

Wisconsin  
Poison Center

# Adapting to Emerging Trends



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

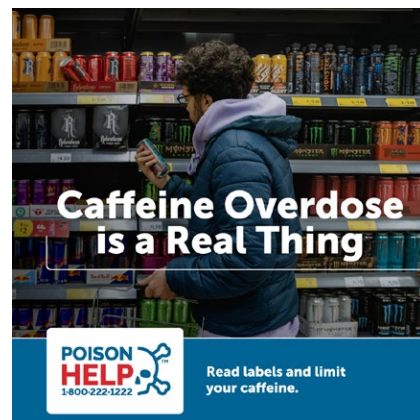
# The Evolving Landscape of Poison in Wisconsin

## Adapting to Emerging Trends

Over the last year, the Wisconsin Poison Center (WPC) was frequently reminded that the landscape of poisoning is not static, with several cases illustrating both the evolving risks of everyday substances and the emergence of entirely new ones. As the substances and trends we encounter continue to evolve, so too must our strategies for prevention, education and response. Collaboration with public health agencies, health care providers and community organizations is at the core of this approach to ensure we can respond swiftly and effectively to new challenges.

Even everyday substances, like caffeine, can have significant and sometimes dangerous impacts on our health when consumed in excessive amounts. When a young, otherwise healthy individual intentionally ingested 60 caffeine tablets (equivalent to 125 cups of coffee), it led to a medical emergency with a lengthy and complicated medical course. The early involvement of the WPC was vital in effectively managing this overdose. Expert guidance and treatment protocols were recommended in collaboration with hospital staff. In fact, when hospitals collaborate with poison centers in cases such as this, they receive the most up-to-date and evidence-based practice recommendations, with treatments tailored to provide the best possible patient outcomes. This case serves as a reminder of the evolving risks associated with substances that are often viewed as benign. Educating the public about the dangers of overconsumption, even with widely used substances, is crucial in preventing adverse health outcomes and promoting responsible use. This case also underscores the importance of our collective responsibility to prevent harm and support overall mental and physical well-being.

Poison centers are also seeing new emerging threats. One example is related to “magic mushrooms” sold legally and disguised as a common chocolate bar, ice cream cone or gummy. These types of products may contain hallucinogenic compounds. One brand in particular was under scrutiny during the summer of 2024, “Diamond Shruumz.” These products were originally marketed for use in small amounts and resulted in 180 total



illnesses and 3 potentially associated deaths, according to the Centers for Disease Control and Prevention. One of the many risks of these products is that they are attractive to children, resulting in an uptick in child exposures. These products were also found to contain various psychoactive compounds, including illicit substances that are not approved for use in food. As this threat emerged and spread throughout the country, America's Poison Centers collaborated with the Centers for Disease Control and Prevention, Food and Drug Administration, and other state and local partners to investigate these cases, issue a recall and bring awareness to the dangers these products pose. The swift response and collaboration by poison centers and our key partners demonstrate our readiness to respond to new threats, while emphasizing the need for continued surveillance as new substances are developed and enter the market in unique ways.

As these cases illustrate, the nature of poisonings is in constant flux. The products we encounter are no longer confined to traditional substances like household chemicals or medications. Social media and shifting cultural norms now play a significant role in shaping behaviors related to poisoning, with viral trends and online communities often fueling the rapid spread of new products and ideas. As a result, the WPC remains dedicated to continuously adapting to emerging substances and trends, strengthening prevention efforts and providing the highest standard of care to Wisconsin residents.





