



# Poison Centre Notifications

**Industry support and  
current communication campaign**

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November 2021

Poison Centre team

European Chemicals Agency

## Topics covered

- Poison centre website – available tools and support
- Stakeholder engagement channels
- UFI awareness raising campaign



# Navigating the poison centre website

## Work in progress considerations...

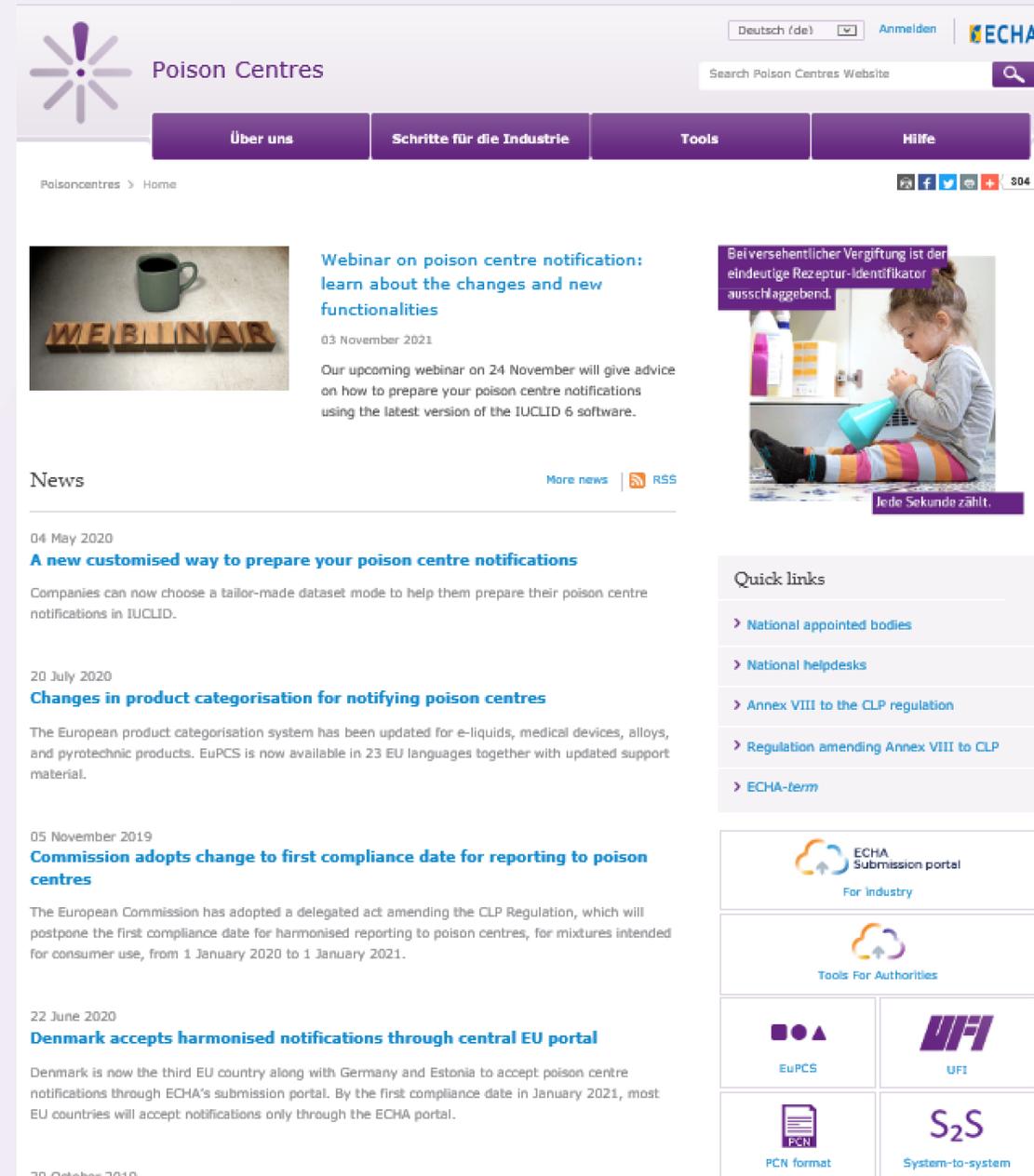
- Firstly, updates are in plan
- Recent upgrade in software platform – all web related requests put on hold
- Increased backlog ordered by priority
- Improvements and updates delayed
  - Tool pages
  - Q&As
- Not everything is translated due to constant changes
  - ECHA policy only 'stable' content sent for translation

We have just carried out a challenging software upgrade on our websites, to enable future developments and increase security. You might experience some issues, like features not correctly working or content temporarily missing. We are doing our best to solve such pending issues. We apologise for any inconvenience that you might experience.

# Website homepage

- Header tool bar translated
- News – not translated - no subscribing
- Quick links to documents
- Short cuts to tools
- Link to our new consumer site – ‘*Why the UFI matters!*’

<https://poisoncentres.echa.europa.eu/de/home>



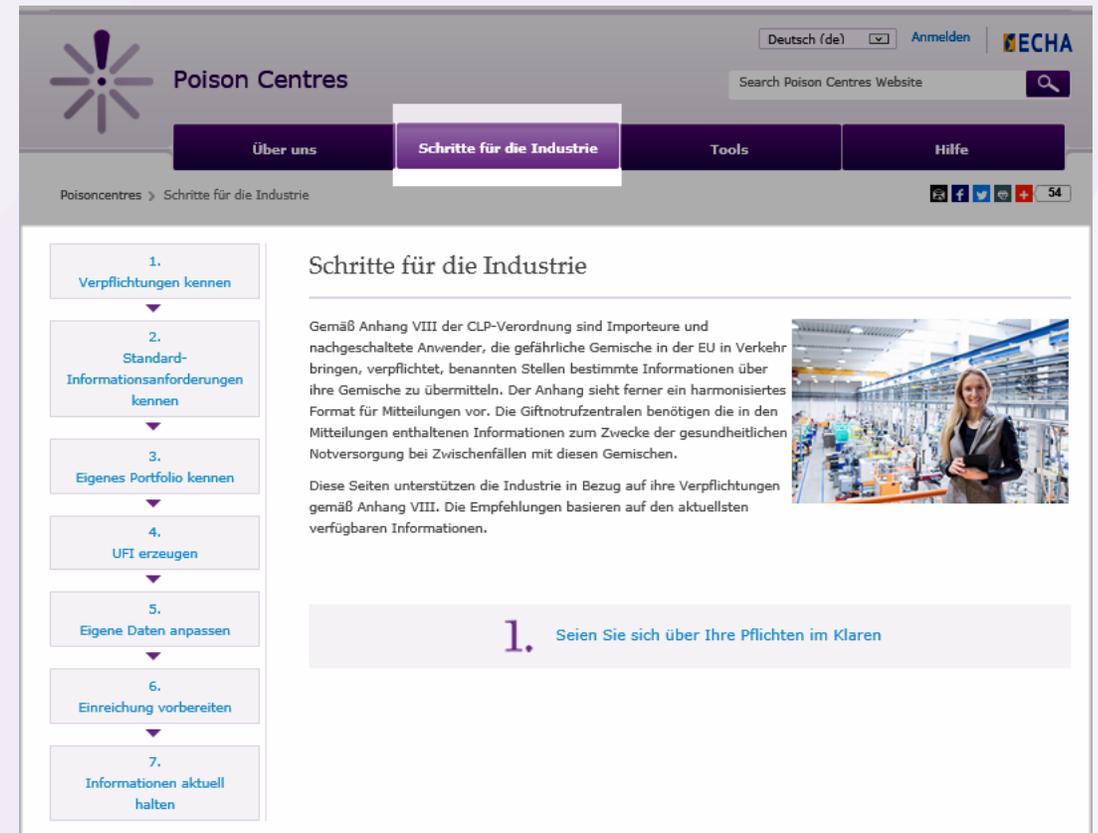
The screenshot shows the Poison Centres website homepage in German. At the top, there is a header with the Poison Centres logo, a language selector set to 'Deutsch (de)', an 'Anmelden' button, and the ECHA logo. A search bar is also present. Below the header is a navigation bar with buttons for 'Über uns', 'Schritte für die Industrie', 'Tools', and 'Hilfe'. The main content area features a 'Webinar on poison centre notification' announcement with a date of 03 November 2021. To the right, there is a section titled 'Bei versehentlicher Vergiftung ist der eindeutige Rezeptur-Identifikator ausschlaggebend.' with an image of a child and the text 'Jede Sekunde zählt.' Below the webinar announcement is a 'News' section with a 'More news' link and an RSS icon. The news items include:
 

