

Impact Report

July 2023 – June 2024



**Allergy & Anaphylaxis
Australia**

Your trusted charity for allergy support



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A message from our CEO

Allergy & Anaphylaxis Australia guides, supports and informs people with allergic disease to improve their health and wellbeing. We know we help improve their quality of life and often, that of their family too.

Our Impact Report reflects the important work the team at Allergy & Anaphylaxis Australia continues to progress. We listen to people and work incredibly hard to advocate on their behalf to create a positive impact. I thank the dedicated, caring team for their determination to improving the lives of Australians with allergic disease.

I also thank the many people who have put their belief and trust in Allergy & Anaphylaxis Australia.

We can support Australians because of the acknowledgement, support and guidance we receive from many. I hope that you continue to recognise what we do and support us as we remain focused on improving the care of all people with chronic allergic disease. Whether people have allergies themselves, have family or friends with allergies, or work in an industry that helps improve care and treatment of people living with allergies, we strive for our work to continue to make a difference.

Together, we will continue to improve health and wellbeing.



MARIA SAID AM

Allergy & Anaphylaxis Australia

Allergy & Anaphylaxis Australia (A&AA) is a registered charity and national patient support organisation, dedicated to helping individuals and carers alike in managing allergic disease.

The community places a high value on evidence-based information and reaches out to A&AA for information, guidance, support and assistance, via our free National Allergy Helpline.

A&AA is a trusted voice and works closely with related areas in commonwealth and state government departments, food industry, health and teaching professionals, as well as the Australian community at large. We have a Medical Advisory Board and work in partnership with the Australasian Society of Clinical Immunology and Allergy (ASCI) through the National Allergy Council.

A&AA shares patient experiences and our expertise and knowledge to advocate for all Australians living with allergic disease to improve health and well-being.

Our Vision:

Improved quality of life for all Australians living with allergic disease.

Our Purpose:

The trusted charity for allergy support. We listen, guide and educate Australians living with allergic disease. We advocate on their behalf to ensure their voice is heard.

Australia's Allergy Burden

6+ million

Australians live with allergic disease such as allergic rhinitis, eczema, asthma, insect, medication and food allergy^{1,2}

Food Allergy & Anaphylaxis



6.1%

of the Australian population have proven food allergy^{2,3,4}



84%

of people with food allergy have avoided a social gathering because of their allergy¹⁵



1 in 10 infants

have proven food allergy^{2,3,4}



8%

of children

2%

of adults

in Australia live with food allergy³



51% increase

in anaphylaxis presentations to emergency departments in public hospitals from 2015-2020³



30,000

babies born each year develop food allergy before their first birthday⁵



11,594

anaphylaxis presentations to emergency departments in public hospitals in 2019-2020³



6.5

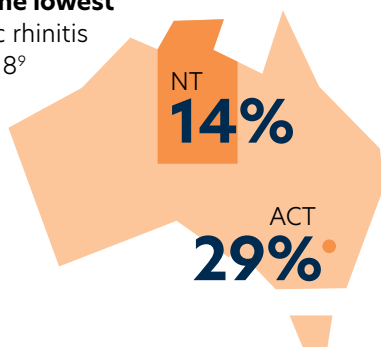
presentations of anaphylaxis per day to Victorian emergency departments in 2023⁶

Allergic Rhinitis

Treatment can improve outcomes in rhinitis, yet allergic rhinitis remains **underdiagnosed** and **undertreated**⁷

Allergic rhinitis is a persistent condition that **frequently goes unnoticed** in primary care⁸

ACT had the highest rate (29%), and **NT** had the lowest rate (14%) of allergic rhinitis in Australia in 2017-18⁹



6+ million

Australians (1 in 5 people) have allergic rhinitis²

\$226.8 million

spent annually by Australian pharmacies on allergic rhinitis medicines in 2011⁹

\$7.8 billion

was the estimated cost of allergy in Australia in 2007¹⁰

\$5.6 billion

was the cost of lost productivity in 2007¹⁰

Eczema

Affects up to **2.8 million** Australians¹¹



Affects up to **35.6%**

of Australian children aged under six years old¹¹

40%

of people living with eczema have poor self-esteem and lack confidence¹³

24%

of people living with eczema note a significant impact on their ability to complete everyday tasks¹³

Up to

\$2,000

spent on out-of-pocket medical expenses per year¹²

Expenditure on eczema in 2019-2020 was

\$593 million

with the highest spending on hospital admissions and general practice visits¹⁴

Children can spend up to

6.5 days

a year in hospital with severe eczema¹²

Regular **sleep disturbance** is common in people with eczema¹³



Impact and Influence



6,470+ health professionals

received face-to-face education from Allergy & Anaphylaxis Australia, providing a patient perspective of allergy management

Maria, you do incredible and meaningful work which touches the life of so many - my heartfelt thanks to you. I met with the mother of a child that lost a loved one this week. She sang your praises and is so very appreciative of the support you have given her during this difficult time. It is you whom the medical and allergy community have to thank for all your dedication and hard work!

