



HRSA
Poison Help

Help on The Line

Poison Control PSA





1-800-222-1222

FAST, FREE POISON HELP

HELP IS ON THE LINE



HRSA
Poison Help

HELP ON THE LINE



1-800-222-1222
FAST, FREE POISON HELP

Poison Control PSA

Dear PSA Director,

Potential poison emergencies can arise unexpectedly. You mix cleaning supplies, then become dizzy. Your wife takes her medication, but realizes she's taken the wrong one. A child eats a berry in the forest before his father can stop him. Panic sets in.

An ordinary moment could quickly become a poison emergency. Every second counts. But where should you turn for help?

The Health Resources and Services Administration's (HRSA) new Poison Control PSA campaign called "Help on The Line" connects people with experts through the Poison Help Line: 1-800-222-1222. It's fast, free, confidential, and offers assistance in more than 160 languages.

By airing this new and timely PSA campaign, you can help people learn how to get immediate support for a potential injury or poisoning.

This "Help on The Line" TV PSA (in :60 and :30 second lengths) is ready to air immediately and has no expiration date. Please make the call to place these in your active rotation and air them as often as possible to help keep your viewers safe.

Thank you in advance for your support.

No expiration date



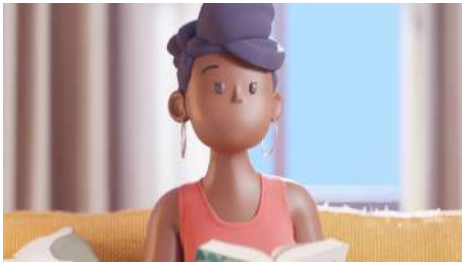
HRSA
Poison Help

TV PSA SCRIPTS

PSA STORYBOARD (:60)

STAGE 1: SET THE STAGE

SOUND	VISUALS
Music	Location 1 Living Room: We see a young woman sitting in her living room reading.
Music Thunder crack sfx Rain sfx Dog bark sfx	There is a crack of thunder, sounds of sudden rain, and a dog barking. The woman realizes that her dog is outside, so she hurries away to let him in.
Music Dog running sfx	When the dog comes in (excited, playful, and drenched),
Music Gasp sfx	he leaves a trail of muddy footprints on the living room floor.



TV PSA SCRIPTS

PSA STORYBOARD (:60)

SOUND	VISUALS
Music Cooking sfx	Location 2 Kitchen: We see an older couple in the kitchen. The man is standing over the stove flipping a pancake in a frying pan while the woman sits at the table. 
Pill bottle sfx	She picks up two pill bottles and examines them. 
Music Outdoor footsteps sfx	Location 3 Forest: A father and son walk through the forest. The father walks ahead to view a scenic outlook, 
Music Outdoot footsteps sfx	but the son stops when he sees a few red berries, distracted and interested. 

TV PSA SCRIPTS

PSA STORYBOARD (:60)

SOUND	VISUALS
Music Leaves rustling sfx	Close-up of the child's point of view, an unfamiliar cluster of red berries growing on a bush. 
Music Outdoor footsteps sfx Leaves rustling sfx	The child reaches toward the bush, about to pick the berries. 
STAGE 2: THE PROBLEM	
Music Cleaning sfx	We return to the young woman scrubbing the dog's footprints off the floor. Two bottles of cleaning supplies sit beside her as the camera pushes in on them. 
Music	She starts to rub her nose and eyes. 

TV PSA SCRIPTS

PSA STORYBOARD (:60)

SOUND	VISUALS
Music stops Cooking sfx Pill bottle sfx Gasp sfx	We return to the older couple in the kitchen. Realizing her mistake, the woman sets the two bottles down and covers her face in alarm. Her husband turns toward her, concerned. 
Abrupt silence Line sfx	The line enters the scene, highlighting the medications. 
Line sfx	We return to the father, visibly worried, holding the berries in his hands as the child looks on in confusion. The line enters the frame and highlights the hazardous berries. 
Line sfx	We see the young woman holding the two bottles of cleaning supplies with a look of concern on her face. The Line highlights the hazard. 