- 04 May 2020: 'A new customised way to prepare your poison centre notifications'.
- 20 July 2020: 'Changes in product categorisation for notifying poison centres'.
- 05 November 2019: 'Commission adopts change to first compliance date for reporting to poison centres'.
- 22 June 2020: 'Denmark accepts harmonised notifications through central EU portal'.
- 29 October 2019: (partially visible)

 On the right side, there is a 'Quick links' section with links to 'National appointed bodies', 'National helpdesks', 'Annex VIII to the CLP regulation', 'Regulation amending Annex VIII to CLP', and 'ECHA-term'. At the bottom right, there are icons for 'ECHA Submission portal For industry', 'Tools For Authorities', 'EuPCS', 'UFI', 'PCN format', and 'S<sub>2</sub>S System-to-system'.

# Steps for industry

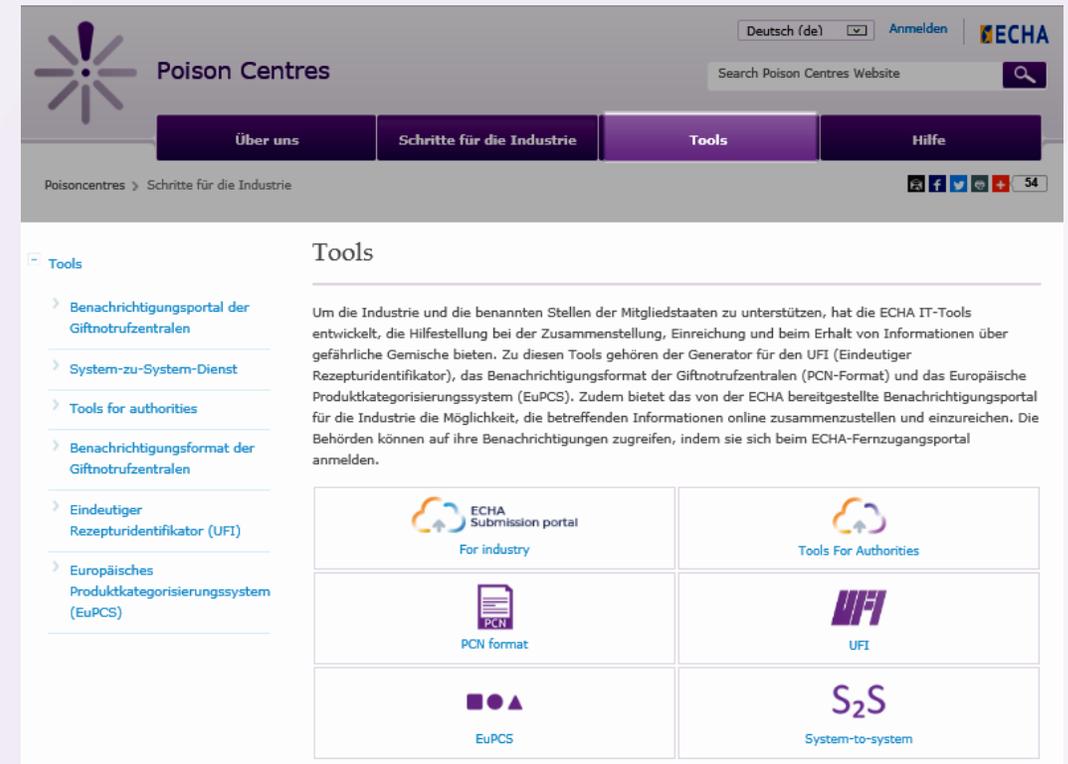
- Step by step guide from how to start preparing to submitting and keeping information up to date.
- Each step contains links to specific support
- Pages available in all EU languages



The screenshot shows the Poison Centres website interface. At the top, there is a navigation bar with the Poison Centres logo, a language dropdown set to 'Deutsch (de)', an 'Anmelden' button, and the ECHA logo. Below this is a search bar and a main navigation menu with options: 'Über uns', 'Schritte für die Industrie' (highlighted), 'Tools', and 'Hilfe'. The breadcrumb trail reads 'Poisoncentres > Schritte für die Industrie'. On the left side, a vertical list of seven steps is shown, with the first step, '1. Verpflichtungen kennen', highlighted in blue. The main content area is titled 'Schritte für die Industrie' and contains introductory text in German explaining the requirements for importers and downstream users under the CLP Regulation. A small photograph of a woman in a laboratory setting is included. At the bottom of the main content area, a large blue box highlights the first step: '1. Seien Sie sich über Ihre Pflichten im Klaren'.

## Tools tab & pages

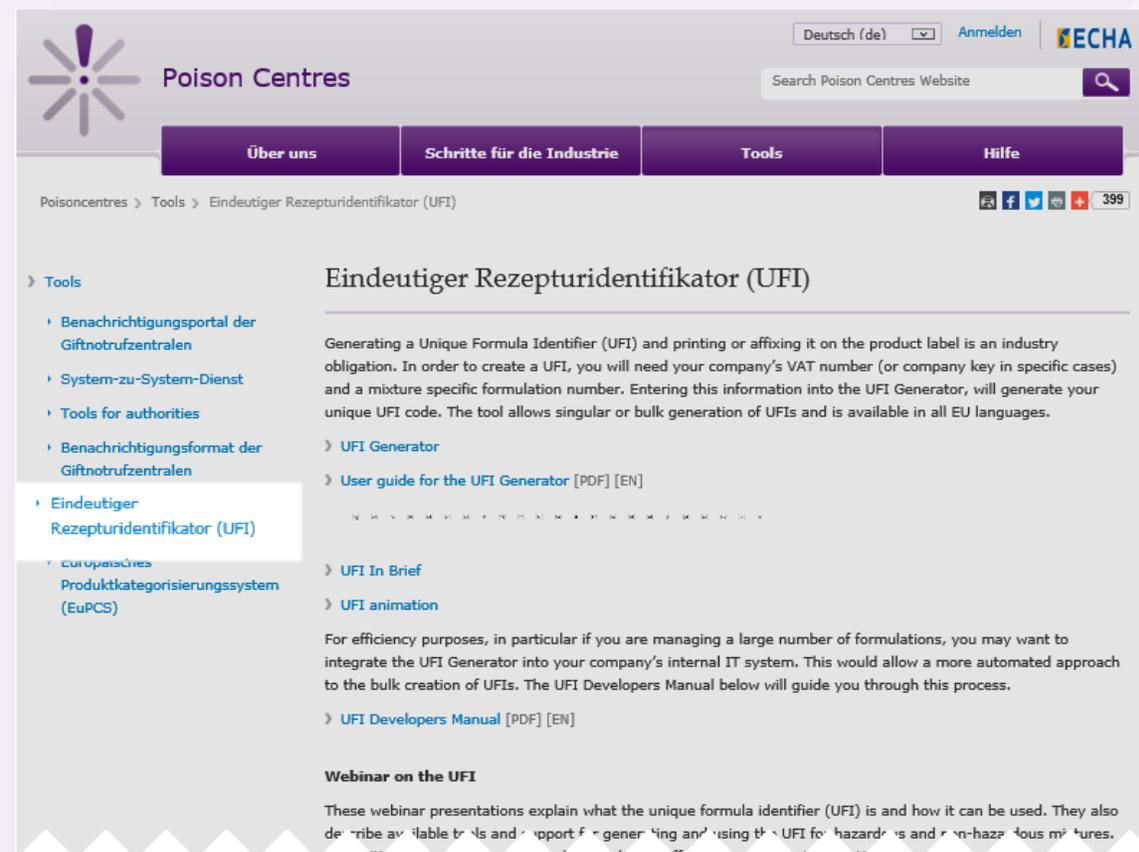
- Contains specific pages for each tool, with links to the related tool & support material
- For industry
  - **UFI Generator**
  - **European product categorisation system**
  - **ECHA Submission portal**
  - PCN format
  - System to system
- Content of each 'tool' page not translated
- Updates and translations Q1 2022