Dr Dean Tey, Paediatric Allergist & Immunologist



Free webinars

We hosted **8 free webinars** and online support groups for patients and carers, with **1,105 registrations**



Digital information

We reached more than **1,691** people who downloaded a starter kit or joined an email series for education and information on management of allergic disease



Active contributions

A&AA Allergy Educators actively contributed to more than **41** working groups providing consumer expertise and knowledge



Free patient resources

We created **24 new free** patient resources to help educate and support people with allergic disease and their families



Food service

We educated more than **430** food service and food manufacturing professionals, giving insight into the challenges faced by individuals living with allergic disease



Social voice

Our social media channels connected with more than **65,000** patients, caregivers, allergic disease health professionals and others interested in allergic disease



Online education

Our website allergyfacts.org.au received visits from more than **258,000 people** looking to learn more about allergic disease



Public policy

21 submissions were made that assisted in shaping public policy to improve quality of life and safety for those living with allergic disease



Food Allergy Week

Information for our national awareness raising week, Food Allergy Week, was seen **1.5 million** times by people wanting to learn about allergic disease

Our Community Support

43 documents

A&AA reviewed more than 43 documents for third parties including the Australasian Society of Clinical Immunology and Allergy, the World Allergy Organisation and various federal and state authorities

19 research projects

A&AA participated as a consumer expert in 19 research projects during 2023-2024

10 families

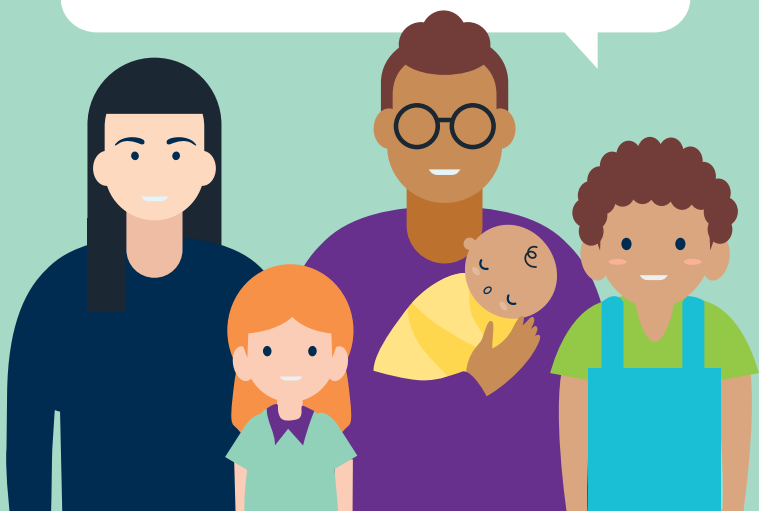
A&AA supported 10 families who have lost loved ones to anaphylaxis. Our CEO continues to support these and other families who have lost loved ones

25% increase

Our community of subscribers grew to more than 12,500 – a 25% increase this financial year

"Our family approached A&AA when at crisis point with our son's health, and the organisation's swift and professional response was a godsend. The A&AA Allergy Educator gave us the support, advice and assistance that we were just not getting elsewhere."

