

# 50 Years in Focus

2025 ANNUAL REPORT

**50<sup>TH</sup>**  
**ANNIVERSARY**

**Wisconsin**  
**Poison Center**



BUILDING  
CAPACITY



STRENGTHENING  
CONNECTIONS



EXPANDING  
OUR IMPACT



STRENGTHENING  
SAFETY



LOOKING  
AHEAD

# Celebrating 50 Years of Progress, Partnership and Purpose

Fifty years ago, the Wisconsin Poison Center (WPC) began as a small but determined service built on compassion, clinical expertise and a drive to protect our communities. This year, as we celebrate our 50th anniversary, we reflect on how much we have evolved, and how the commitment of our staff has shaped us into the statewide resource we are today.

What started as a modest operation managed by just two people at a small cubby in the Emergency Department has grown into a dynamic, modern center supporting patients, families and health care professionals across Wisconsin. This transformation has not only been about expanding our services – it has been about reimagining how we deliver care, how we partner with communities and how we prepare for the challenges that lie ahead.

## Building Capacity Through Technology, Training and New Roles

One of the most significant advancements in recent years is our access to EpicLink, which has allowed our call center staff to view pertinent patient information in real time. This capability has strengthened the clinical accuracy of our recommendations, improved continuity of care and enhanced collaboration with providers throughout the state. The WPC has also recently been approved for access to WISHIN, which will further improve our interoperability with physicians, clinics and hospitals across Wisconsin.

Additionally, we recently reimagined our team with the addition of a clinical educator, a role created to ensure staff have the tools, support and training needed to excel. This individual provides targeted educational resources, guides new specialists through complex learning and orientation, and helps prepare staff for the Certified Specialist in Poison Information (CSPI) exam. With this added support, team members are better equipped to advance their skills and deliver the highest quality of care.

## Strengthening Connections Through Community-Driven Outreach

Beyond clinical improvements, the WPC has embraced a revised strategic planning approach to outreach that places community voices at the forefront. This began by prioritizing outreach to groups that face additional barriers to accessing care and preventing poisonings, as well as

 Children's Hospital of Wisconsin  
Poison Center (WPC) is established

1975

1993



State funding for  
WPC becomes part  
of GPR budget



Wisconsin  
Poison Center  
Serving people of all ages.

groups we have not successfully reached in the past, such as tribal communities and Hmong communities. We have since worked to build trust with these communities and center their perspectives in our planning.

### Expanding Our Impact Through Digital Presence

As the way people seek information continues to evolve, so has our approach to reaching them. Our social media outreach, including collaborations with Children’s Wisconsin on TikTok, Instagram, Facebook and LinkedIn, has grown significantly, increasing our visibility to ensure the public, community organizations, health care partners and emergency responders across Wisconsin know how to reach us. Moving forward, we acknowledge that improving our digital infrastructure is a crucial step in ensuring our services remain accessible to all.

### Strengthening Safety Through Expanded Partnerships

Over the past few years, we’ve also focused on building stronger, more diverse partnerships. For example, our conversations with the FBI have opened doors for enhanced emergency preparedness and coordinated response. We’ve also expanded communications with local officials, public health departments and EMS partners, recognizing that effective poison management relies on a unified system of support. These collaborators not only improve our ability to respond, but they also reinforce our commitment to being an active, engaged resource for communities throughout Wisconsin.

### Looking Ahead With Purpose

Five decades of service has prepared us for the work still ahead. As new products, substances and drugs continue to emerge and enter the market in rapidly evolving ways, the need for strong poison prevention, early intervention and expert treatment will only grow. We are proud of the progress we’ve made – from clinical advancements and enhanced training to community-led outreach and strengthened partnerships. But even more, we are proud of the people who make this work possible: our dedicated staff and the leaders who guide us.

As we celebrate this milestone year, we honor our history and embrace the future with the same spirit that started the WPC in 1975: a commitment to protecting the health, safety and well-being of every person who needs us.

### OUTREACH EFFORTS

The Wisconsin Poison Center reached an estimated 630,328,835 through traditional media efforts including online, print, TV and radio, engaged with an estimated 12,760 people at events, and garnered an estimated 499,563 impressions via social media.