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## Unique Formula Identifier page

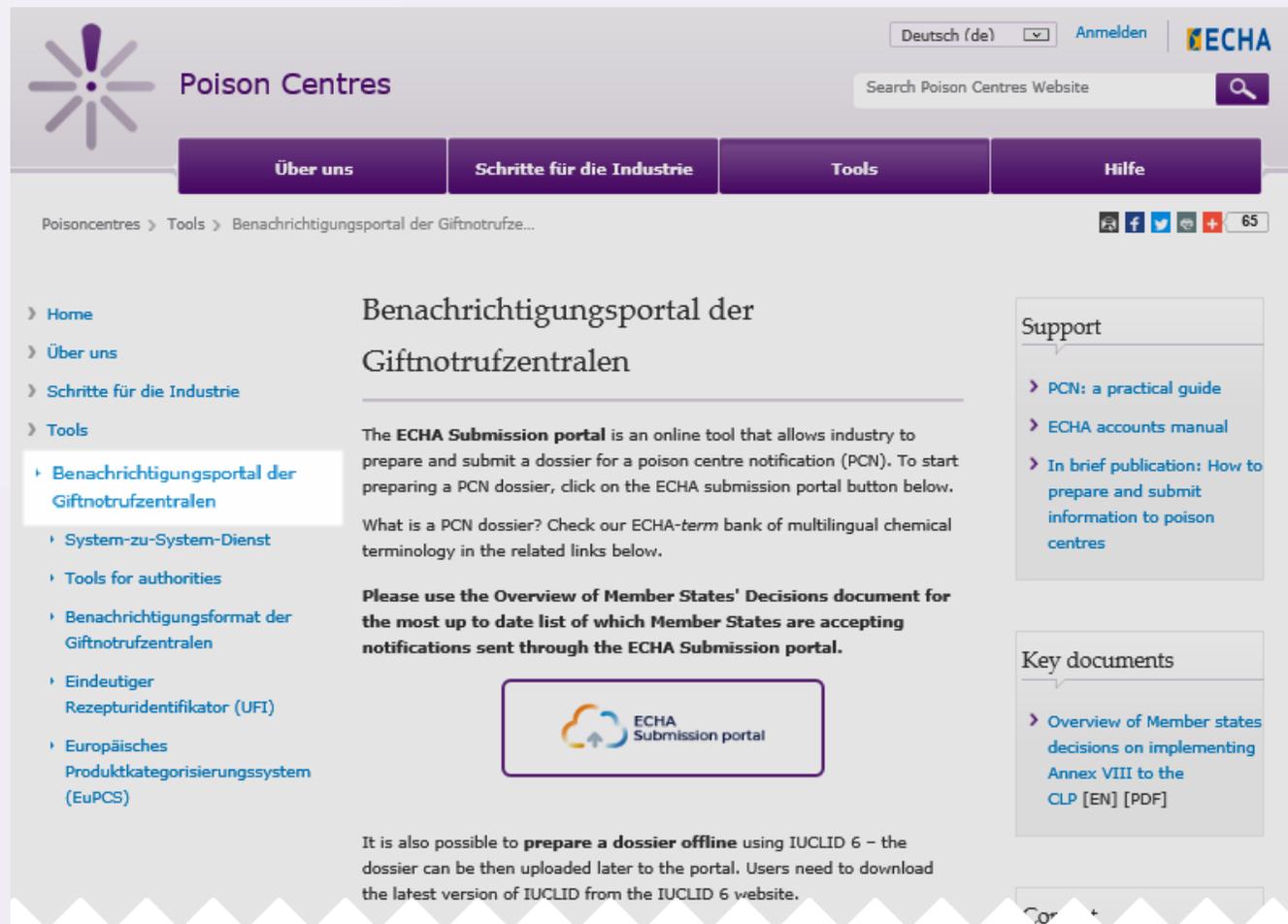
- Most questions received are about the UFI!
- Generate UFIs either by:
  - UFI Generator tool (translated)
    - user guide available in EU languages
  - UFI generator algorithm
    - Developer's manual – EN only
- Additional support material
  - In brief 'The UFI and what it means for your labels'
  - Animation
  - Webinars
  - Q&As



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# ECHA Submission portal page

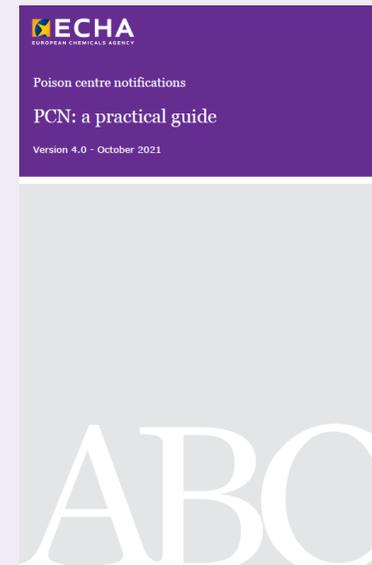
- Link to the tool
- Main support
- Key documents
- Page update underway!



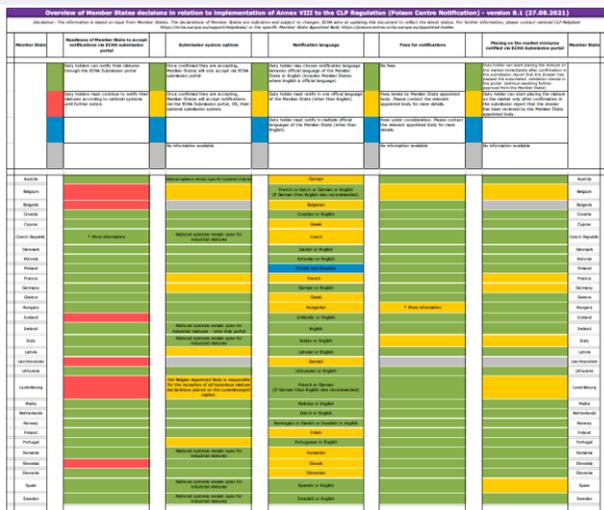
The screenshot shows the ECHA Submission portal page for Poison Centres. The page is in German (Deutsch (de)) and features a search bar and navigation menu. The main content area is titled "Benachrichtigungsportal der Giftnotrufzentralen" and provides information about the ECHA Submission portal, including a description and a link to the portal. A sidebar on the left contains a navigation menu with the following items: Home, Über uns, Schritte für die Industrie, Tools, Benachrichtigungsportal der Giftnotrufzentralen (highlighted), System-zu-System-Dienst, Tools for authorities, Benachrichtigungsformat der Giftnotrufzentralen, Eindeutiger Rezepturidentifikator (UFI), and Europäisches Produktkategorisierungssystem (EuPCS). A sidebar on the right contains a "Support" section with links to "PCN: a practical guide", "ECHA accounts manual", and "In brief publication: How to prepare and submit information to poison centres", and a "Key documents" section with a link to "Overview of Member states decisions on implementing Annex VIII to the CLP [EN] [PDF]".