Luke, NSW



A&AA provided direct assistance to

1,464 people

living with and/or caring for a person with allergic disease in the last 12 months

Support was provided in the following ways:



57%

Advice from an Allergy Educator

11%

Help with preparing a complaint to regulators

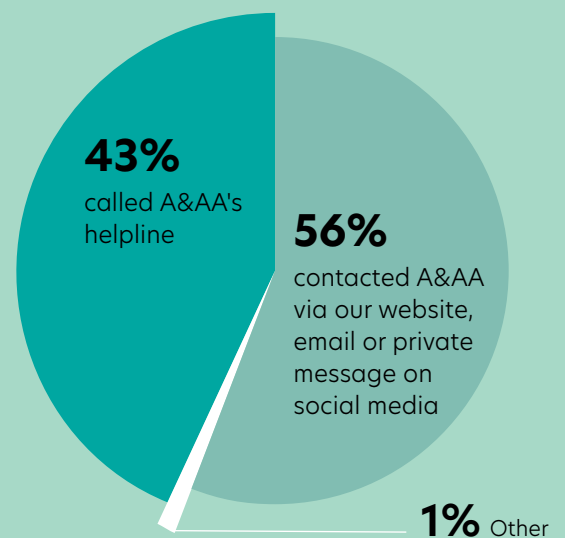
5%

Support after experiencing anaphylaxis

25%

Response to general enquiries or working groups

Support was requested in the following ways:



43%

called A&AA's helpline

56%

contacted A&AA via our website, email or private message on social media

1% Other

Our Digital Footprint



35 requests

A&AA received 35 requests for media interviews (print, radio and television) on a range of allergy related topics



4 groups and panels

We hosted 2 support groups and 2 online panel discussions, with a total of **221 participants**, providing care, support and access to specialist expertise



158,000+

Our animations delivered messages to more than 158,000 people through our website and licensing



4 webinars

We hosted 4 webinars with **876 registrations** and **1,124 replays** (views on-demand) during the year

Email journeys

Using credible evidence-based content and resources from A&AA, ASCIA and the National Allergy Council, we refreshed and created educational email journeys for people with allergic disease including:

- Allergic Rhinitis and Allergic Conjunctivitis
- Managing Food Allergy
- Managing Eczema
- Eating Out Confidently

We delivered important news and health information to our subscribers via Electronic Direct Mail (EDM):



88 EDM Campaigns

44 food recalls

9 allergen notices

5 Allergy News newsletters

1,691

people joined these journeys, advertised via Facebook.

65,000+

We had more than **65,000 followers** on social media during 2023-2024, including **3,000 new followers** across all social media channels



57,366

Facebook

4,542

Instagram

2,000

Twitter

1,119

LinkedIn

65,019

TOTAL

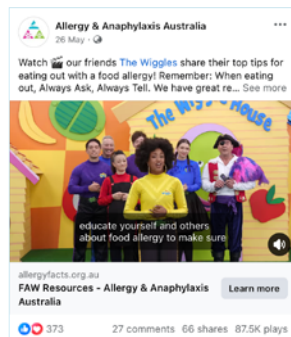
Food Allergy Week 2024

FOOD ALLERGY WEEK.
ALLERGY & ANAPHYLAXIS AUSTRALIA
26 MAY - 1 JUNE 2024

Food Allergy Week is an initiative of Allergy & Anaphylaxis Australia designed to increase awareness and share information on what all Australians can do to help improve safety and quality of life for people who live with food allergies. The theme for 2024 was "When eating out with food allergy: Always Ask, Always Tell"

Social and Media campaigns

During Food Allergy Week 2024, A&AA ran social and media campaigns to engage with the broader Australian community and connect with new individuals and families who would benefit from our services. These campaigns performed exceptionally well and achieved our engagement goals



Campaign content

- **8** pieces of video
- **8** website resources
- **5** new social tiles for industry including food service, school/childcare and workplace

Survey

299 people

with food allergy/carers shared insights through our Eating Out with Food Allergy Survey - including that 98% feel anxious and stressed when eating out

Social Media

854,388 people reached

- **1,500,856** impressions
- **270,757** engagements
- **134,639** video thruplays
- **3,654** link clicks

Email Journeys

2 educational email journeys developed

about Eating Out with Food Allergy for new and existing subscribers, generating 1,993 link clicks

Media

29 pieces of coverage

delivered 1 million+ opportunities to see

Events

2 online panel discussions

hosted on Eating Out with a Food Allergy, and a regional visit to Toowoomba with

5 in-person events

for food industry, health professionals, education staff and consumers

Our story

Tristy and Amber

Tristy lives in South Australia with her two children, Evan aged 10 and Amber aged 12.

Both children live with food allergies. Evan is allergic to peanut and tree nuts, eggs, kiwi fruit, dairy and sesame, while Amber is allergic to peanut and tree nuts, eggs, kiwi fruit and coconut.

Tristy faces daily challenges managing her childrens' allergies. The family don't regularly eat out at restaurants and, if they do, they often take their own food for the children.

