

Australia has one of the highest rates of food allergies in the world and the incidence is increasing at an alarming rate.

- One in 10 children born in Australia today will develop a life threatening food allergy.<sup>1</sup>
- According to the latest Australian statistics released in 2015, hospital admissions for anaphylaxis due to food allergy increased by over 50 per cent in the seven years between 2004 and 2012.<sup>2</sup>
- The biggest increase in hospital admissions for anaphylaxis due to food allergy has been among children five to 14, where admissions have more than doubled. This group is at greatest risk of fatal anaphylaxis.<sup>2</sup>
- Anaphylactic reactions now account for 1 in every 500 hospital admissions for children aged 5-14, with rates also increasing in older teens and young adults.<sup>2</sup>

**FOOD ALLERGY WEEK** is an initiative by Allergy & Anaphylaxis Australia (A&AA) to help raise awareness of the prevalence of food allergies and best way communities can work together to support people with food allergy to minimise risk and help manage emergencies when they happen. A&AA is calling on Australians to join together for one week in May to **Be Aware. Show You Care.**

**HOW YOU CAN SHOW YOU CARE.** There are several ways that you can Show You Care during Food Allergy Week 2016.

- **Paint one nail** to symbolise that one in 10 babies born in Australia today will develop a food allergy and post a pic on your social media channels using #allergyaware
- **Make a donation** at [www.foodallergyaware.com.au](http://www.foodallergyaware.com.au)
- **Adopt an allergy** for one day to better understand the challenges allergy sufferers face every single day. Set up an Everyday Hero fundraising page for friends and family to sponsor you
- **Download a badge** from our website to use through your social media channels
- **Hold a local community event** to raise awareness and/or funds

For further information, please visit [www.foodallergyaware.com.au](http://www.foodallergyaware.com.au).

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**Media Enquiries:** Tegan Brown, Bite Communications 02 9977 8195 or [tegan@bitecom.com.au](mailto:tegan@bitecom.com.au)

**About Allergy & Anaphylaxis Australia** A&AA is a charitable, not-for-profit organisation that aims to improve awareness of allergy in the community through education, advocacy and support. A&AA develops a range of educational materials, resources, workshops and seminars. Part of an international alliance of like-minded organisations, A&AA works closely with peak medical bodies including the Australasian Society of Clinical Immunology and Allergy (ASCI).

#### REFERENCES:

1. Osborne et al. Prevalence of challenge-proven IgE-mediated food allergy using population-based sampling and predetermined challenge criteria in infants. *J Allergy Clin Immunol* 2011; 127: 668-676
2. Mullins RJ, Dear, KBGMA, Tang MLK. Time trends in Australian hospital anaphylaxis admissions in 1998-1999 to 2011-2012. *J Allergy Clin Immunol*. Published Online: July 13, 2015. DOI: <http://dx.doi.org/10.1016/j.jaci.2015.05.009> - See more at: <http://www.allergy.org.au/about-ascia/media/613-july-15-2015-anaphylaxis-now-more-prevalent-in-older-children-and-adolescents#sthash.LI4iOVwg.dpuf>

