



MEDIA ALERT

The New Jersey Poison Information & Education System - Serving New Jersey Since 1983

Media Contacts:

Nancy Sergeant, SGW, 973-263-5471, nsergeant@sgw.com

Mary Appelmann, SGW, 973-263-5182, mappelmann@sgw.com

Alicia Gambino, MA, CHES, NJPIES Director of Public Education, 973-972-9280,
agambino@njpies.org

NJPIES was first to alert authorities of the pattern of deaths in NJ that eventually led to the arrest and conviction of Charles Cullen, NJ's most prolific serial killer.

Dr. Steven Marcus, Executive and Medical Director, New Jersey Poison Information and Education System (NJPIES) *Available for Interviews*

NEWARK, N.J. — March 8, 2010 NJPIES was first to alert authorities of the pattern of deaths in NJ that eventually led to the arrest and conviction of Charles Cullen, NJ's most prolific serial killer.

- **Jury selection begins in civil case against N.J. serial-killer nurse Charles Cullen, By** The Associated Press, March 08, 2010
http://www.nj.com/news/index.ssf/2010/03/jury_selection_begins_is_civil.html

Dr. Marcus is also available to comment on the effects of black-market plastic surgery, another breaking news story this week, as well as events for Poison Prevention Week, March 14-20.

- **Black-market cosmetic surgeries hospitalize six N.J. women, March 8, 2010**
http://www.nj.com/news/index.ssf/2010/03/black-market_cosmetic_surgerie.html
- **New Jersey Poison Control launches 7 Days and 7 Ways to Safety campaign. Poison Prevention Week, March 14 – 20. The goal is to prevent accidental poisonings.**
 - Campaign highlights:
 - Supports National Poison Prevention Week, March 14-20, 2010
 - Ongoing school visits to educate children on poison safety
 - Professional training of emergency service personnel at UMDNJ
 - Daily Facebook postings with cleanup tips
 - Case studies being published to show sample calls, responses and results
 - Daily photo of look-alike toxic products commonly ingested by mistake
 - Certificate of Resolution and Governor's Proclamation planned
 - 24/7 toll-free hotline 1-800-222-1222, with bilingual assistance
 - Press release with details available.

Bio: Dr. Steven M. Marcus is the medical and executive director of the New Jersey Poison Information and Education System (NJPIES). He is affiliated with the University of Medicine and Dentistry of New Jersey (UMDNJ) as a professor in the Department of Preventive Medicine and Community Health and an associate professor in the Department of Pediatrics. A nationally

renowned toxicologist, he is the 2009 recipient of the Matthew J. Ellenhorn Award, an annual recognition given out by the American College of Medical Toxicology to honor an individual who has made extraordinary contributions to the field of medical toxicology. Among his many achievements, Dr. Marcus started the New Jersey Poison Control Center and was instrumental in creating a national 800 number that directs calls to the closest poison control center in the United States and provides toll-free access to a 24-hour hotline for New Jersey residents.

A resident of Montville, NJ, he received his professional training at the Medical College of Virginia. He went on to do his pediatrics residency at both Bellevue Hospital/New York University Medical School and at Abraham Jacobi Hospital/Albert Einstein College of Medicine. He served in the U.S. Naval Reserves as a lieutenant commander and later received a research fellowship in medical toxicology at Boston's Children's Hospital Medical Center/Massachusetts Poison Control Center/Harvard Medical School. Certified in both pediatrics and medical toxicology, he is a sought-after medical lecturer and spokesman on public safety issues and emergency response mechanisms to public health challenges. An active member of many state committees and medical task force groups, he currently serves on the New Jersey Emergency Medical Services Council and on the Bioterrorism Surveillance and Epidemiology Advisory Group for the Newark Metropolitan Medical Response System.

About NJPIES

As New Jersey's only poison control center, the New Jersey Poison Information & Education System provides information on poison prevention and treatments. Chartered in 1983, NJPIES provides free consultation through telephone hot line services and the Web. Medical professionals such as physicians, registered nurses and pharmacists offer confidential advice regarding poison emergencies and provide information on poison prevention, drugs, food poisoning, animal bites and more. These specialists are available 24 hours a day, seven days a week.

NJPIES coordinates state poison education and research, and is designated as the regional poison center by the New Jersey Department of Health and Senior Services and the American Association of Poison Control Centers. It tracks incidences of adverse reactions to food, drugs and vaccines in order to monitor potential public health issues and provide data to the U.S. Food and Drug Administration and the Centers for Disease Control and Prevention. A division of the Department of Preventive Medicine and Community Health of the New Jersey Medical School of the University of Medicine and Dentistry of New Jersey, its state-of-the-art center is located on the school's Newark campus.

New Jersey residents seeking immediate information about treating poison emergencies, and those with any drug information questions, should call the toll-free hot line, **1-800-222-1222**, any time. The hearing impaired may call **973-926-8008**. For more information, visit www.njpies.org or call **(973) 972-9280**.

About UMDNJ

The University of Medicine and Dentistry of New Jersey is the nation's largest freestanding public health sciences university, with more than 5,500 students attending. The state's three medical schools, a dental school, a graduate school of biomedical sciences, a school of health-related professions, a school of nursing and a school of public health are housed on five campuses — Newark, New Brunswick/Piscataway, Scotch Plains, Camden and Stratford. Annually, there are more than two million patient visits at UMDNJ facilities and faculty practices at the campuses. UMDNJ operates University Hospital, a level I trauma center in Newark, and University Behavioral HealthCare, a mental health and addiction services network.