TV PSA SCRIPTS

PSA STORYBOARD (:60)

STAGE 3: THE SOLUTION

SOUND	VISUALS
Music Cooking sfx	Close up on the older man's phone as he taps a pre-saved contact for the Poison Help Line and hits call. 
Operator: "Hello, you've reached the poison help line." Older Man: "I think my wife took the wrong medication."	We see the older man making the call with his wife nearby. As the operator answers, he delivers his line, concerned but controlled. 
Father: "My son just ate a berry in the forest."	Cut to the father in the woods, phone to his ear, already connected to the Poison Help Line. He delivers his line urgently, staying focused. 
Younger Woman: "I just mixed 2 cleaning supplies and the fumes are making me feel dizzy" Operator: "Don't panic, we're here to help."	Cut to the young woman in her home, light haze in the air. She steadies herself with one hand while holding the phone with the other and delivers her line. As the operator reassures her, she pauses, starts to calm, and listens. 

TV PSA SCRIPTS

PSA STORYBOARD (:60)

SOUND	VISUALS	
Narrator: “In a poison emergency, The Poison Help Line offers expert guidance,” Music Returns	Informational screens appear with the line highlighting the benefits of The Poison Help Line, including expert guidance.	
Narrator: “24/7 availability”	24/7 availability	
Narrator: “and fast, confidential solutions. So you can get back to your life... Safely.”	Fast, confidential solutions	
STAGE 4: RESOLUTION		
Music Line sfx Sparkle sfx	The young woman is now sitting down, reading her book again with the dog lying next to her. The line comes through the frame and highlights an open window ventilating the space.	

TV PSA SCRIPTS

PSA STORYBOARD (:60)

SOUND	VISUALS
Music Line sfx Silverware sfx	The older couple is now sitting at the table eating their breakfast together. The line makes steam lines from the hot coffee and freshly prepared food. 
Music Line sfx Outdoor footsteps sfx	The father and son are now smiling, talking animatedly, and walking together as the line swirls around them and wipes the screen to our final closing screen. 
Narrator: The line between safety and hazard: The Poison Help Line. Make the Call: 1-800-222-1222 For Fast, Free Poison Help.	The line enters the frame and highlights the text appearing on screen. 
END	

TV PSA SCRIPTS

PSA STORYBOARD (:30)

SOUND	VISUALS
Operator: "Hello, you've reached the poison help line." Operator: "Don't panic, we're here to help."	Close up on the older man's phone as he taps a pre-saved contact for the Poison Help Line and hits call. 
Older Man: "I think my wife took the wrong medication."	We see the older man making the call with his wife nearby. As the operator answers, he delivers his line, concerned but controlled. 
Father: "My son just ate a berry in the forest."	Cut to the father in the woods, phone to his ear, already connected to the Poison Help Line. He delivers his line urgently, staying focused. 
Younger Woman: "I just mixed 2 cleaning supplies and the fumes are making me feel dizzy"	Cut to the young woman in her home, light haze in the air. She steadies herself with one hand while holding the phone with the other and delivers her line. As the operator reassures her, she pauses, starts to calm, and listens. 

TV PSA SCRIPTS

PSA STORYBOARD (:30)

SOUND	VISUALS	
Narrator: “In a poison emergency, The Poison Help Line offers expert guidance,” Music Returns	Informational screens appear with the line highlighting the benefits of The Poison Help Line, including expert guidance.	
Narrator: “24/7 availability”	24/7 availability	
Narrator: “and fast, confidential solutions. So you can get back to your life... Safely.”	Fast, confidential solutions	
Narrator: “The line between safety and hazard: The Poison Help Line. Make the Call: 1-800-222-1222 For Fast, Free Poison Help”.	The line enters the frame and highlights the text appearing on screen.	
END		

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://broadcastnewsresource.com/news/hrsa-poison-control-tv-psa-campaign-2026>

NO END DATE FOR USE

“Help on the Line” (:60 & :30)

Please let us know your preferences on receiving PSAs by contacting
triwi@thecausewayagency.com



HRSA

Poison Help



