

FOOD ALLERGY WEEK

ALLERGY & ANAPHYLAXIS AUSTRALIA

26 MAY - 1 JUNE 2019

SOCIAL MEDIA TOOLKIT

FOOD ALLERGY WEEK

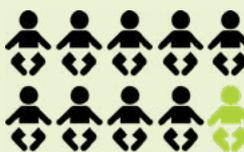


This toolkit contains thought starters to help you spread awareness of Food Allergy Week through your social media channels. You can find extra information at www.foodallergyaware.com.au



KNOW THE FACTS

- With one in 10 children developing an allergy before their first birthday, Australia has one of the highest rates of food allergies in the world.
- For many, managing severe allergies doesn't stop when you grow up. Individuals in their teens and 20's are at the greatest risk of an allergic reaction.
- Over half a million Aussies have a diagnosed food allergy and research shows this number is growing.
- Whilst 90% of food allergic reactions are caused by 10 foods, there are more than 170 foods known to be triggers. Bananas, kiwi fruit, mustard and celery just to name a few!



FOOD ALLERGIES AFFECT ONE IN 10 INFANTS



KNOW WHAT TO DO

- Do you know the signs and symptoms of an allergic reaction? It's surprising how many Aussies don't. Educate yourself and others with this [video](#) during Food Allergy Week.
- We've all been guilty of a self-diagnosis on the Internet. But if you suspect you have a food allergy, it's important to consult your general practitioner (GP).
- Do you have a family or friend with a food allergy? Make sure you [know when and how to](#) administer their adrenaline (epinephrine) autoinjector.
- Be careful, not fearful. Allergies can be life threatening but there are a number of strategies you can put in place to help reduce the risk of a reaction. Learn how to avoid a reaction [here](#).



CONTENT INSPIRATION THIS FOOD ALLERGY WEEK:

- Post your favourite 'free from' recipe, or if you have a child living with an allergy, share your best 'free from' after school snacks.
- Create a short video about the importance of understanding food allergy and post it to your social media.
- Share a list of your favourite allergy-friendly cafes and restaurants, and which dishes you love.
- Paint one nail to symbolise that one in 10 babies today will develop a food allergy before their first birthday. Take a pic and post it to your social media channels.
- Download a badge [here](#) and make it your profile picture during the Week. Don't forget to tag us in social media posts!

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

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