

FOOD ALLERGY WEEK 2014: BE AWARE. SHOW YOU CARE.

Monday 12th – Sunday 18th May, 2014

Australia has one of the highest reported incidences of food allergies in the world,¹ and the numbers are growing at an alarming rate. In fact, one in 10 babies born in Australia today will develop a food allergy.²

Food Allergy Week (FAW) 2014 runs from Monday 12th to Sunday 18th of May aiming to raise awareness about the prevalence of food allergy and help keep those with food allergies safe.

President of Allergy & Anaphylaxis Australia Maria Said says that being allergy aware is the responsibility of the whole community.

“The incidence of food allergy has spiked dramatically in the past 10 – 15 years. It is up to all of us to minimise the risk of allergic reactions occurring but also to know what to do should an allergic reaction happen.

“An allergic reaction can very quickly become life-threatening and while the risk cannot be removed, it can be managed,” added Said.

The community can get involved in FAW by:

- **Painting one nail** to symbolise that one in 10 babies born in Australia today will develop a food allergy
- **Adopting an allergy** for one day to better understand the challenges people with allergy face every single day
- **Downloading a badge** from the FAW website to use on social media channels
- **Holding a local community event** to raise awareness and/or funds
- **Joining a webinar** on Monday May 12th at 7.30pm. Dr Brynn Wainstein and Allergy & Anaphylaxis President Maria Said will discuss emergency management of an allergic reaction. From April 30th registrations will be open on the FAW website
- **Attending a free FAW picnic** at 10am on Sunday May 25th at Fagan Park, Galston (Sydney). Register by May 14th via coordinator@allergyfacts.org.au
- **Making a donation** at www.allergyfacts.org.au

For further information, visit the FAW website at www.foodallergyweek.com.au.

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About Allergy & Anaphylaxis Australia

Allergy & Anaphylaxis Australia is a charitable, not for profit organisation that aims to improve awareness of allergy in the Australian community through education, advocacy and support. They are primarily a volunteer based organisation that is supported by membership fees, sale of resources and public donations. They are part of an international alliance of like-minded organisations and work closely with peak medical bodies including the Australasian Society of Clinical Immunology and Allergy (ASCIA).

References:

1. Australasian Society of Clinical Immunology and Allergy (ASCIA) 2013. <http://www.allergy.org.au/patients/food-allergy/food-allergy>
2. Mullins RJ, Dear K, Tang ML. Characteristics of childhood peanut allergy in the Australian Capital Territory 1995-2007. J Allergy Clin Immunol 2009; 123: 689-93.