



FOOD ALLERGY WEEK

Be Aware. Show You Care.

13-19 MAY 2018

Australia has one of the highest rates of food allergies in the developed world and the incidence is increasing at an alarming rate.¹

- One in 10 babies born in Australia today will develop a potentially life-threatening food allergy.²
- Allergy & Anaphylaxis Australia estimates that there are more than 650,000 Australians with diagnosed food allergy – which doesn't account for the many who are undiagnosed.
- There has been a rapid increase of food allergy over the last 10 – 15 years. Anaphylactic reactions now account for 1 in every 500 hospital admissions for children aged 5-14.³

Allergy & Anaphylaxis Australia (A&AA) is calling on Australians to join together for one week in May (13-19 May) to ***Be Aware. Show You Care.*** The Week aims to help raise community understanding of food allergy and much-needed funding.

BE AWARE.

“Allergic reactions to food can rapidly become life threatening, so education on daily management, prevention of a reaction and emergency treatment is crucial,” says A&AA CEO Maria Said.

“It is essential for Australians to know the signs and symptoms of when a food allergy occurs. Food Allergy Week is about helping keep people with food allergy safe by making Australians allergy aware.”

SHOW YOU CARE.

1. **Donate or hold a fundraiser** to help raise much needed funds for food allergy education and research. Head to www.foodallergyaware.com.au to learn how.
2. **Educate yourself and others** by sharing Food Allergy Week content with friends, family and workplaces through social media channels by using the hashtag #allergyaware

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, support, advocacy and research. 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. Mullins RJ, Tang MLK. Food allergy: is prevalence increasing? Published Online: March 2017— See more at: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/imj.13362>
2. 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
3. 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>