## ECHA Submission portal

- ECHA Cloud services – IUCLID Cloud & ECHA Submission portal
- IT tools are not translated.
- But we have a lot of support documentation!
- PCN practical guide
  - recently updated - next update December
  - Translations 2022
- IUCLID Functionalities manual
  - All EU languages
  - Available in IUCLID/IUCLID website



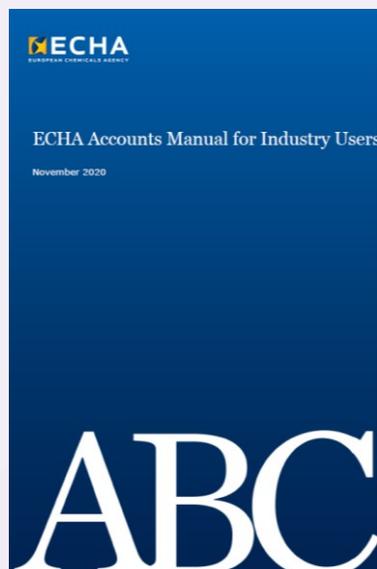
# Additional support



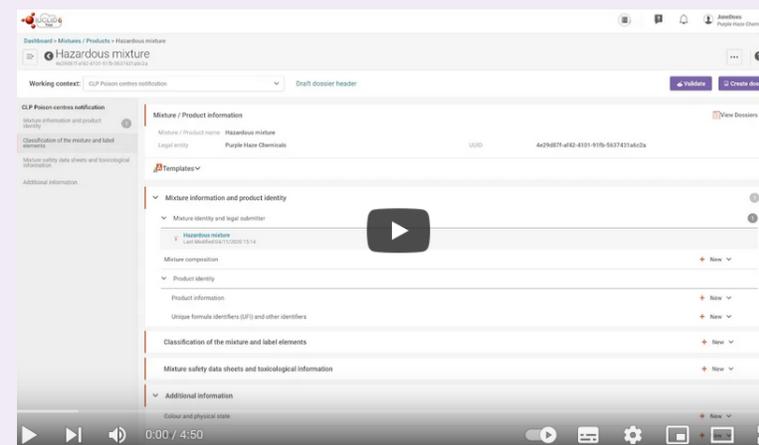
Overview of Member States decisions in relation to implementation of Annex VIII to the CLP Regulation (Poison Centre Notifications) - version 8.1 (27.08.2021)

Member State	Member State decision in relation to implementation of Annex VIII to the CLP Regulation	Submission system option	Notification language	Price for notification	Member State decision in relation to implementation of Annex VIII to the CLP Regulation	Member State
Belgium	Belgium has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Belgium
Bulgaria	Bulgaria has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Bulgaria
China	China has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	China
Czechia	Czechia has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Czechia
Denmark	Denmark has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Denmark
Egypt	Egypt has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Egypt
Ecuador	Ecuador has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Ecuador
France	France has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	France
Germany	Germany has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Germany
Greece	Greece has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Greece
India	India has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	India
Indonesia	Indonesia has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Indonesia
Italy	Italy has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Italy
Japan	Japan has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Japan
Kenya	Kenya has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Kenya
Lebanon	Lebanon has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Lebanon
Malaysia	Malaysia has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Malaysia
Mexico	Mexico has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Mexico
Netherlands	Netherlands has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Netherlands
Norway	Norway has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Norway
Poland	Poland has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Poland
Portugal	Portugal has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Portugal
Romania	Romania has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Romania
Russia	Russia has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Russia
Saudi Arabia	Saudi Arabia has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Saudi Arabia
South Korea	South Korea has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	South Korea
Spain	Spain has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Spain
Sweden	Sweden has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Sweden
Switzerland	Switzerland has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Switzerland
Taiwan	Taiwan has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Taiwan
Turkey	Turkey has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Turkey
Ukraine	Ukraine has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Ukraine
USA	USA has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	USA
Vietnam	Vietnam has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Vietnam
Wales	Wales has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Wales
Yemen	Yemen has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Yemen
Zimbabwe	Zimbabwe has implemented the CLP Regulation and is therefore not subject to the notification requirements of Annex VIII to the CLP Regulation.	Not applicable	Not applicable	Not applicable	Not applicable	Zimbabwe

Member States overview



ECHA Accounts manual

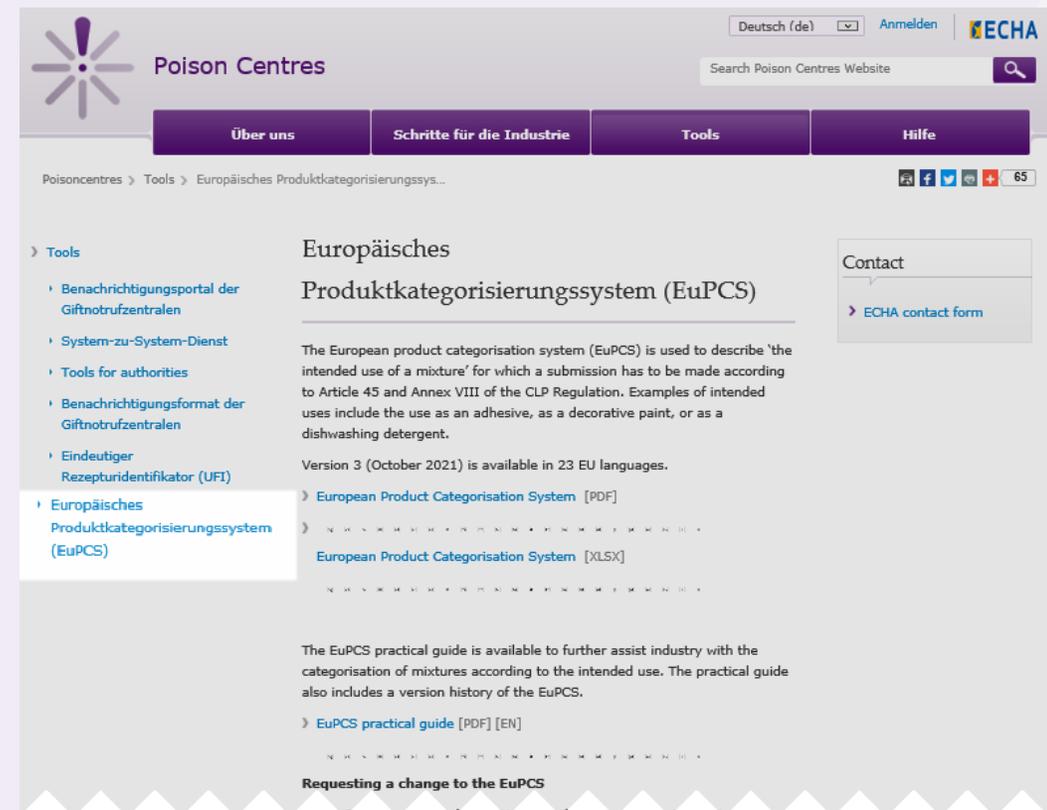


Video tutorials available  
'Support -> e-Learning'

## European Product Categorisation System page

- One main intended use category required to describe the mixture/product.
- Translated system and EuPCS guide available
- What if you don't know which to select?
  - Check with your association first.
- Request for change process possible

