

Poison Prevention Press

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MPC Poison Safety Info on the Go

Get important poison safety tips and other information wherever you are.

Website:

mdpoison.com

- [News and current trends](#)
- [First aid for poisonings](#)
- [Educational materials](#)

Facebook:

[@MarylandPoisonCenter](https://www.facebook.com/MarylandPoisonCenter)

Twitter:

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e-Antidote blog:

blog.mdpoison.com

YouTube:

[Maryland Poison Center](https://www.youtube.com/MarylandPoisonCenter)

Text "POISON" to 797979 to save and share the Poison Center contact card.

Did you know that...

- On average, the MPC distributes more than 15,000 sheets of Mr. Yuk stickers to Marylanders each year?
- There are only six poison centers in the US currently using Mr. Yuk in educational outreach?

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Mr. Yuk's 50th Birthday

Mr. Yuk celebrates his 50th birthday in 2021! The familiar green face was created at the Pittsburgh Poison Center in 1971. Dr. Richard Moriarty, the founder of the Pittsburgh Poison Center, wanted to create a symbol that could help prevent poisonings in children. The skull and crossbones symbol was being used to represent other activities, including the major league baseball team in Pittsburgh. Dr. Moriarty wanted to create a symbol specific to poisons and poison prevention.

Mr. Yuk's Design

Dr. Moriarty carefully selected Mr. Yuk's features based on lessons learned from focus groups with children. The fluorescent green color was chosen because, back in the 1970s, the color was quite shocking and uncommon. The scowling face with its tongue sticking out was also specially designed. The face was made to make sure children would equate Mr. Yuk with items they shouldn't touch – items that are "yucky."

Mr. Yuk Makes His Way to Maryland

Initial funding came from Blue Cross Blue Shield of Maryland and the Randallstown Jaycees. The Maryland Poison Center (MPC) started using Mr. Yuk in 1975. Local TV stations gave the MPC airtime to promote our services and the use of Mr. Yuk. Our director at the time, Dr. Gary Oderda, appeared on a local Baltimore TV show with Oprah Winfrey. Billboards in the Baltimore metro area helped the MPC reach a wide audience. Educational programs also helped introduce folks to Mr. Yuk. Our educator spoke to employees at some of the larger employers in our service area. The MPC also hosted programs at senior centers to teach grandparents about poison safety and how to introduce their grandchildren to Mr. Yuk. Additional help from the Maryland Pharmacists Association and others in the health care community introduced Mr. Yuk to wider audiences.

How to Use Mr. Yuk Stickers

Teach your children that if they see a Mr. Yuk sticker on an item that it means, "No, don't touch." Children must understand what it means before you put the stickers on potential poisons, such as medicines and cleaning products. A sheet of Mr. Yuk stickers is included in our [free home poison safety packet](#) for Marylanders, which can be requested on our website. Maryland-based organizations can also order Mr. Yuk stickers from [our online store](#). Anyone outside of Maryland can order Mr. Yuk educational materials from the [Pittsburgh Poison Center](#).

Help Us Celebrate Mr. Yuk's Birthday

Check [our Facebook](#) and [our Twitter](#) pages during National Poison Prevention Week (March 21-27, 2021) as we celebrate Mr. Yuk's birthday. Keep an eye out for interviews, historic photos, and trivia sharing the 50 years of Mr. Yuk's history. Please join us in our celebration!

