

# FOOD ALLERGY week

13-19 MAY 2018

SOCIAL MEDIA TOOLKIT

FOOD ALLERGY WEEK

SHOW YOUR  
CARE

This toolkit contains example posts and thought starters to help you spread awareness of Food Allergy Week through your social media channels. You can find extra information at [www.foodallergyaware.com.au](http://www.foodallergyaware.com.au)



## EXAMPLE POSTS

- Did you know that you can be allergic to any food? However, 90% of reactions are caused by ten foods – cow's milk, egg, peanut, tree nuts, wheat, sesame, soy, shellfish, fish and lupin.
- Do you know how to use an EpiPen? Knowing how to administer an adrenaline (epinephrine) autoinjector when someone is having a severe allergic reaction could save their life. Educate yourself this Food Allergy Week (13-19 May). [www.foodallergyaware.com.au](http://www.foodallergyaware.com.au)



## EXAMPLE POSTS

- Over 1/2 million Aussies have a diagnosed food allergy. Help increase awareness & protect those at risk this **#foodallergyweek #allergyaware**
- Did you know you can be allergic to ANY food? Be **#allergyaware** this **#foodallergyweek**

**DON'T FORGET TO USE THE HASHTAGS  
#FOODALLERGYWEEK #ALLERGYAWARE**



## OTHER IDEAS

Every social media post helps us spread our message. Take inspiration for your social post from the below ideas:

- Shout out to a local café that has some delicious allergy free dishes on their menu, or has catered to an allergy well.
- Share a personal anecdote about your friend/child/spouse/other family member who has food allergies to help spread awareness of the seriousness of the condition. Make sure you get permission first!
- Create an allergy friendly dish, or adapt one of your current recipes, and share with your friends and family for inspiration.
- If you are organising a fundraising event for Food Allergy Week, ask your social media community to donate and share the link.

## THOUGHT STARTERS

Here are some facts about food allergies that you could also use in your social media post:

- One in 10 babies born in Australia today will develop a food allergy that could threaten their life every day.
- Australia has one of the highest rates of food allergies in the developed world, and it is increasing at an alarming rate.
- Knowing how to respond to an allergic reaction when recognising the signs and symptoms, could save someone's life.
- 90% of reactions are caused by ten foods – cow's milk, egg, peanut, tree nuts, wheat, sesame, soy, shellfish, fish and lupin.
- Adrenaline, not antihistamines, reverse the signs and symptoms of anaphylaxis.
- Quick thinking: What do you do if someone is thought to be having an anaphylaxis? Lay on the ground, administer adrenaline autoinjector (EpiPen) and call triple zero. Follow ASCIA Action Plan.