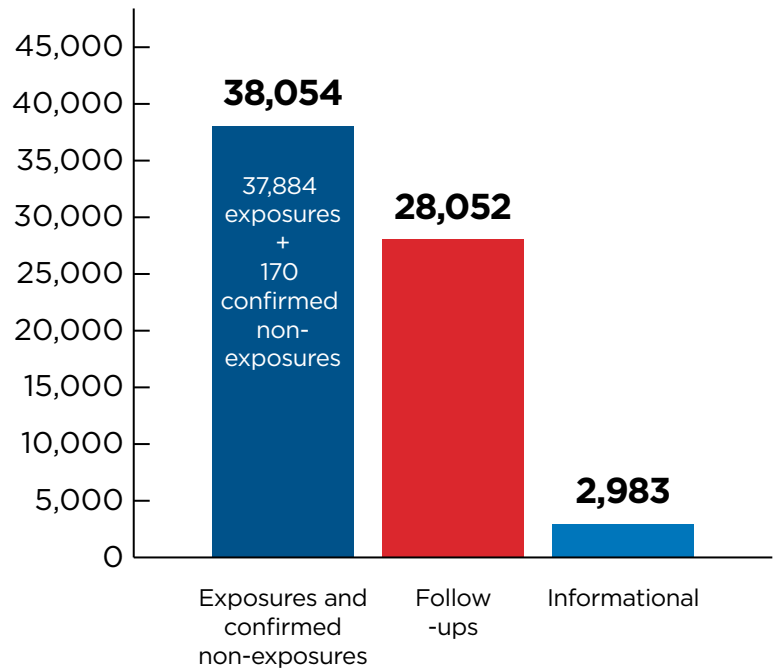
## Poison Center Case Volumes in 2024

The Wisconsin Poison Center helped manage 37,884 exposure cases and 170 confirmed non-exposure cases in 2024. The WPC also received 2,983 requests for information where no suspected exposure took place. However, these numbers only tell half the story.

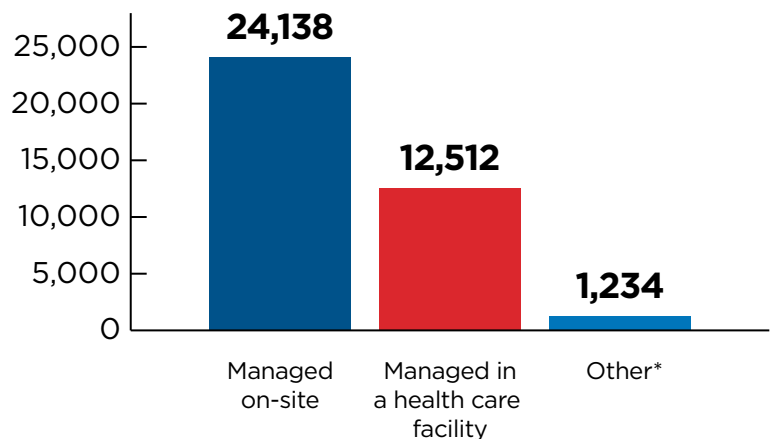
In addition to handling an average of 112 new cases per day, toxicology-trained nurses and pharmacists also follow up with patients who have been exposed to potential poisons to ensure their safety and provide the best possible care. Hospitalized patients across the state are monitored by Poison Center staff an average of twice a day until they are discharged. This provides continuity of care and allows for the adjustment of treatment recommendations when necessary.

Patients calling from home with concerns about certain substances are also contacted for follow-up to monitor potential symptoms, provide reassurance and offer additional guidance as needed.

### 2024 CALL/CASE VOLUMES



### 2024 NUMBER OF CASES/TREATMENT SITE



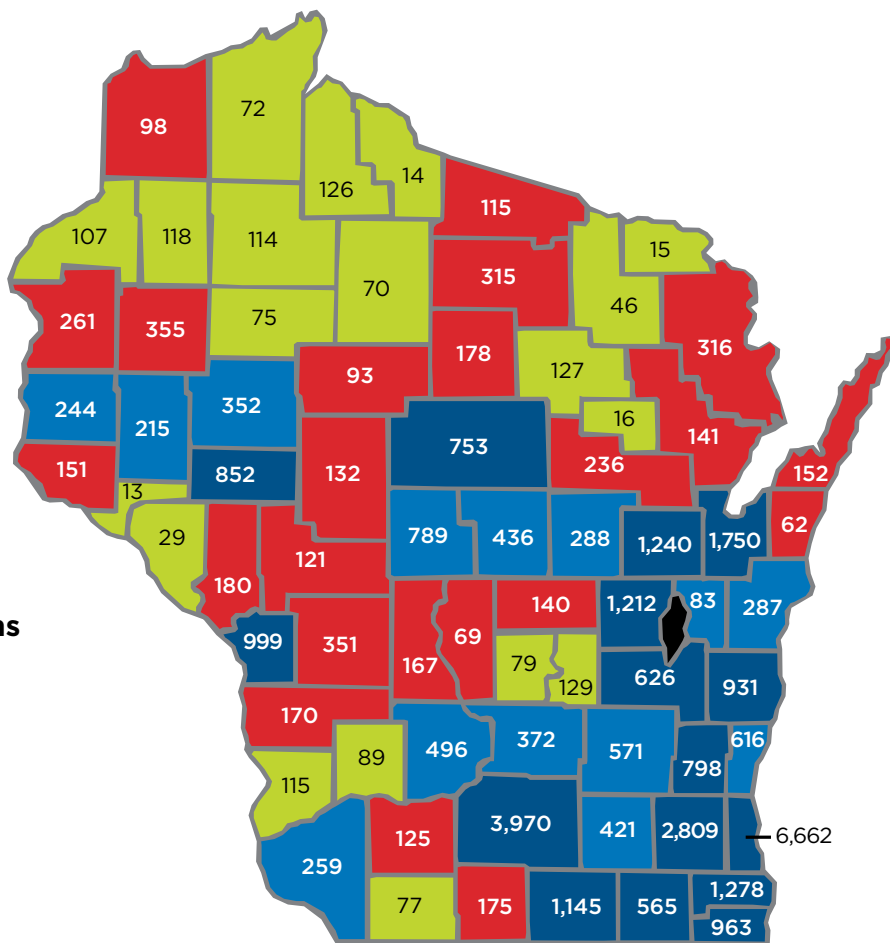
\*Other: (referred to family physician), unknown or patient refused referral.



