

# 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](http://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!

<sup>1</sup> 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**