Background
The New York State Department of Health’s Pesticide Poisoning Registry observed more than 600 exposure calls to the NYS Poison Control Centers between 2010 and 2014 regarding improper use of flea and tick products. While the majority of the calls had symptoms mild enough to be treated at home, 16.6% were referred to and/or treated at a health care facility. To help raise awareness and provide education about this issue, a new health department webpage was developed aimed at reducing poisonings from flea and tick control treatments.

Methods
To direct people to the newly developed webpage, we conducted a social media campaign using sponsored Facebook ads. The campaign included 9 different ads, 5 targeted to pet owners and 4 to veterinarians. The potential reach of the campaign was indicated by the number of impressions and the success of the ads was determined by the number of clicks, likes and shares, as well as the engagement rate. The engagement rate is the number of interactions with an ad through clicks, likes, shares, and comments divided by the number of impressions. An engagement rate of 1% is considered good.

Results
The $6,500 campaign provided over 900,000 impressions during a 24 day period. The engagement rate was higher among the veterinarians and varied for the different ads that were posted. Two-thirds of the ads had an engagement rate over 1%, with the highest rate being 2.93%. Overall, the campaign raised awareness by providing simple educational messages in the ad that was displayed over 900,000 times on Facebook news feeds and increased the visibility of our materials with over 5,000 clicks to the webpage. In addition, the ads received approximately 5,000 likes, 1,000 shares, and 100 positive comments.