## 2024 NUMBER OF CASES HANDLED BY COUNTY

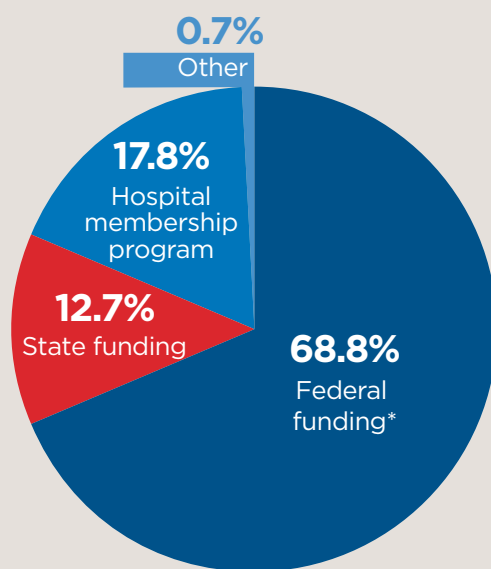
### County populations

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



## Hospital Membership Program Update

This 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 or drug overdose. 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. Now in its twelfth year, the program has retained the membership of over 99% of Wisconsin hospitals.



\*includes CHIP funding

### 2024 TOTAL EXTERNAL FUNDING SOURCES

## TOP 10 SUBSTANCES INVOLVED IN POISONINGS IN 2024

### Age 5 and younger

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

### Age 6 to 19

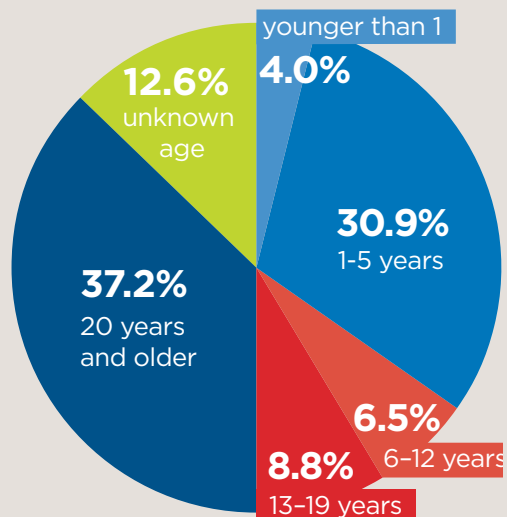
1. Pain medications
2. Antidepressants
3. Antihistamines
4. Street drugs/stimulants
5. Cardiovascular medications
6. Sedatives/hypnotics/antipsychotics
7. Foreign bodies/toys
8. Personal care products
9. Household cleaning products
10. Dietary supplements

### Age 20 and older

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



## 2024 AGE OF EXPOSED PATIENT



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

Since 2009, the U.S. Centers for Disease Control and Prevention’s National Center for Injury Prevention and Control has reported unintentional poisoning as the leading cause of injury death for adults ages 25 to 64. Unintentional poisoning also ranked among the top 10 leading causes of injury deaths across all other age groups, highlighting the ongoing need for effective poison prevention efforts.

