, August 1, 2004.

ISPCC Medical Director, Dr. Ed Bottei (pictured in the chemical protective suit), received a photo credit for the front cover photo in Public Health Reports, Volume 120, Supplement 1, 2005.
FINANCIAL REVIEW

In fiscal year 04-05, the annual operating budget for the ISPCC was $912,039. Personnel expenses comprised 80% of poison center direct expenses. The majority of the funding for Center operations is provided by the Iowa Department of Public Health, with additional funding from hospital partners Iowa Health System and University of Iowa Hospitals and Clinics. The Center continues to receive federal funds appropriated to all poison centers nationwide from the Poison Control Center Enhancement and Awareness Act of 2000. A bioterrorism grant of $113,000 provided funding to upgrade the ISCC’s telephone system to increase surge capacity and assure redundancy, implement a software system to allow the poison center to track unusual calls related to symptoms and report these to their associated local and state health departments on a 24/7 basis, and to provide bioterrorism education to healthcare providers in Iowa hospitals.

RESEARCH

Staff of the ISPCC were well represented with three posters accepted and presented at the Annual Meeting of the North American Congress of Clinical Toxicology held in Seattle, Washington in 2004. The abstract titles and their authors follow:

- State-Based Poison Control Center Cost-Effectiveness Study, Ed Bottei, Linda Kalin
- Accidental Overdose of Digoxin in a 9 Minute Old Neonate, Ed Bottei, J Moreland (University of Iowa Department of Pediatric Critical Care), Sue Gottsch, Janet Gray
- It’s Ricin and VX and Anthrax, Oops, Our Bad----It’s Baking Powder!, Ed Bottei

ON OUR TEAM

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24-Hour Poison Information and Emergency
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Administration 712.279.3710
Fax 712.234.8775
Education Sioux City 712.279.3717
Iowa City 319.356.2600
Web Site http://www.Iowapoison.org

OUR MISSION

To improve the health of Iowans by reducing illness and deaths associated with poisoning through providing statewide 24-hour emergency telephone advice, poison prevention information and education. To reduce the costs associated with poisoning by safely treating less severe exposures at home with Poison Center guidance.

FACTS AT A GLANCE

Incoming calls 39,774
Follow-up Calls 31,575
Human Poisonings 28,354
Animal Poisonings 1,443
Information Calls 9,681
Peak call volume 4-11 p.m.
Unintentional Poisonings 83%
Poisonings Involving Children < 6 Yrs of Age 52%
Poisonings Managed at Home/Onc-site 76%
Cost saving to Iowa and its residents $4.3M

From top: Dr. Ed Bottei, Medical Director of the Iowa Poison Center; Linda Kalin, Managing Director; and Dr. Howard Burns, Associate Medical Director

2004-2005 ANNUAL REPORT

As we reflect back on the past five years of service to Iowa’s residents, we are gratified to see the progress we made together in providing a quality statewide poison control service. Through our continued commitment to recruiting, hiring and retaining only the most qualified individuals, we have been able to maintain a highly professional staff of 9 registered nurses who are Certified Specialists in Poison Information with an average of 15 years of emergency and critical care nursing experience. All staff are uniquely trained to assess, triage and manage poisoning emergencies. Medical direction is provided by two physicians who are board-certified in medical toxicology.

Our team has handled a 72% growth in overall call volume these past five years with very little increase in staffing and enviable low employee turnover that has been consistently and significantly below the industry average. The Iowa Statewide Poison Control Center reaps the rewards of employee loyalty. Our callers reap the benefits of speaking with talented and experienced nurses anytime day or night.

Our 2004-05 statistics outlined in this report are impressive and demonstrate our center’s continued growth and commitment to our fellow Iowans. Undoubtedly, our biggest accomplishment this year was meeting our long-term goal of attaining national certification by the American Association of Poison Control Centers.

We answered nearly 40,000 calls, including 28,354 human exposure calls. We presented over 110 professional and public education programs. We performed 35 media interviews. We served as a training site for pharmacy students from the University of Iowa and Drake University. Throughout this busy year, we also relocated to a new facility.

We continue to work closely with state and local authorities to improve Iowa’s preparedness to handle natural or manmade disasters. As always, the ISPCC is positioned to play a vital role in any large or small-scale emergency. The center’s staff is available on a moment’s notice to disseminate accurate information on poison exposures to the 120 Iowa hospitals we serve. We are also among the nation’s poison centers providing critical elements in the developing bioterrorism response network.

As each year passes, we continue to strive toward a higher level of excellence. We would like to acknowledge the strong support and financial commitment of the Iowa State Legislature, Iowa Department of Public Health, U.S. Health Resources and Services Administration, and our sponsoring organizations Iowa Health System and University of Iowa Hospitals and Clinics. With the support of our public and private partners, we have been able to provide our state with a cost-effective and life-saving public health service available for all 2.9 million Iowa residents.

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