Over the years, the children have had various allergic reactions that have usually been mild enough to manage with antihistamines. However, Amber had her first anaphylaxis at her Year 6 graduation dinner last year, which left her upset and traumatised.

Despite meticulous planning from Tristy and Amber's school in advance of the graduation - including multiple checks with the venue beforehand as well as upon arrival - Amber was served coconut ice cream and immediately had an allergic reaction.

"I remember taking a bite and thinking the ice cream tasted weird. I had never tasted coconut ice cream before, so I asked my friend to try it, and she told me it was coconut and to tell my mum," says Amber.



Tristy and Amber were excited at the start of her Year 6 Farewell.

Tristy took one look at Amber's face and could see she was having a reaction, so immediately got her to sit down, gave her an antihistamine, left her with her grandfather and ran to check the ice cream ingredients. The venue staff confirmed they were so focused on not serving Amber egg, they accidentally served her vegan ice cream which was 98% coconut. They forgot Amber also had a coconut allergy.

"The biggest mistake people can make is assuming one allergy is worse than another, especially a lesser-known allergen like coconut. Just because some allergens are more common, it doesn't make them more serious" said Tristy.

Within a few minutes, Amber went into anaphylaxis - her throat began to close and she struggled to speak and breathe. An EpiPen® was given and an ambulance called. On arrival, the paramedics then needed to administer a second shot of adrenaline to stabilise Amber. Amber was taken straight to the emergency department for treatment and monitoring overnight, only to be discharged at 6am the following day, still in her pretty graduation dress.

Despite her careful planning and clear communication with the food service staff, as a parent Tristy still blames herself and wonders if she could have done any more to keep Amber safe.

"People think you're crazy and overprotective - but the reality is you have to check things over and over again," Tristy said. "You're not being overprotective - you're saving your child's life."

During Amber's reaction, Tristy was able to remain calm as she focused on following the steps in the ASCIA Action Plan for Anaphylaxis and trying to protect Amber from feeling scared. However, it then hit her very hard emotionally afterwards. It was a very traumatising experience. Tristy tries not to think about how it could easily have been a different outcome, and she could have lost Amber that night. That is every parent's worst fear.

Those who have experienced anaphylaxis for themselves or their loved ones know this emotional burden all too well. Our trained Allergy Educators speak to parents like Tristy, and adults at risk of anaphylaxis, every day through the National Allergy Helpline. In addition to providing practical, evidence-based resources to help with allergy management, they provide much-needed emotional support and guidance on managing the psychological impact of allergies and anaphylaxis too.

Determined to do what she can to avoid more traumatic reactions like Amber's, Tristy is now working with the primary school who are keen to further improve their allergy knowledge after the experience. She is also working with Amber's new high school to educate the staff about taking food allergies seriously.

To help prevent more unnecessary life-threatening reactions like Amber's, Allergy & Anaphylaxis Australia remains committed to promoting understanding of allergic disease in the community.



A few hours later, Amber was in an ambulance after suffering anaphylaxis.

Our story

Clare and Sam



Sam is allergic to dairy and eggs, and at just 5 years old has already experienced multiple episodes of anaphylaxis.

Sam's most recent anaphylaxis occurred after being served gluten-free ice cream instead of dairy-free ice cream when out for a family dinner, due to the lack of understanding about food allergies by food service staff. This simple mistake could have cost young Sam his life.

Sam's mum Clare is vigilant around all of Sam's food, particularly when eating out. Every time they eat out, Clare plans in advance and communicates with the venue about Sam's food allergy. She is a self-described "control freak" (as many parents of children with allergies need to be) – to try and cover all the bases and reduce the risk of Sam having an allergic reaction.

On the evening of Sam's most recent reaction, Clare went up to order in person as she always does.



"I want Sam to feel confident as he grows up to be able to manage his food allergy – and most importantly, that his food allergy shouldn't mean he ever has to miss out."

Clare, Sam's mum.



"I always prefer to speak to the staff in person so I can have a clear conversation and make sure they understand. I let them know that Sam is at risk of anaphylaxis and highly allergic to egg and dairy".
said Clare.

As part of the kid's meals, a single-serve ice-cream was included and Clare checked there was a dairy-free option available. However, within a few minutes of eating, Sam was looking distressed. "I immediately asked him what was wrong, and he told me it was the ice cream" remembers Clare.

