

# IMPACT REPORT

# ALLERGY & ANAPHYLAXIS AUSTRALIA

FINANCIAL YEAR 2021 - 2022



1300 728 000



[www.allergyfacts.org.au](http://www.allergyfacts.org.au)

ABN: 70 693 242 620

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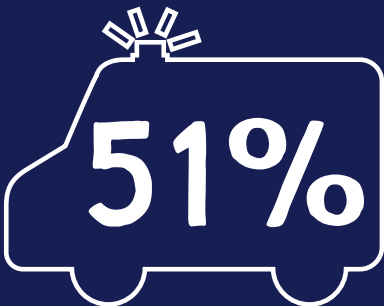
# AUSTRALIA'S ALLERGY BURDEN

**5 + MILLION**

Australians live with allergic disease such as allergic rhinitis; eczema; asthma; insect, medication and food allergy



**1 IN 10  
INFANTS**  
have proven  
food allergy<sup>3</sup>



Anaphylaxis presentations to emergency departments in public hospitals grew by 51% from 2015-2020<sup>1</sup>

**5.4**

presentations of  
anaphylaxis in Victorian  
hospitals per day\*<sup>2</sup>

<sup>1</sup>. Australian Commission on Safety and Quality in Health Care. Acute Anaphylaxis Clinical Care Standard. Sydney: ACSQHC; 2021

<sup>2</sup>. Data from the Victorian Anaphylaxis Notification Scheme 1 Jan – 1 September 2022

<sup>3</sup>. Osborne N.J. 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 (e1-2): 668-676

\*Based on data from 1/11/2018 – 31/12/2020

# MORE THAN SKIN DEEP

## SPOTLIGHT ON ATOPIC DERMATITIS (AD) (ECZEMA)

Atopic dermatitis affects



**20%**  
infants<sup>1</sup>

**6.9%**  
adults<sup>2</sup>



**24%**

of people living with AD note a significant impact on their ability to complete every day tasks<sup>3</sup>



Regular sleep disturbance is common in people with AD<sup>3</sup>



**6.5**  
days in hospital per year<sup>5</sup>



up to  
**\$2,000**  
out of pocket direct medical expenses per year<sup>4</sup>

**40%**

of people living with AD have poor self-esteem and lack confidence<sup>3</sup>



1. Chidwick, K., Busingye, D., Pollack, A., Osman, R., Yoo, J., Blogg, S., Rubel, D., Smith, S. (2020). Prevalence, incidence and management of atopic dermatitis in Australian general practice using routinely collected data from MedicinesInsight. *Australasian Journal of Dermatology* 61, 319-327. <https://doi.org/10.1111/ajd.13268>

2. Plunkett, A., Merlin, K., Gill, D., Zuo, Y., Jolley, D., & Marks, R. (1999). The frequency of common nonmalignant skin conditions in adults in central Victoria, Australia. *International journal of dermatology*, 38(12), 901-908. <https://doi.org/10.1046/j.1365-4362.1999.00856.xf>

3. ICCDR. (2018). Atopic Dermatitis Australian Study. PEEK. 1:4

4. International Alliance of Dermatology Patient Organisation. (2018). Atopic Dermatitis: A collective global voice for improving care. <https://globalskin.org/images/Publications/AtopicDermatitis.pdf>

5. Su, J. C., Kemp, A. S., Varigos, G. A., & Nolan, T. M. (1997). Atopic eczema: Its impact on the family and financial cost. *Archives of Disease in Childhood*, 76(2), 159. doi:<http://dx.doi.org/10.1136/adc.76.2.159>

# IMPACT AND INFLUENCE



We provided direct assistance to **1,735** people living with and/or caring for a person with allergic disease.



More than **30,400** health professionals received education from A&AA, providing a patient perspective of allergy management.



More than **1,154** people registered for our free patient and carer webinars, and nearly **52,457** later viewed our webinars on demand.



We educated more than **320** food service and food manufacturing professionals giving insight into the challenges faced by individuals living with allergic disease.



Our website, [allergyfacts.org.au](http://allergyfacts.org.au), received over **533,322** page views from visitors looking to learn about allergic disease.



**16** submissions were made assisting in shaping public policy to improve quality of life and safety for those living with allergic disease.



Our social media channels grew to more than **60,000** patients, caregivers, and allergic disease health professionals.



A&AA Health Educators contributed to **45** working groups providing consumer expertise and knowledge.



We updated and developed **65** free patient resources to help educate and support to individuals with allergic disease and their families.



