

# Impact Report

July 2022 - June 2023





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## A message from our CEO

As CEO I know that Allergy & Anaphylaxis Australia makes a difference in the lives of Australians living with allergic disease, however, seeing our day to day work presented in this impact report is humbling.

The team at Allergy & Anaphylaxis Australia, works incredibly hard to create a positive impact. I thank them for their continued dedication to improving the lives of Australians with allergies.

I also thank the many people who have put their belief and trust in Allergy & Anaphylaxis Australia. We can support Australians because of the assistance and guidance we receive from many.

I hope that you continue to support us, as we focus on improving the health and wellbeing of all in the community. Whether they have allergic disease themselves, have family or friends with allergic disease, or work in an industry that helps improve the lives of people living with allergies, we hope our work with communities and stakeholders will continue to improve the lives of Australians with allergic disease.



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 patient help line.

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



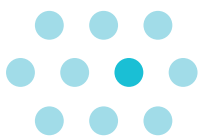
**5+ million**

Australians live with allergic disease such as allergic rhinitis, eczema, asthma, insect, medication and food allergy<sup>1</sup>



**6.1%**

of the Australian population have proven food allergy<sup>2,3,4</sup>



**1 in 10 infants**

have proven food allergy<sup>2,3,4</sup>



**51% increase**

in anaphylaxis presentations to emergency departments in public hospitals from 2015-2020<sup>3</sup>



**30,000**

children were born with a food allergy in 2021<sup>5</sup>



**11,594**

anaphylaxis presentations to emergency departments in public hospitals in 2019-2020<sup>3</sup>



**5.8**

presentations of anaphylaxis per day to Victorian emergency departments in 2022<sup>6</sup>

# Allergic Rhinitis

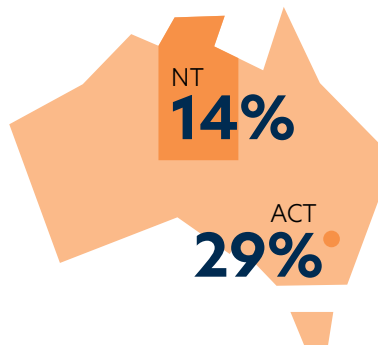
Treatment can improve outcomes in rhinitis, yet allergic rhinitis remains **underdiagnosed** and **undertreated**<sup>7</sup>

Allergic rhinitis is a persistent condition that **frequently goes unnoticed** in primary care<sup>8</sup>

**4.6+ million**

Australians (1 in 5) had allergic rhinitis in 2021-2022<sup>2</sup>

ACT had the highest rate (29%), and NT had the lowest rate (14%) of allergic rhinitis in Australia in 2017-18<sup>9</sup>



**\$226.8 million**

spent annually by Australian pharmacies on allergic rhinitis medicines in 2011<sup>9</sup>

**\$7.8 billion**

was the estimated cost of allergy in Australia in 2007<sup>10</sup>

**\$5.6 billion**

was the cost of lost productivity in 2007<sup>10</sup>

Affects up to

**2.8 million**  
Australians<sup>11</sup>

# Eczema



Affects up to

**35.6%**

of Australian children aged under six years old<sup>11</sup>

**40%**

of people living with eczema have poor self-esteem and lack confidence<sup>13</sup>

**24%**

of people living with eczema note a significant impact on their ability to complete everyday tasks<sup>13</sup>

Regular **sleep disturbance** is common in people with eczema<sup>13</sup>



Up to

**\$2,000**

spent on out-of-pocket medical expenses per year<sup>12</sup>

Expenditure on eczema in 2019-2020 was

**\$593 million**

with the highest spending on hospital admissions and general practice visits<sup>14</sup>

Children can spend up to

**6.5 days**

a year in hospital with severe eczema<sup>12</sup>



# Impact and Influence



## 4,690+ health professionals

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



### Free webinars

More than **445** people registered for our free patient and carer webinars and support groups, and nearly **4,888** later viewed our webinars on demand



### Digital information

We reached more than **1,895** 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 **34** working groups providing consumer expertise and knowledge



### Free patient resources

We updated and developed **29** free patient resources to help educate and support people with allergic disease and their families



### Food service

We educated more than **1,124** 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 **62,000** patients, caregivers, allergic disease health professionals and others interested in allergic disease



### Online education

Our website, [allergyfacts.org.au](http://allergyfacts.org.au), received more than **550,000** page views from visitors looking to learn about allergic disease