Having been through multiple reactions previously, Clare knew the symptoms to look out for and what to do. After vomiting, Sam started to experience more symptoms including swelling and changes in his voice.

"I knew from experience it was clearly anaphylaxis so I didn't hesitate to lay Sam down and give him the EpiPen®. He gets very anxious about having the EpiPen® so was screaming, but I was able to administer it quickly, and his symptoms began to improve immediately. Sam spent several hours being monitored in hospital."

Once Sam had fully recovered, Clare returned to the venue to report the anaphylaxis and find out about the ingredients in the ice cream. Wait staff checked and then admitted they ran out of dairy-free ice cream, so had served Sam gluten-free ice cream instead - demonstrating their lack of understanding about food ingredients and allergies.

Clare regularly comes across this issue and wants the wider community and food service industry to understand the importance of understanding food allergies.

While Sam thankfully had a quick physical recovery from the anaphylaxis, the ongoing challenge is the anxiety that follows.

"For about two weeks after each of Sam's reactions, I feel like I go into a hole of catastrophic thinking - worrying about what the outcome could have been. This is the burden that many people don't understand - how traumatic anaphylaxis can be for the whole family, and just how emotionally and mentally challenging a parent's journey is in advocating and keeping their child safe."
Clare shared.

Despite this experience, Clare remains determined that Sam will live a full life and not miss out because of his food allergy.



At the tender age of five, Sam has become all too familiar with ambulance rides and hospital visits.



"Gluten-free is not the same thing as dairy-free, and not all allergies are nut-related. Food service staff must be educated on this,"
Clare said.

National Allergy Helpline feedback

As part of A&AA's focus on people who live with allergic disease, we surveyed those in our community who have received phone or email support from A&AA's Allergy Educators

95%

said they would recommend A&AA to a family member, friend or colleague

94%

said they were '**very satisfied**' or '**satisfied**' with the support they received from the Allergy Educator

I cannot thank you enough for your advice, it has literally changed all my family's lives for the better.

Adrian, NSW

I really, really appreciated the Allergy Educator's help today. She helped me see clearly and form a good plan to manage my son's recent allergic reactions to various triggers while I am waiting for an appointment with an allergist (which could take months). She also provided me with great resources to develop my own learning and knowledge around allergy management. Thank you again!

Alexandra

The Allergy Educator was exceptionally outstanding for all my questions and needs. She sent through information to share with my work colleagues as on Tuesday this week I had an anaphylactic reaction. She was very understanding and willing to listen to my concerns. Thank you for your time.

Jenny, NSW

From the moment you answered my phone call the experience was professional, reassuring and friendly. The Allergy Educator went above and beyond to give me a thorough understanding of what we needed to do, with specific guidance and references for me to refer to that was not only important from a Risk and Compliance standpoint, but from an educational standpoint for my own personal understanding. I have a very high opinion of A&AA and am grateful they are available to offer support and guidance when needed. Thank you!

Julie, Teacher, QLD

My reason for contacting Allergy & Anaphylaxis Australia was work related. Service provided was outstanding. Educator was polite, patient, professional and genuinely friendly. Advice given was extensive and detailed, supported by follow up email and phone contact. My workplace allergy management process is all the better for the support provided by Allergy and Anaphylaxis Australia. Thank you.

Mark, NSW

After some significant challenges and my 2 year old being exposed to his known allergen in a daycare setting, I was struggling to find information and support to advocate for my child's needs to be met. After reaching out to A&AA, I received a prompt call and was supported with knowledge and strategies that I could share with the daycare provider to better support his needs. It was seamless and such a positive experience. Thank you so much for supporting us with knowledge and giving knowledge to our voice, words can't express my gratitude ❤️

Melissa, QLD

Having trusted information shared with myself and my team was amazing. This has allowed for us to support the families in our care even more so. We were able to readily update our skills and knowledge with the information shared and now have access to more resources to support our service and families.

Belinda, Childcare Educator, NSW

I called the support line in tears and at my wits end after my teenage daughter experienced extended illness post-anaphylaxis. They gave me practical advice on the next steps I could take and also supported me to ensure follow up with the school happened. My daughter is on the mend and will no doubt benefit from further support from this excellent group of people in the future.

