

DIARY ALERT: FOOD ALLERGY WEEK 2015

Be Aware. Show You Care.

Sunday 17 to Saturday 23 May 2015

BE AWARE.

Hospital admissions for severe allergic reaction (anaphylaxis) have doubled over the last decade in Australia, USA and the UK. In Australia, admissions for anaphylaxis due to food allergy in children aged 0 to 4 are even higher, having increased five fold over the same periodⁱ.

As a result, Allergy & Anaphylaxis Australia (A&AA) is asking parents, families, teachers, carers and community members to join together during one week in May to help raise awareness of the prevalence of allergy and best practice allergy management.



Originally founded by a concerned mum alarmed at the lack of information available when her son was diagnosed as at risk of anaphylaxis, A&AA now advocates on behalf of allergy sufferers across the country.

"Australia has one of the highest reported incidences of food allergies in the world, and one in 10 babies born in Australia today will develop a food allergy," explains Maria Said, President of A&AA.

"With so many children and adults at risk, ensuring that our wider community can help prevent allergic reactions from occurring but can also recognise the symptoms of a reaction and know what to do in an emergency, is key. Not only does this help in reducing hospitalisation rates, in some cases, it potentially prevents death."

SHOW YOU CARE.

There are several ways that you can Show You Care during Food Allergy Week 2015.

- **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
- **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.

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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 (ASCIA).

ⁱ Australasian Society of Clinical Immunology and Allergy (ASCIA) 2013. <http://www.allergy.org.au/patients/food-allergy/food-allergy>