### Public policy

**24** 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 **875,000** times by people wanting to learn about allergic disease



# Our Community Support

## 37 documents

A&AA reviewed more than 37 documents for third parties including the Australasian Society of Clinical Immunology and Allergy, the European Academy of Allergy and Clinical Immunology and the World Allergy Organisation

## 8 research projects

A&AA participated as a consumer expert in 8 research projects during 2022-2023

## 6 families

A&AA supported 6 families who lost loved ones to anaphylaxis during this period. Our CEO, continues to support these and other families who have lost loved ones to anaphylaxis

## 700 hours

More than 700 hours providing advice to government departments (federal, state and local) regarding health policies and programs, consulting with stakeholders and advocating for the consumer

## 25% increase

Our community of subscribers grew to more than 10,300 - a 25% increase this financial year

A&AA provided direct assistance to

# 1,462 people

living with and/or caring for a person with allergic disease during 2022-2023

Support was provided in the following ways:



61%

Advice from an Allergy Educator

10%

Help with preparing a complaint to regulators

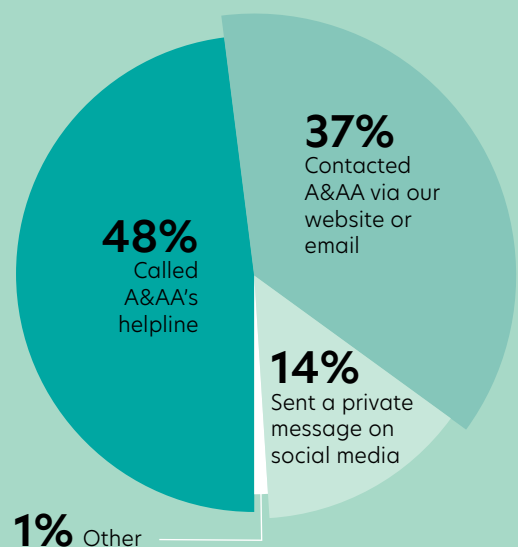
5%

Support after experiencing anaphylaxis

24%

Response to a general enquiry

Support was requested in the following ways:



48%

Called A&AA's helpline

37%

Contacted A&AA via our website or email

14%

Sent a private message on social media

1% Other



# Our Digital Footprint



## 48 requests

A&AA received 48 requests for media interviews (print, radio and television) on a range of allergy related topics



## 6 support groups

We hosted 6 support groups with **197 registrations**, providing care, support and access to specialist expertise



## 181,000+

Our animations delivered messages to more than 181,000 users through our website and licensing



## 2 webinars

We hosted 2 webinars with **266 registrations** and **4,888 replays** (views on-demand) through the year

## 5 email journeys

Using credible evidence-based content and resources from A&AA, ASCIA and the National Allergy Council, we created 5 educational email journeys for people with allergic disease on:

- Eating out confidently
- Managing food allergy (x2)
- Managing allergic rhinitis
- Managing eczema

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



**79** EDM Campaigns

**34** food recalls

**8** allergen notices

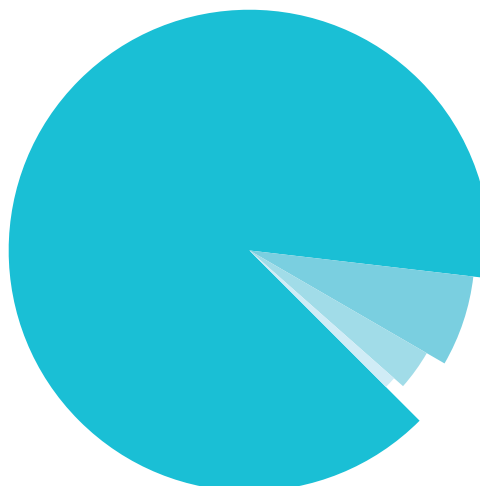
**4** NewsFacts newsletters

**1,895**

people joined these journeys, advertised via Facebook.