Dedicated nursing staff are hired to answer calls



WPC receives national accreditation from the American Association of Poison Control Centers



1995

2000

2005

2012



A standardized electronic health record is implemented nationwide across poison centers



The Hospital Membership Program launches

# Poison Center Case Volumes in 2025

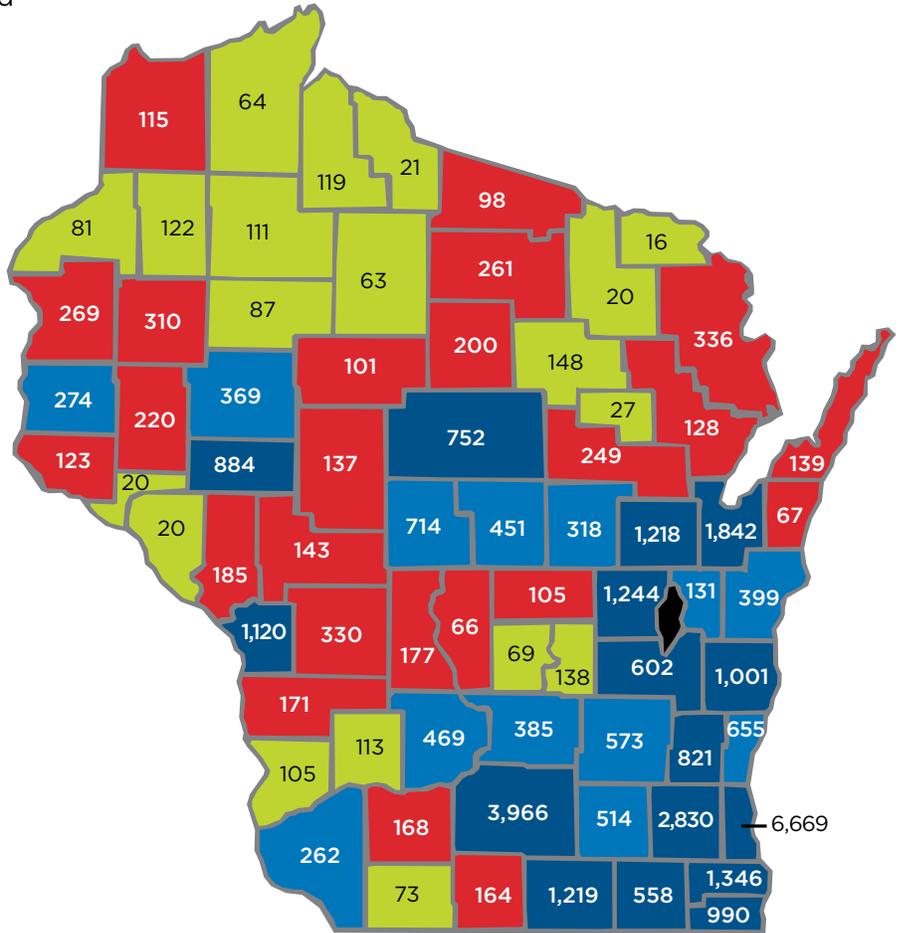
In 2025, the Wisconsin Poison Center managed a total of 41,707 cases. Of those, 38,642 were exposure cases and 116 were confirmed non-exposure cases. The WPC also responded to 2,949 information requests where no suspected exposure occurred.

On average, the WPC’s toxicology-trained nurses and pharmacists managed 114 new cases per day. In addition to this, Poison Center staff also followed up with patients to ensure their safety and to provide the best possible care. Hospitalized patients across the state were monitored an average of twice per day until discharge. This follow-up provided continuity of care and allowed staff to adjust treatment recommendations when necessary.

## 2025 NUMBER OF CASES HANDLED BY COUNTY

### County populations

- Less than 20,000
- 20,001 to 50,000
- 50,001 to 100,000
- More than 100,000



WPC is approved for CHIP (Children’s Health Insurance Program) funding

2016

WPC earns its third reaccreditation and the Medical College of Wisconsin Toxicology Fellowship Program is established