RANK	AGE GROUPS										All Ages
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Unintentional Suffocation 1,096	Unintentional Drowning 457	Unintentional MV Traffic 277	Unintentional MV Traffic 455	Unintentional MV Traffic 7,046	Unintentional Poisoning 20,097	Unintentional Poisoning 26,286	Unintentional Poisoning 20,757	Unintentional Poisoning 19,701	Unintentional Fall 41,400	Unintentional Poisoning 100,304
2	Homicide Unspecified 111	Unintentional MV Traffic 301	Unintentional Drowning 145	Homicide Firearm 292	Unintentional Poisoning 5,462	Unintentional MV Traffic 7,738	Unintentional MV Traffic 6,612	Unintentional MV Traffic 5,574	Unintentional MV Traffic 6,068	Unintentional MV Traffic 9,123	Unintentional Fall 47,026
3	Unintentional MV Traffic 77	Unintentional Suffocation 143	Homicide Firearm 91	Suicide Suffocation 242	Homicide Firearm 5,310	Homicide Firearm 5,010	Suicide Firearm 4,010	Suicide Firearm 3,860	Suicide Firearm 4,348	Unintentional Poisoning 7,803	Unintentional MV Traffic 43,273
4	Homicide Other Spec., Classifiable 54	Unintentional Hot Object or Substance 88	Unintentional Fire/Flame 75	Suicide Firearm 186	Suicide Firearm 3,274	Suicide Firearm 4,242	Homicide Firearm 3,629	Suicide Suffocation 2,039	Unintentional Fall 3,172	Suicide Firearm 7,379	Suicide Firearm 27,300
5	Unintentional Drowning 48	Undetermined Poisoning 75	Unintentional Suffocation 34	Unintentional Drowning 87	Suicide Suffocation 1,549	Suicide Suffocation 2,672	Suicide Suffocation 2,854	Homicide Firearm 1,852	Suicide Suffocation 1,561	Unintentional Suffocation 4,283	Homicide Firearm 17,927
6	Unintentional Suffocation 31	Homicide Unspecified 73	Unintentional Other Land Transport 25	Unintentional Poisoning Unintentional Other Land Transport 74	Suicide Poisoning 536	Suicide Poisoning 819	Suicide Poisoning 935	Unintentional Fall 1,250	Suicide Poisoning 1,207	Unintentional Unspecified 3,827	Suicide Suffocation 12,023
7	Unintentional Poisoning Undetermined Poisoning 27	Unintentional Poisoning 69	Homicide Unspecified 23	Unintentional Fire/Flame 58	Unintentional Drowning 518	Undetermined Poisoning 577	Undetermined Poisoning 730	Suicide Poisoning 1,128	Homicide Firearm 1,044	Adverse Effects 1,998	Unintentional Suffocation 7,333
8	Homicide Poisoning 24	Homicide Firearm 62	Unintentional Poisoning 18**	Unintentional Fire/Flame 58	Suicide Fall 274	Unintentional Drowning 487	Unintentional Fall 677	Undetermined Poisoning 580	Unintentional Suffocation 836	Unintentional Hot Object or Substance 1,731	Suicide Poisoning 5,944
9	Homicide Poisoning 24	Homicide Poisoning 50	Homicide Cut/Pierce 17**	Suicide Poisoning 36	Homicide Cut/Pierce 224	Homicide Cut/Pierce 382	Unintentional Drowning 502	Unintentional Drowning 501	Unintentional Hot Object or Substance 641	Unintentional Natural/Environment 1,366	Unintentional Unspecified 4,908
10	Homicide Suffocation 18**	Unintentional Firearm 44	Unintentional Firearm Homicide Other Spec., Nec 16**	Unintentional Suffocation 33	Undetermined Poisoning 185	Unintentional Fall 332	Homicide Cut/pierce 391	Unintentional Suffocation 388	Unintentional Natural/Environment 622	Suicide Poisoning 1,283	Unintentional Drowning 4,310

\*\* indicates unstable value (<20 deaths)

### Poisoning deaths

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



This report has been renamed to ‘2024 Annual Report’ to properly reflect the data and organizational efforts of the specified year.

Data from 2024 illustrates the Wisconsin Poison Center’s commitment to responding effectively to evolving poisoning trends by providing timely and accurate support to individuals and health care professionals, while also working to prevent poisonings through awareness and prevention programs.

# Wisconsin Poison Center

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