Joanne, NSW

A&AA is an incredible organisation that has been a lifeline for my family over the past 16 years since my son was diagnosed with anaphylaxis to wheat and gluten at the age of six months old. Managing his anaphylaxis and allergies has been challenging; during some of the toughest times A&AA has provided unwavering support and guidance. I am immensely grateful for the resources they offer and the continuous support to me and my family. Their work is essential in improving the lives of individuals and families dealing with these challenges, and I am grateful for their continued efforts to make a positive impact.

Samedy, WA

A&AA have been absolutely paramount in our understanding of allergies and anaphylaxis to keep our son safe. I would highly recommend contacting them for any information you need. The staff are caring, understanding and always empathetic in their approach to providing families information. They were outstanding with their knowledge and wealth of information. We are very thankful.

Dea, SA

A&AA Theory of Change

A&AA has implemented a Theory of Change methodology to assist in identifying long term goals. The Theory of Change helps understand, evaluate and measure A&AA's impact. Achieving social change is not linear and many not-for-profit organisations have adopted this methodology to strengthen their organisational monitoring, evaluation and learning

If we...

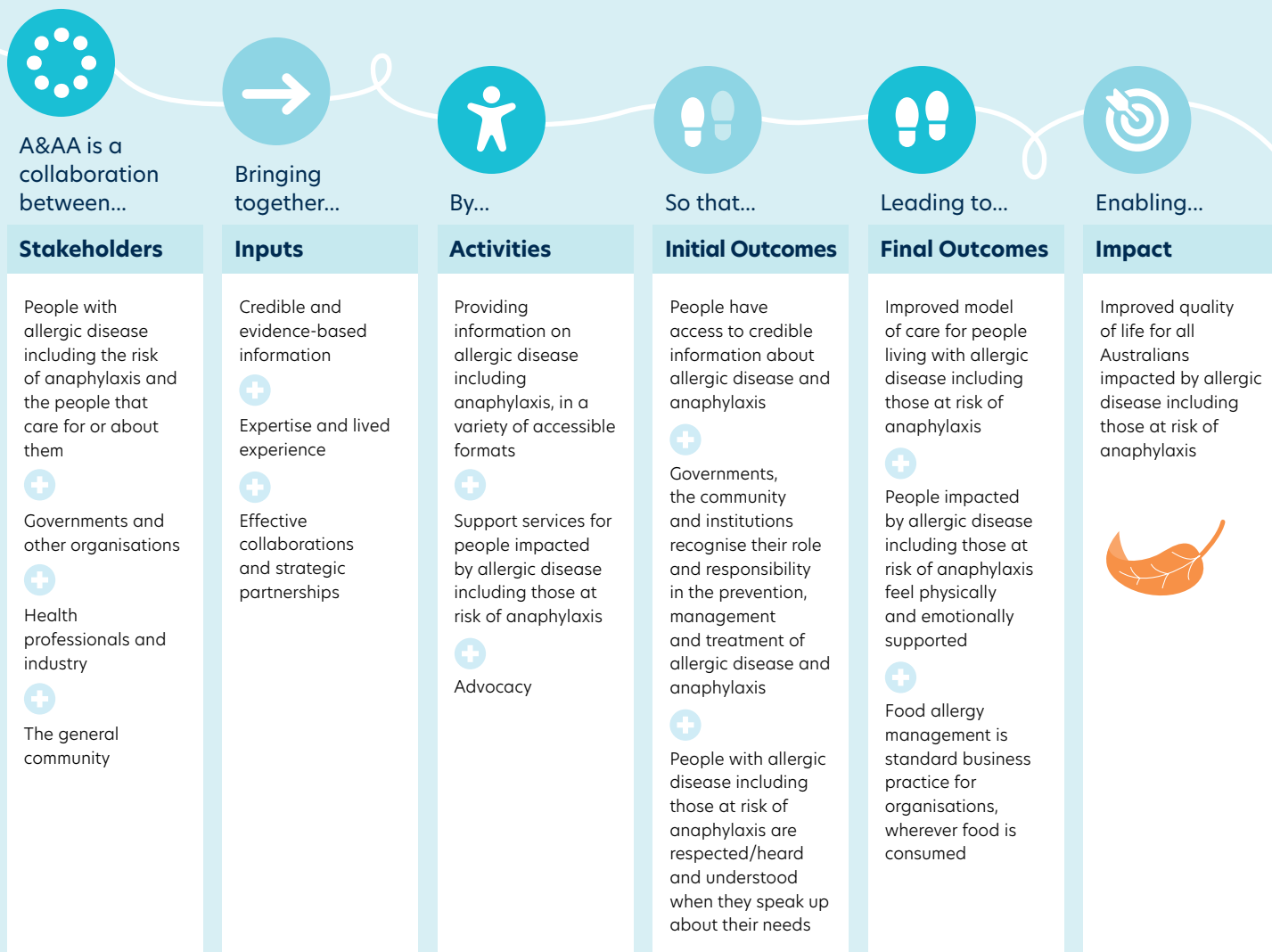
Connect people impacted by allergic disease including those at risk of anaphylaxis with support and information, raise awareness of allergic disease across the general community and advocate for healthcare and policy reform

by...