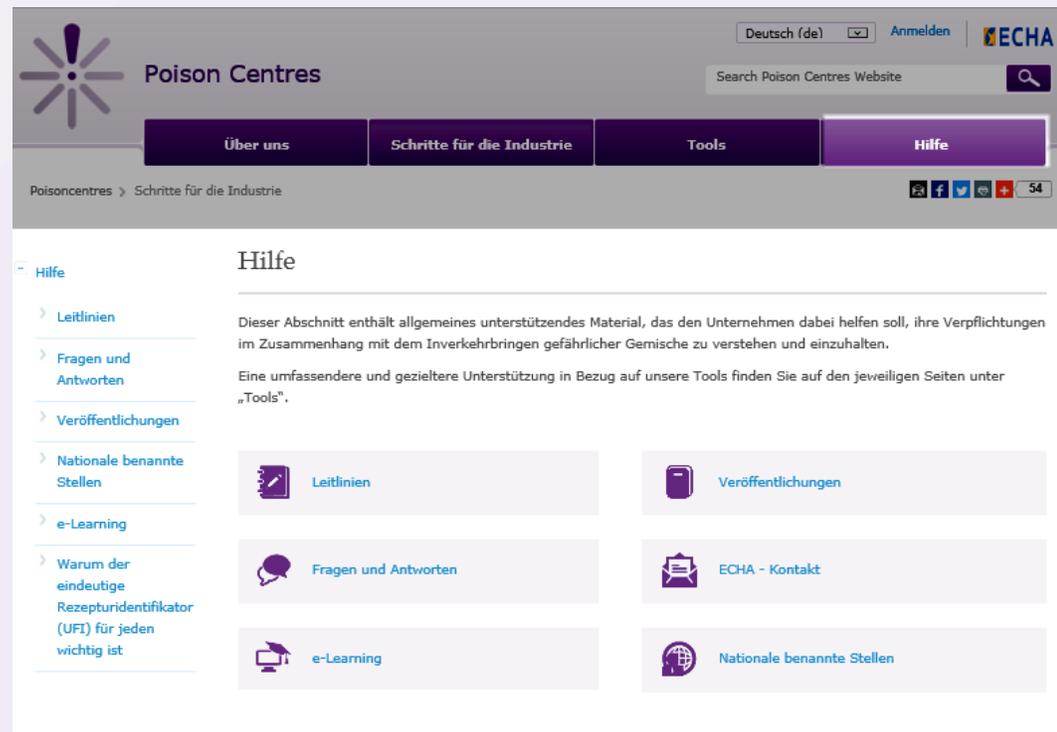
<https://poisoncentres.echa.europa.eu/eu-product-categorisation-system>



The screenshot shows the Poison Centres website interface. At the top, there is a navigation bar with the Poison Centres logo, a language selector set to 'Deutsch (de)', an 'Anmelden' button, and the ECHA logo. Below this is a search bar labeled 'Search Poison Centres Website'. A main navigation menu contains four items: 'Über uns', 'Schritte für die Industrie', 'Tools', and 'Hilfe'. The 'Tools' menu item is selected, leading to a page titled 'Europäisches Produktkategorisierungssystem (EuPCS)'. The page content includes a description of the system, a version history table, and a link to the practical guide. The version history table shows Version 3 (October 2021) as the current version, available in 23 EU languages. The practical guide is available in PDF format in English. A 'Contact' sidebar is visible on the right, with a link to the 'ECHA contact form'.

# Support tab and specific pages

- Contains specific pages for general support
- Range of different support types
  - Guidance
  - Q&As
  - e-Learning for audio visual material
  - In Brief publications (translated)
  - Contact ECHA
  - National support



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## Relevant regulatory Guidance

- Links to ECHA website for:
  - Annex VIII Guidance
  - Labelling and packaging
  - Substances in articles
  - Compilation of safety data sheets
- Translations available for version 4
- Version 5 in the plans

<https://echa.europa.eu/de/guidance-documents/guidance-on-clp>

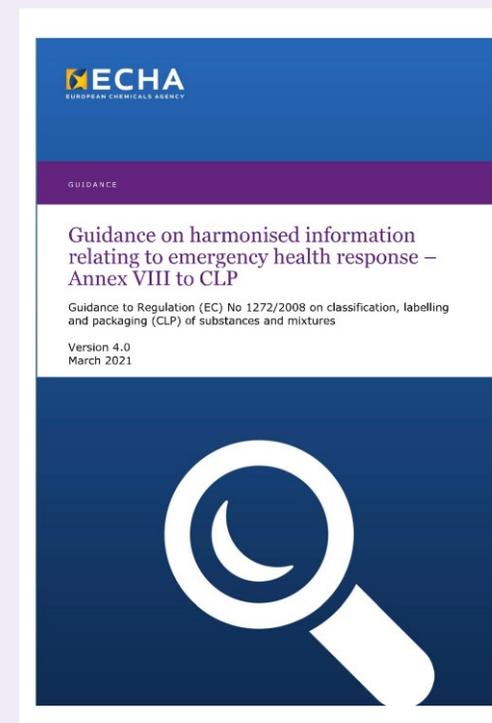
### Leitlinien

Die erste Fassung der „Leitlinien zu harmonisierten Informationen für die gesundheitliche Notversorgung – Anhang VIII der CLP-Verordnung“ wurde im März 2019 nach formeller Konsultation der Partner der ECHA – der Partnerexpertengruppe, des Forums, der zuständigen Behörden der Mitgliedstaaten und der Kommission – veröffentlicht. Die Entwürfe der eingegangenen Textbemerkungen und die Antworten der ECHA aus jeder Phase der Konsultation sind auf der ECHA-Website unter „Closed guidance consultations“ (Abgeschlossene Konsultationen zu Leitlinien) verfügbar.

Die Leitlinien zu Anhang VIII sind unter „Leitlinien“ in der Antwortung von Anhang VIII der

### Further support

- › [Guidance section of ECHA's website](#)
- › [Closed Guidance consultations](#)



## Q&As

- Q&A common questions
- 'This week in Helpdesk' to support in the lead up to the first compliance date
- Generally not translated
- Update to align with ECHA website Q&As
  - Date
  - ID number
  - Version number

### Fragen und Antworten

Dieser Abschnitt enthält Antworten auf die am häufigsten gestellten Fragen zu den **Verpflichtungen** im Zusammenhang mit dem Inverkehrbringen gefährlicher Gemische. Wenn Sie die gesuchten Informationen nicht finden, können Sie sich an die ECHA wenden.

Zuletzt aktualisiert am 26.10.2020

› [ECHA - Kontakt](#)

#### ▼ Duty holders and Annex VIII scope

##### ▼ Who has the duty to submit?

Article 45 places direct submission obligations to importers and downstream users based in the European Economic Area, i.e. Members States of the European Union and Norway, Iceland and Liechtenstein. These operators, when placing hazardous mixtures on the market, have to submit information according to Annex VIII of the CLP Regulation to the relevant appointed body. Nevertheless, all operators who place hazardous mixtures on the market have the obligation to make sure they place on the market mixtures which are in compliance with CLP as a whole. This means that distributors (in particular rebranding companies distributing a mixture in another Member State) have to submit themselves if the relevant information was not submitted by the supplier.

Please note that the interpretation of the role of re-branders (namely re-branders) has not been agreed and is still under discussion.

December 2020

Toll formulators are downstream users. If they supply and make a mixture available on the market, they are duty holders in accordance with Article 45 and have the obligation to generate a UFI and make a notification – even if they do not own the product or the intellectual property rights of the mixture they formulate.

**What obligations does the toll formulator's customer have?** The toll formulator's customer will not have any notification obligations if they only store and place the mixture on the market, meaning, they act as a distributor. However, they do have obligations under Article 4(10) of CLP.

**What if the customer makes a change?** If the customer performs any activities as a downstream user (formulation, re-packaging, re-fill) then they also have the obligation to generate a UFI and make a notification.