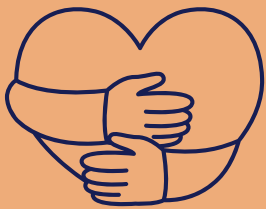
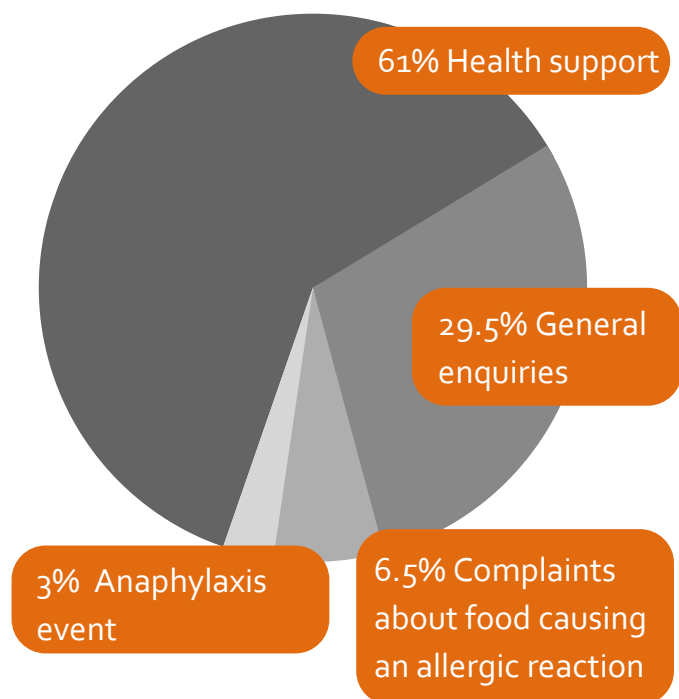
Our national awareness raising week, Food Allergy Week, provided over **235,000** opportunities to learn about allergic disease.

# OUR COMMUNITY IMPACT

Over the course of the 2021-2022 financial year, we provided direct assistance to **1,735** people living with and/or caring for a person with allergic disease.

- **647** cases created from calls to the A&AA helpline during the reporting period requiring health educator advice.
- **232** cases created from private messages on Facebook messenger requiring health educator advice.
- **289** cases created from emails and the contact us form on the website.

Breakdown of case categories:



A&AA CEO, Maria Said, supported 5 families who lost loved ones to anaphylaxis during this period. She continues to support other families who have lost loved ones to anaphylaxis.



Total of **8,282** members and subscribers. Our community has grown by over **800** people in one year.

Over **500** hours in total given to providing advice to Government Departments (Federal, State and Local) in regard to Australian Government Health Policy and program matters, consulting with relevant stakeholders and advocating for the consumer voice.

# OUR DIGITAL FOOTPRINT

A&AA undertook 35 media interviews (a mix of print, radio and television) on a range of allergy related topics.

We continued to deliver important news and updates to our member and subscriber database via Electronic Direct Mail (EDM)



- Total of 90 EDM campaigns
- Total of 54 EDM journeys
- 40 food recalls
- 6 allergen notices
- 4 NewsFacts newsletters

## Social Media Presence:



Facebook: 55,026



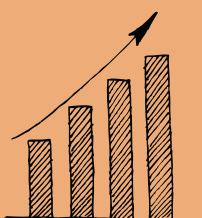
Instagram: 3,864



Twitter: 1,984



Linkedin: 514



In the 2021-2022 financial year, we have had over 4,500 new followers across all social media channels.

The 'How to give an EpiPen®' and 'How to give an Anapen®' animations educated over 30,936 users through our website and licensing with other organisations.

Hosted 4 parent and carer webinars in partnership with the NAS with a combined total of 1,328 registrants. Hosted 4 A&AA webinars with a total of 865 registrants. These webinars had a total of 52,457 views.

In June 2022, A&AA began 'Allergy Connect' an email education campaign in collaboration with the Fiona Stanley Hospital (FSH). The campaign is designed to provide a good understanding of basic eczema management to people with atopic dermatitis (eczema) on the waiting list to see the dermatology department at FSH. This campaign aims to improve health literacy and knowledge about evidence-based treatment.



ALLERGY & ANAPHYLAXIS AUSTRALIA

# FOOD ALLERGY WEEK 2022



Over the course of Food Allergy Week (FAW) hosted 22-28 May 2022, we ran three paid campaigns to engage with the broader Australian community and connect with new individuals and families that would benefit from our services. These campaigns performed exceptionally well and achieved our engagement goals.