# 62,000+

We had more than **62,000 followers** on social media during 2022-2023, including **1,791 new followers** across all social media channels



**56,537**  
Facebook

**4,117**  
Instagram

**2,000**  
Twitter

**625**  
LinkedIn

**62,654**  
TOTAL



# Food Allergy Week 2023

**FOOD ALLERGY WEEK<sup>®</sup>**  
**ALLERGY & ANAPHYLAXIS AUSTRALIA**  
**21 MAY - 27 MAY 2023**

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

## 15

### paid social campaigns

During Food Allergy Week (FAW), 21-27 May 2023, A&AA ran 15 paid social 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:



#### Facebook & Instagram

**845,000**  
impressions

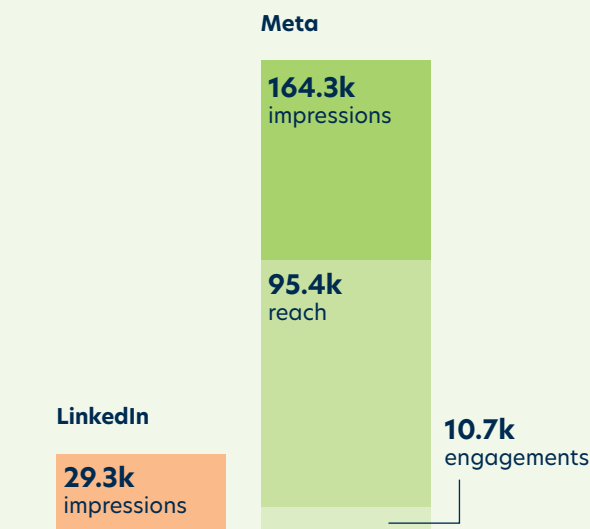
**4,000**  
link clicks

#### LinkedIn

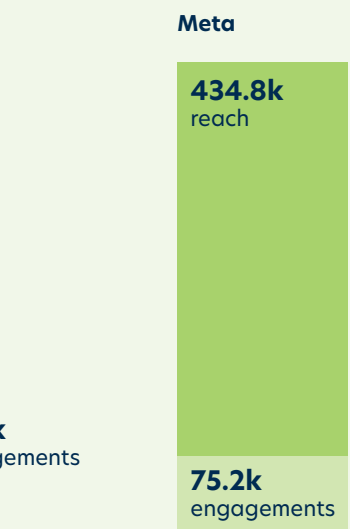
**29,000**  
impressions

**320**  
link clicks

#### Healthcare Professional engagement via website visits



#### Consumer engagement via reach and website visits



# Consumer 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 correspondence from A&AA's Allergy Educators

88%

said they were **'very likely'** or **'likely'** to recommend A&AA to a friend, colleague or family member

91%

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

Thank you so much! It made the world of difference to have you personally answer my questions and then the webinar was really helpful. It makes a lot more sense now and next time I see my GP I will try and remember to let her know this could be a useful resource to share with other parents in this situation.

Heidi - A&AA Help Line

I just wanted to say a huge thank you for sharing all these resources with me, and for checking in with me the day after I called. I'm super grateful that a resource like yours exists! Thank you so, so much for all the care and information.

Vivien - A&AA Help Line NSW

Thank you for being so across this and for your help. A&AA have really helped us so much through our allergy journey and I really appreciate it.

Lucy - A&AA Help Line NSW

You do amazing work and I cannot thank you enough for everything you do for the community at large (not just allergy patients) to raise awareness of such a crucial issue.

Stewart - A&AA subscriber QLD 2023

Thank you so much for your call and all this info. It's been a great help! I'm so grateful for this service.

Vaishi - A&AA Help Line NSW

Thank you SO much for the time you spent educating and empowering me to help my son in the best way possible on the phone earlier. I will be eternally grateful and won't ever forget you for how you've helped calm me and provide direction in such a stressful time... so thankful for you and the assistance you are providing lost and helpless mums like myself.

Lauren - NSW

# 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**



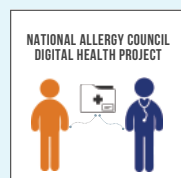
**Food Allergy Aware Food Service**



**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**

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**

# A&AA Theory of Change

In 2022-23 A&AA 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...