### This week in Helpdesk

- › [Submitting before the compliance date \(corrigendum\)](#)  
22/12/2020 [PDF]
- › [Toll formulators and PCN](#)  
22/12/2020 [PDF]
- › [EU importers/UK suppliers \(corrigendum\)](#)  
09/02/2021  
[PDF]
- › [Legal submitters & foreign users](#)  
23/10/2020 [PDF]
- › [Generic product identifiers](#)  
16/09/2020 [PDF]

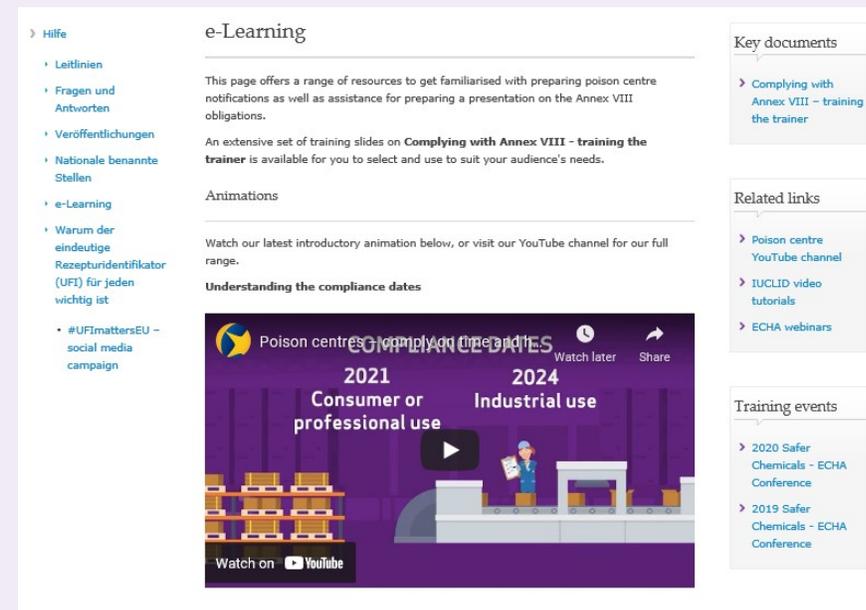
## THIS WEEK IN HELPDESK

### Toll formulators and PCN



# e-Learning page for audio-visuals

- Animations
- Webinars
- Demonstrations / video tutorials
- Links to
  - IUCLID video tutorials
  - Training events
  - PCN YouTube channel
- Sub-titles in EU language versions not provided



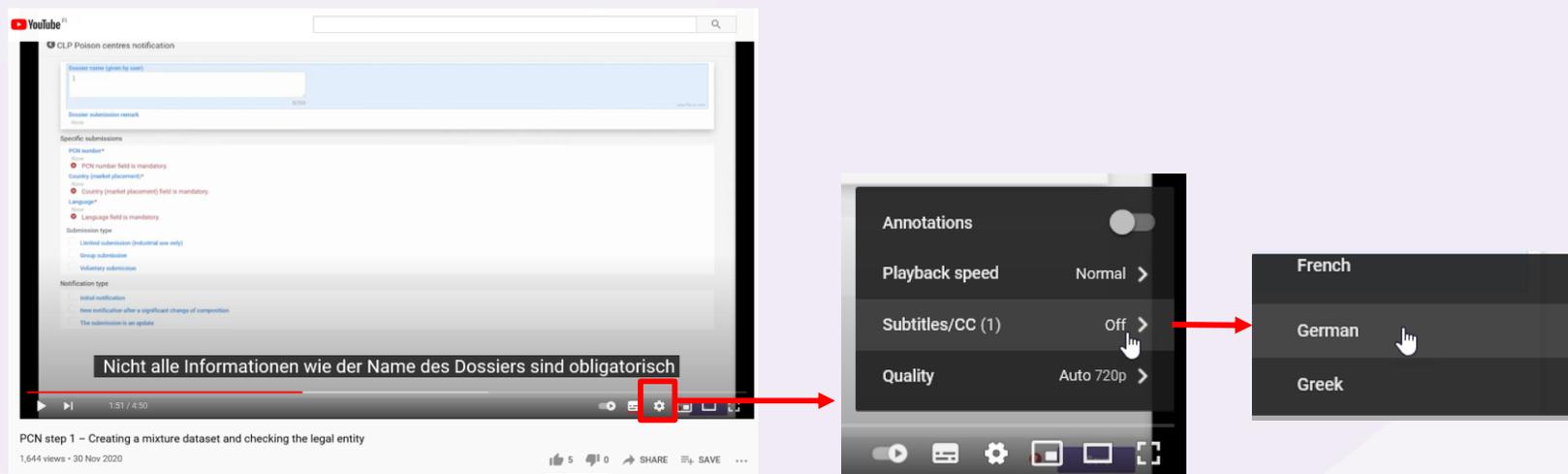
The screenshot shows a web page titled "e-Learning" with a navigation menu on the left. The main content area includes a "Key documents" section with a link to "Complying with Annex VIII – training the trainer", a "Related links" section with links to "Poison centre YouTube channel", "IUCLID video tutorials", and "ECHA webinars", and a "Training events" section with links to "2020 Safer Chemicals - ECHA Conference" and "2019 Safer Chemicals - ECHA Conference". The central content area features a video player with the title "COMPLIANCE DATES" and a subtitle "2021 Consumer or professional use 2024 Industrial use". The video player includes a play button, a "Watch later" button, and a "Share" button. Below the video player is a "Watch on YouTube" button.

# Poison Centre playlist - YouTube

- Recorded material in YouTube

<https://www.youtube.com/playlist?list=PLOPGDACSD6qy-pVbXvKkxsIukZ3XAKOMy>

- Try the auto-translate functionality for subtitles – it may be helpful\*



The image shows a sequence of steps to access subtitle translation on YouTube. It starts with a video player showing a video titled "CLP Poison centres notification". A red box highlights the settings icon in the video player controls. A red arrow points from this icon to a settings menu. The settings menu shows "Annotations" (off), "Playback speed" (Normal), "Subtitles/CC (1)" (Off), and "Quality" (Auto 720p). A red arrow points from the "Subtitles/CC (1)" option to a language selection menu. The language selection menu shows "French", "German", and "Greek", with a hand cursor over "German".

# Contacts page

## 1. National Helpdesks

- First point of contact
- For regulatory questions (some technical support)
- Answer in national language

<https://echa.europa.eu/support/helpdesks>

## 2. ECHA Helpdesk

- For technical support
- Redirect regulatory questions to National helpdesks – ECHA supports through training, videoconferences and events

<https://echa.europa.eu/contact/clp>

## 3. National appointed bodies

- For information referring to national systems & procedures e.g. on-boarding to the Portal, fees.
- <https://poisoncentres.echa.europa.eu/appointed-bodies>



ECHA - Kontakt



Nationale benannte Stellen

# Stakeholder engagement channels

## PCN stakeholder meetings

- Meet several times a year
  - Industry representatives
  - Poison centres/Appointed Bodies
  - Software providers
- Discuss range of topics
- Inform about upcoming changes
- Receive feedback for improvements
- Check if your industry association is a member!