## Refer A Friend Campaign

Objective: Engagements

Engagements: 1,166

Reach: 17,313

Impressions: 22,758

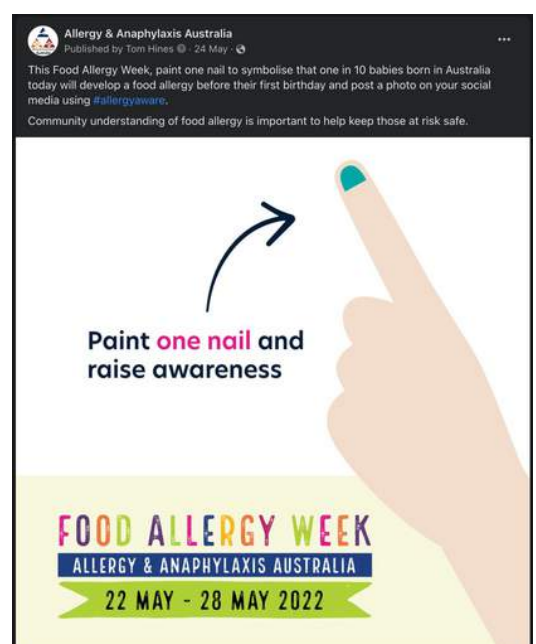
## Get Involved/Paint A Nail Campaign

Objective: Reach

Engagements: 2,099

Reach: 199,747

Impressions: 213,006



# CONSUMER FEEDBACK



The service offered by AAA is absolutely amazing. It has made me feel supported in my journey into food allergies and I always feel I can reach out at any time for help.

What a fantastic service, thank you.

**Elise - A&AA Subscriber - NSW**

The advice and support I received made a huge difference in understanding how I can manage and navigate my child's allergies. Truly grateful for the time, professional and empathetic approach. Thank you.

**Roxanne - A&AA Subscriber - VIC**

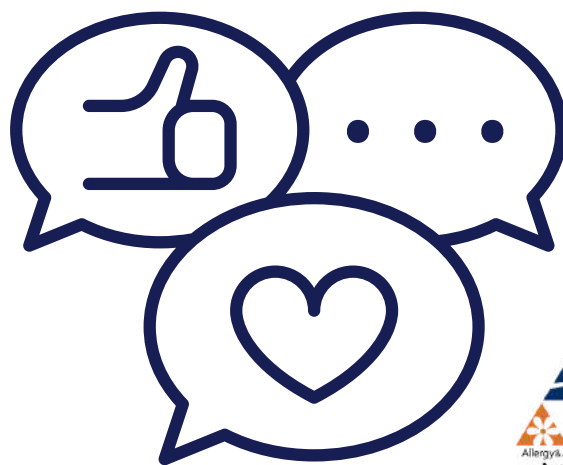
The phone call was amazing. It was like a free therapy session! The Health Educator went over and above to assist me and they were extremely knowledgeable and provided excellent advice. I have already recommended A&AA to my network.

**Rebecca - A&AA Subscriber - VIC**

Over the course of the financial year, 85 post call surveys were completed by those in our community who had received phone or email correspondence from our Health Educators.

Of those 85 responses:

- 88% of people said they were 'very likely' or 'likely' to recommend A&AA to a friend, colleague or family member.
- 88% of people said they were 'very satisfied' or 'satisfied' with the support they received from the Health Educator.





# COLLABORATIONS & PARTNERSHIPS

"These webinars have been great, our resident medical officers, registrars and trainees have been watching them and lots of patients have seen them by the time they come to see me. Thanks for putting them together!"

*Ingrid Roche BSc, APD  
– Dietitian*

"Congratulations on the great work that A&AA are doing in supporting families affected by food allergies!"

*Prof. Mimi Tang MBBS  
PhD FRACP FRCPA  
FAAAAI - Clinical  
Immunologist/ Allergy  
Specialist*

"It is great to be able to refer families that are new to allergy to A&AA. They understand what you are going through."

*Dr Merryn Netting BSc,  
BND, PhD, Adv APD -  
Paediatric Dietitian*

Throughout the year, our staff contributed to 45 working groups in the industry. This enabled us to share information and evidence-based research with other professionals to achieve the desired outcome for Australians with allergic disease.



# THANK YOU FOR YOUR CONTINUED SUPPORT

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At Allergy & Anaphylaxis Australia (A&AA) we believe that those with allergic disease and the risk of anaphylaxis 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.

Without your valued support none of this is possible. Please visit our website to make a tax deductible donation today.

[www.allergyfacts.org.au/donate](http://www.allergyfacts.org.au/donate)

To find out more about sponsorship opportunities, please contact us on:

1300 728 000



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