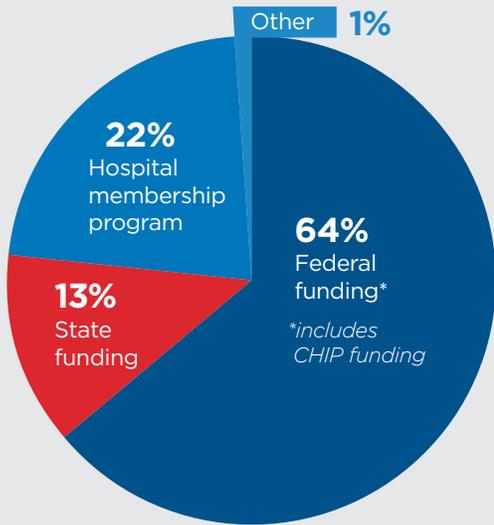
2020



2021

WPC partners with hospitals to obtain EpicLink access



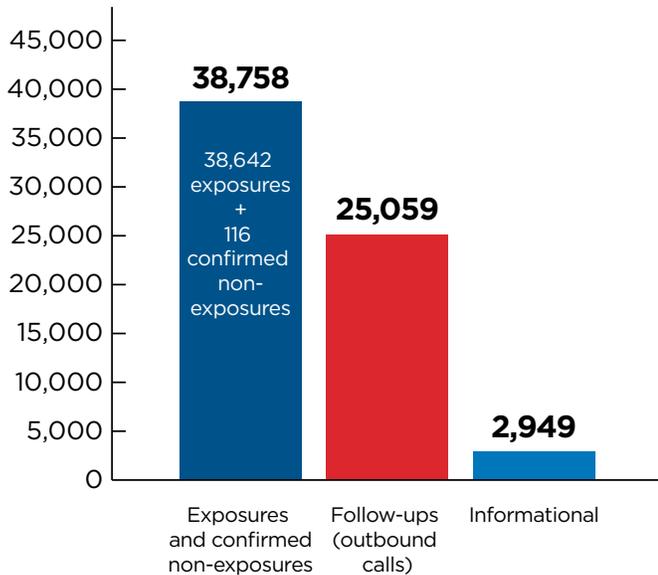


### 2025 TOTAL EXTERNAL FUNDING SOURCES

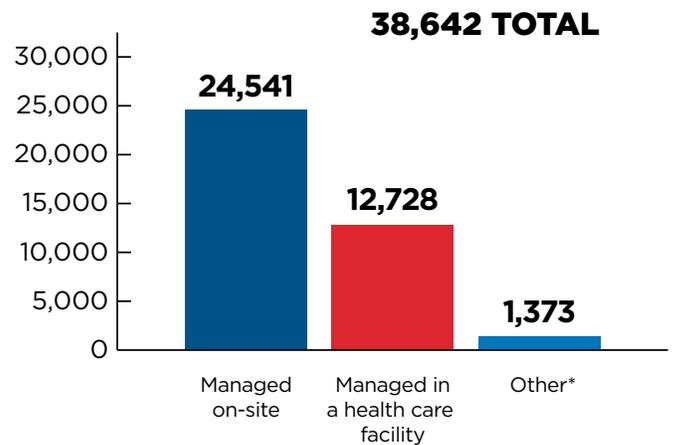
## Hospital Membership Program Update

The Wisconsin Poison Center’s Hospital Membership Program offers health care providers across Wisconsin the opportunity to collaborate with board-certified toxicologists, ensuring the most up-to-date treatments and the best possible outcomes for patients experiencing poisoning. In exchange for a membership fee, participating hospitals gain 24/7/365 access to a team of toxicologists, as well as toxicology-trained nurses and pharmacists. As of 2025, the program has retained the membership of over 99% of Wisconsin hospitals.

### 2025 CALL/CASE VOLUMES



### 2025 NUMBER OF CASES PER TREATMENT SITE



\*Other: (referred to family physician), unknown or patient refused referral.

Social media platforms launch and Children’s Wisconsin Poison Center celebrates its 50th Anniversary

2022

2025



The Medical Toxicology Clinic saw its first patient and has since been an important addition to the clinical services offered at Children’s Wisconsin Milwaukee Campus



Wisconsin  
Poison Center

## TOP 10 SUBSTANCES INVOLVED IN POISONINGS IN 2025

### Age 5 and younger

1. Pain medications
2. Household cleaning products
3. Personal care products
4. Foreign bodies/toys
5. Dietary supplements
6. Vitamins
7. Plants
8. Antihistamines
9. Topical preparations (creams and lotions)
10. Pesticides