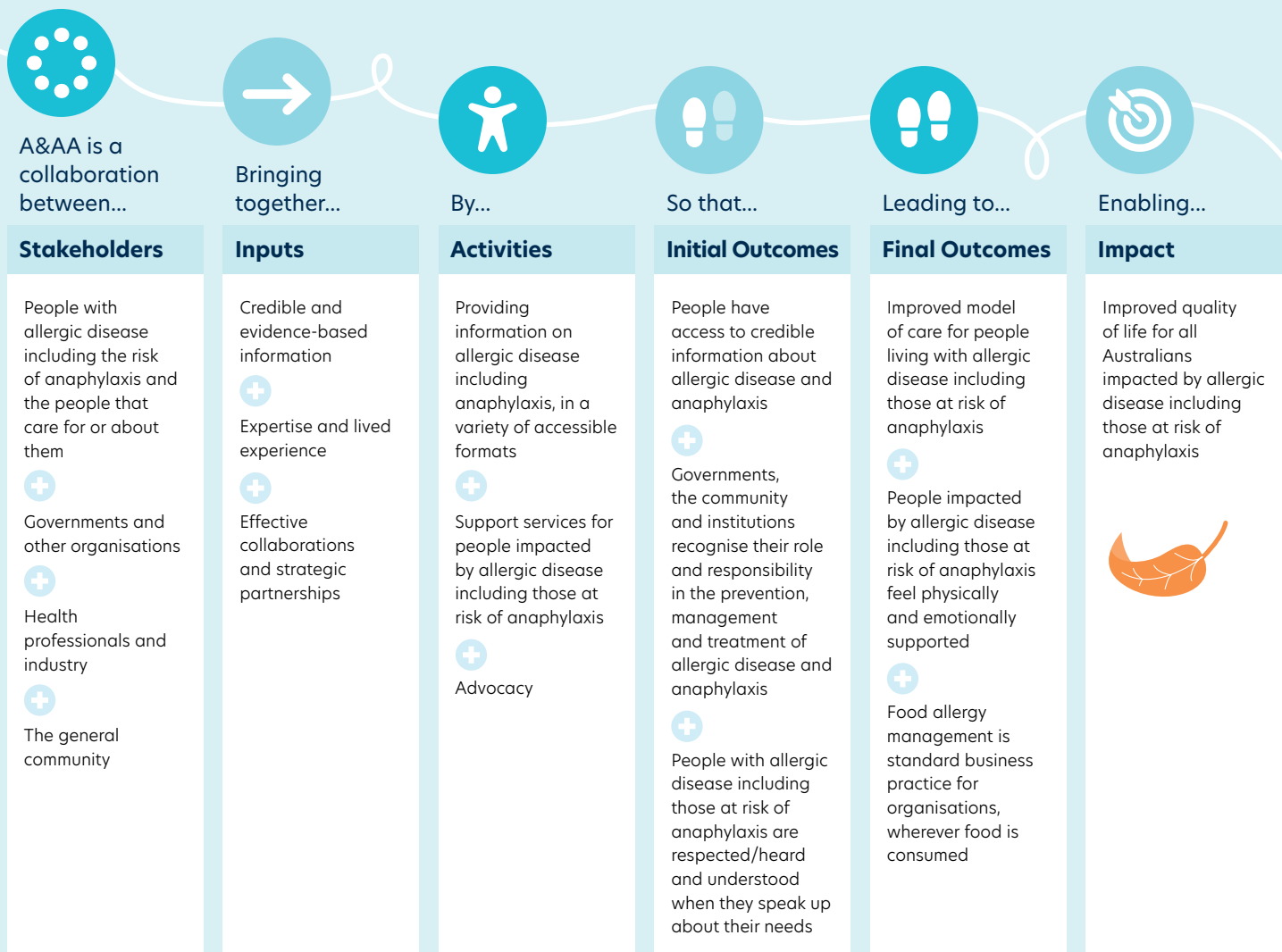
Connect people impacted by allergic disease including those at risk of anaphylaxis with support and information, raise awareness of allergic disease across the general community and advocate for healthcare and policy reform

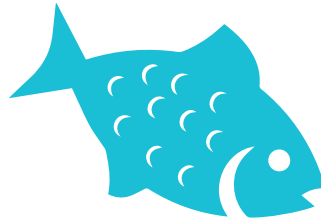
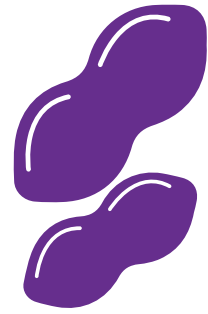
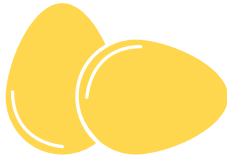
## by...

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

## we can...

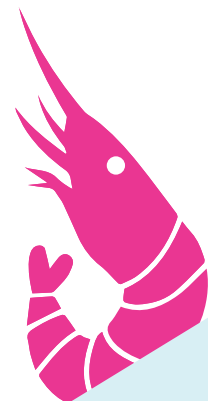
improve the quality of life for all Australians impacted by allergic disease and those at risk of anaphylaxis





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## 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](https://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/about/who-supports-us](https://allergyfacts.org.au/about/who-supports-us)**

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

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