offering credible and evidence-based advocacy and information on allergic disease and the risk of anaphylaxis

we can...

improve the quality of life for all Australians impacted by allergic disease and those at risk of anaphylaxis



NAC partnership

national **allergy** council

The National Allergy Council (NAC) is a partnership between Allergy & Anaphylaxis Australia and the Australasian Society of Clinical Immunology and Allergy (ASCIA) as the leading patient support and medical organisations for allergy in Australia

Maria Said AM (CEO of A&AA) is a Director and Co-chair of the National Allergy Council and many of A&AA's Allergy Educators are co-leads for each of the National Allergy Council projects:

The National Allergy Council is funded to progress key projects identified by the National Allergy Strategy, working in consultation with key stakeholders



Nip allergies in the Bub
food allergy prevention



Allergy 250K for teens and young adults



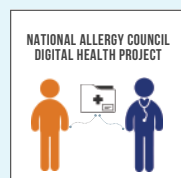
Food Allergy Aware Food Service



Allergy Aware Schools and Children's Education and Care



Shared Care for Allergy
for improved access to care



Digital Health project



Drug (medication) Allergy project



Anaphylaxis Reporting System Project

The National Allergy Council is a progression of the earlier work of the National Allergy Strategy, which initially received funding in 2016. The National Allergy Council was subsequently funded as a result of the May 2020 Commonwealth Parliamentary Report: Walking the allergy tight rope



Scan to learn more about the NAC's latest projects

Thank you



We gratefully acknowledge the support of the following partners, trusts and foundations during the 2024 financial year.



Government Support

A&AA receives funding from the Australian Government, Department of Health via the National Allergy Council.

Sponsors

Diamond:

- Arrotex Pharmaceuticals
- Nestle Australia Ltd
- Sanofi-Aventis Australia
- Viatris

Platinum:

- Bulla Dairy Foods
- Care Pharmaceuticals
- DBV Technologies
- Glaxo Smith Kline (GSK)
- Mondelez Australia Pty Ltd
- Nutricia Australia Pty Limited
- Pfizer Australia

Silver:

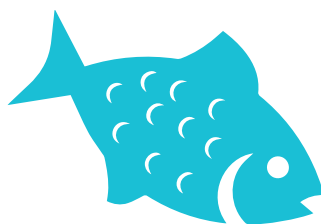
- Sanctuary Early Learning Adventure

In-Kind:

- Clayton Utz

Trusts & Foundations

- Dominic & Anne Gallace Family Fund
- The De Lambert Largeesse Foundation
- Neumann Benevolent Foundation
- Wood Family Foundation

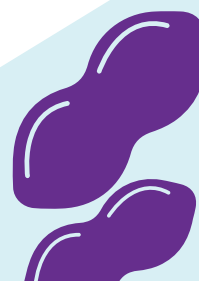
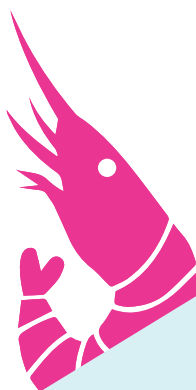


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Cover photo of Clare and Sam, photo credit:

Alli Campbell Photography
www.allicampbell.com



People with allergic disease need your support

At Allergy & Anaphylaxis Australia we believe those with allergic disease deserve to live their best life. Your support makes that a reality and helps to improve the day to day lives of individuals and families living with allergic disease.

None of what we do is possible without your valued support. Please visit our website to make a tax-deductible donation today.

allergyfacts.org.au/donate



**Allergy & Anaphylaxis
Australia®**
Your trusted charity for allergy support

**For more information about sponsorship
opportunities contact us on 1300 728 000
or visit allergyfacts.org.au**

The information contained in this resource is not medical advice.
Those concerned about allergy management should always
consult a doctor.

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