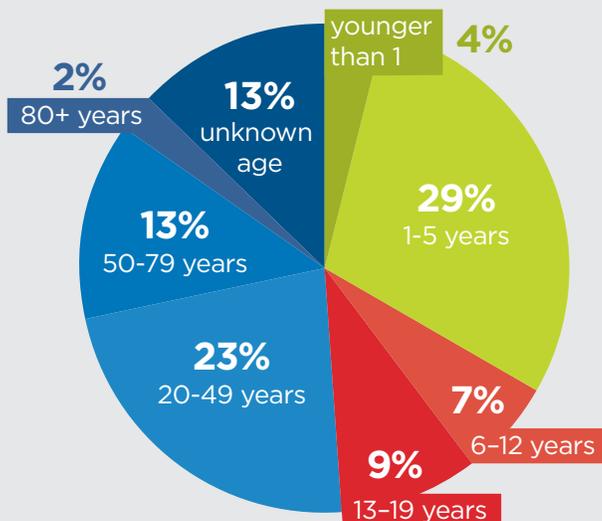
### Age 6 to 19

1. Pain medications
2. Antidepressants
3. Antihistamines
4. Street drugs/stimulants
5. Cardiovascular medications
6. Foreign bodies/toys
7. Personal care products
8. Sedatives/hypnotics/antipsychotics
9. Household cleaning products
10. Dietary supplements

### Age 20 and older

1. Pain medications
2. Cardiovascular medications
3. Antidepressants
4. Sedatives/hypnotics/antipsychotics
5. Alcohols
6. Anticonvulsants
7. Antihistamines
8. Hormones and hormone antagonists
9. Household cleaning products
10. Street drugs/stimulants

## 2025 AGE OF EXPOSED PATIENTS



## National Impact

Poison Centers continue to deliver substantial economic and societal returns. According to a recent [study by the RAND Corporation](#), the most widely recognized benefits include significant health care cost savings from avoided unnecessary medical utilization, reductions in hospital length of stay, decreased mortality risk and strengthened national public health surveillance.

**Poison Centers respond to more than**  
**2 MILLION**  
**EXPOSURE CASES annually.**

Poisonings are the leading cause of injury-related death, surpassing firearms and motor vehicle accidents, according to the U.S. Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, highlighting the ongoing need for effective poison prevention efforts.

## TEN LEADING CAUSES OF INJURY DEATHS, UNITED STATES - 2023

- 1. Unintentional poisoning (100,304)**
2. Unintentional fall (47,026)
3. Unintentional MV traffic (43,273)
4. Suicide firearm (27,300)
5. Homicide firearm (17,927)
6. Suicide suffocation (12,023)
7. Unintentional suffocation (7,333)
- 8. Suicide poisoning (5,944)**
9. Unintentional unspecified (4,908)
10. Unintentional Drowning (4,310)

Data source: [National Vital Statistics System](#), [National Center for Health Statistics](#), [CDC](#).  
Produced by: National Center for Injury Prevention and Control, CDC using WISQARS™.



## POISON CENTERS SAVE MONEY AND LIVES!

# \$1 = \$16.77

DOLLARS SPENT



DOLLARS SAVED

Every dollar spent on services by Poison Centers generates an estimated \$16.77 in benefits.

**SAVES**   
**\$450 MILLION**  
IN HEALTH CARE COSTS

America's Poison Centers estimates that federal appropriated funds to Poison Centers save **\$450 million annually** in health care costs.

# \$3.1 BILLION

IN BENEFITS

Poison Centers provide benefits and savings to communities including:

- Fewer emergency room visits
- Reduced emergency transportation costs
- Shorter hospital stays
- Reduced risk of death



Data source: *Poison Prevention, Treatment and Detection as Public Health Investments*.  
RAND; January 2026.

**AMERICA'S**  
**POISON**  
**CENTERS**  
Treatment • Education • Prevention

Beyond these measurable outcomes, Poison Centers provide additional benefits that are more difficult to monetize but are critically important. These consist of vital public health services, such as prevention efforts, enhanced emergency preparedness capabilities, disaster response support, and increased peace of mind for families and health care providers seeking immediate expert guidance.

Almost anything can be **poisonous...**  
if it is used in the **wrong way**,  
in the **wrong amount**  
or by the **wrong person**.

The Wisconsin Poison Center is here to help.

# Wisconsin Poison Center

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**[wisconsinpoison.org](http://wisconsinpoison.org)**

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