## Join us for our upcoming webinar!

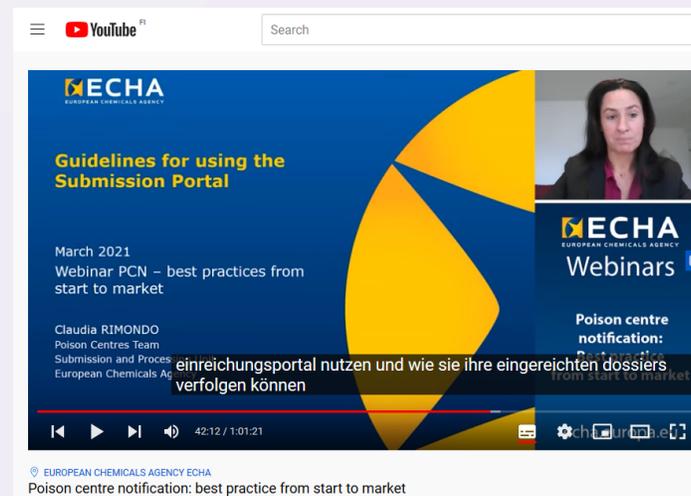
- November 23 from 10am CET (11am Helsinki)
- Latest developments following October release
- Q&A session

<https://echa.europa.eu/de/-/webnar-pcn-20211124>

Time	Title	Speaker
11:00	Introduction and update of the latest developments	Heidi Rasikari, ECHA
11:15	Upcoming changes to the IT solution – cease product vs. disable submissions	Claudia Rimondo, ECHA
11:35	Making a 'Group submission'	Daniele Ape, ECHA
12:00 – 13:00	Webinar open for questions	

## Webinar listings

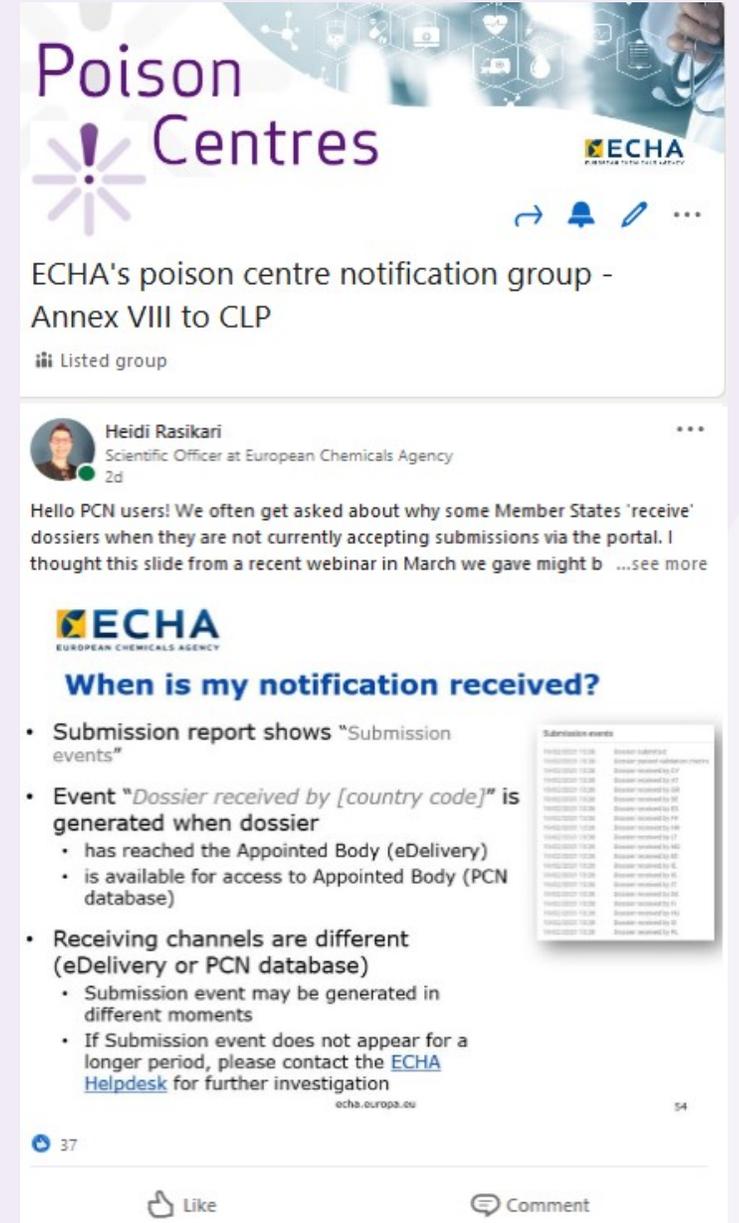
- If you miss our webinar:
  - All previous webinars (videos, slides, Q&As) available from ECHA website
  - The latest webinar (and most relevant) available from the e-Learning page on the poison centre website



## Engage in LinkedIn

- New channel to support companies
- Started January 2020
- Over 2,200 members
- Post questions, share knowledge and experience
- Stay informed about PCN news and updates

<https://www.linkedin.com/groups/12364138/>



**Poison Centres** 

ECHA's poison centre notification group - Annex VIII to CLP

Listed group

**Heidi Rasikari**  
Scientific Officer at European Chemicals Agency  
2d

Hello PCN users! We often get asked about why some Member States 'receive' dossiers when they are not currently accepting submissions via the portal. I thought this slide from a recent webinar in March we gave might b ...see more

**ECHA**  
EUROPEAN CHEMICALS AGENCY

**When is my notification received?**

- Submission report shows "Submission events"
- Event "*Dossier received by [country code]*" is generated when dossier
  - has reached the Appointed Body (eDelivery)
  - is available for access to Appointed Body (PCN database)
- Receiving channels are different (eDelivery or PCN database)
  - Submission event may be generated in different moments
  - If Submission event does not appear for a longer period, please contact the [ECHA Helpdesk](#) for further investigation

echa.europa.eu 54

37

Like Comment

# Raising awareness

UFI campaign



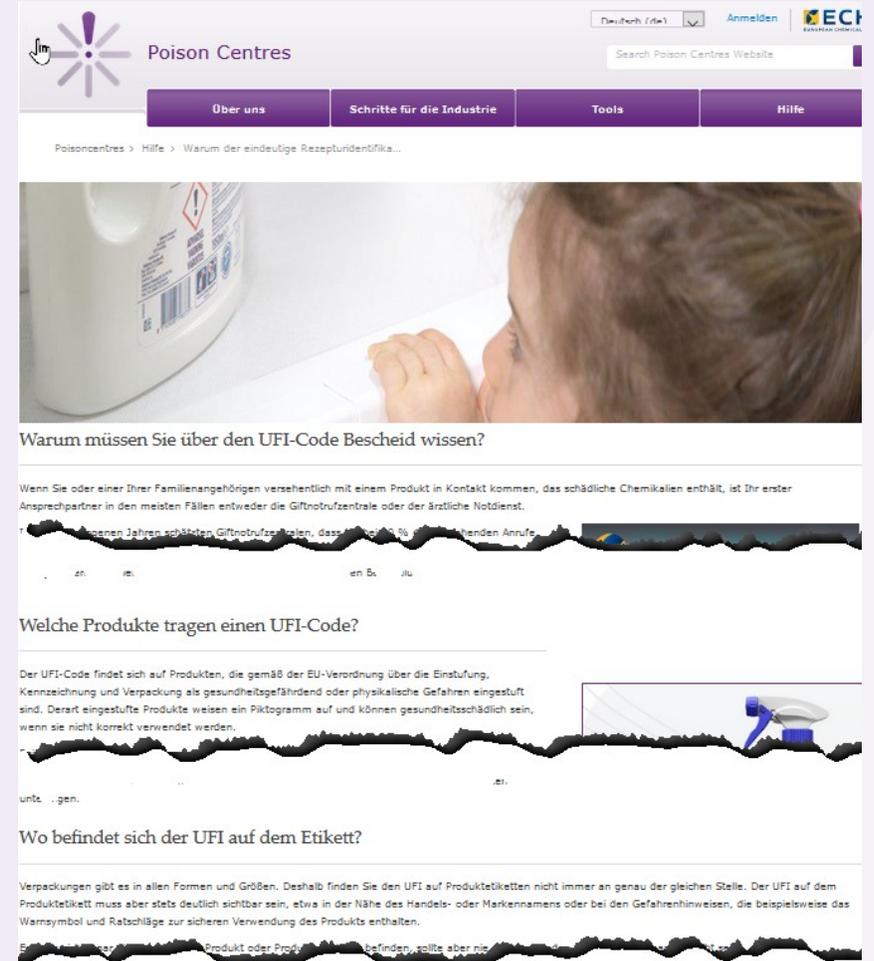
## The UFI matters when every second counts!

- In a matter of minutes, poison centres must identify the exact product, assess the information available and provide a response.
- The UFI code supports process!
- Our goal is to educate caregivers of small children about the UFI code.
- Why caregivers? Because around half of calls made to poison centres are incidents that involve children!



# Consumer site

- To explain the importance of the UFI
  - Why?
  - Which products contain a UFI
  - Where?
- Educational information in all EU language



<https://poisoncentres.echa.europa.eu/de/why-the-ufi-matters-for-everybody>

## But, we need to reach further!

- Social media campaign
- Facebook, Instagram, LinkedIn & Twitter
- Working with multiple partners including BfR
- Campaign over two phases:



8 November 'awareness raising'.



19 November social media 'challenge'



# Awareness raising – phase 1

- Start date 8<sup>th</sup> November
- Bringing awareness about the UFI code and why it exists
- Give tips how accidental poisonings can be avoided
- Post materials in all EU languages e.g.

*'Chemische Alltagsprodukte können schädlich sein, wenn sie nicht sachgemäß verwendet werden. Lesen und teilen Sie unsere Tipps – so schützen Sie Ihre Liebsten! Warum das so ist: #UFImattersEU'*

» SORGEN SIE DAFÜR, DASS IHRE LIEBEN SICHER SIND



Unfälle mit chemischen Produkten des täglichen Gebrauchs können jederzeit passieren! Verwenden Sie den UFI-Code, um rascher ärztliche Beratung zu bekommen.



Machen Sie sich mit dem UFI-Code vertraut. Vergewissern Sie sich, wo sich der Code auf den Produkten bei Ihnen zu Hause befindet.



Finden Sie heraus, wen Sie bei einem Unfall kontaktieren müssen und speichern Sie die Nummer auf Ihrem Telefon.



Chemische Produkte des täglichen Bedarfs können schädlich sein, wenn sie nicht korrekt angewendet werden – um Unfälle zu vermeiden, bewahren Sie die Produkte außerhalb der Reichweite von Kindern auf.



## Challenge – phase 2

- Runs 19 November (coincide World Children’s Day) to 10 December
- Social media ‘challenge’ to find UFI codes on products at home.
- Work with stakeholders, Member States, as well as institutional and national influencers
- Aim to spread the message & share on social media.
- All materials translated

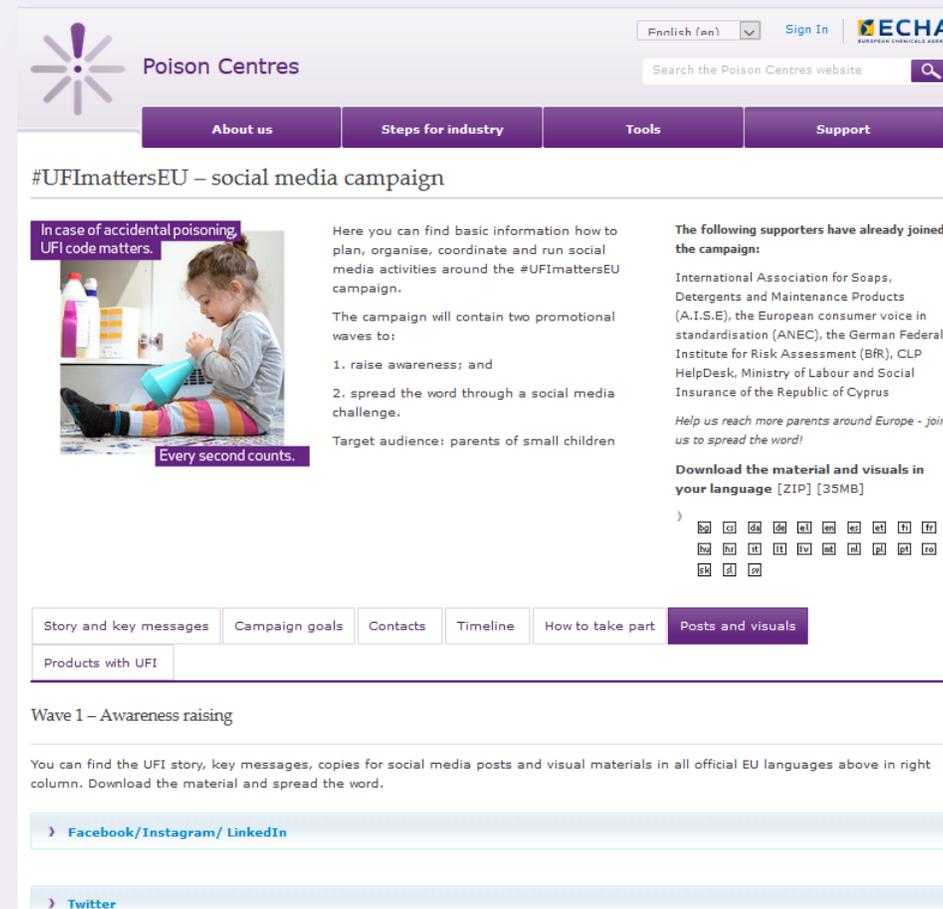
*Unfälle mit chemischen Produkten des täglichen Bedarfs können jederzeit passieren. So werden Eltern kleiner Kinder im Ernstfall dank des UFI-Codes schneller ärztlich beraten. Taggen Sie Ihre Liebsten, wenn Sie diesen Beitrag teilen. #UFImattersEU.*



## Website campaign page

- Easy to share for all multipliers!
- A 'tool kit' of information, posts and visuals prepared
- Download translated material
- Campaign follow up to track success
- Join us to help to make this campaign a success with **#UFImattersEU**

<https://poisoncentres.echa.europa.eu/de/ufi-matters-social-media-campaign>



The screenshot shows the website for the #UFImattersEU social media campaign. At the top, there is a navigation bar with the Poison Centres logo, a language dropdown set to 'English (en)', a 'Sign In' button, and the ECHA logo. Below the navigation bar are four main menu items: 'About us', 'Steps for industry', 'Tools', and 'Support'. The main content area is titled '#UFImattersEU – social media campaign'. It features a central image of a young girl sitting on the floor, blowing a blue balloon. To the left of the image is a text box that reads 'In case of accidental poisoning, UFI code matters.' Below the image is a caption 'Every second counts.' To the right of the image is a text box that reads 'Here you can find basic information how to plan, organise, coordinate and run social media activities around the #UFImattersEU campaign. The campaign will contain two promotional waves to: 1. raise awareness; and 2. spread the word through a social media challenge. Target audience: parents of small children'. To the right of this text box is another text box that reads 'The following supporters have already joined the campaign: International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.), the European consumer voice in standardisation (ANEC), the German Federal Institute for Risk Assessment (BfR), CLP HelpDesk, Ministry of Labour and Social Insurance of the Republic of Cyprus. Help us reach more parents around Europe - join us to spread the word!'. Below this text box is a button that reads 'Download the material and visuals in your language [ZIP] [35MB]'. Below the button is a grid of language selection icons for various EU countries. At the bottom of the page, there is a navigation bar with several tabs: 'Story and key messages', 'Campaign goals', 'Contacts', 'Timeline', 'How to take part', and 'Posts and visuals'. Below the navigation bar is a section titled 'Wave 1 – Awareness raising'. It contains a text box that reads 'You can find the UFI story, key messages, copies for social media posts and visual materials in all official EU languages above in right column. Download the material and spread the word.' Below this text box are two buttons: 'Facebook/Instagram/ LinkedIn' and 'Twitter'.



Thank you!

[name.surname\(at\)echa.europa.eu](mailto:name.surname(at)echa.europa.eu)