

ALLERGY AWARENESS WEEK

13 - 19 May, 2013



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Thanks for downloading this information pack for Allergy Awareness Week 2013. Allergy New Zealand is proud to join the 1 in 10 campaign with Allergy & Anaphylaxis Australia to make a difference for people with allergies.

Inside you'll find all of the information you need to get involved, host your own fundraiser and become more allergy aware!

All you need to do is:

- Save May 13th-19th 2013 in the diary.
- Paint your nails!
- Use this guide to inspire you, your staff, school and club.
- Display your event poster and spread the word
- Donate online at www.allergy.org.nz

Anthony Field
The Wiggles



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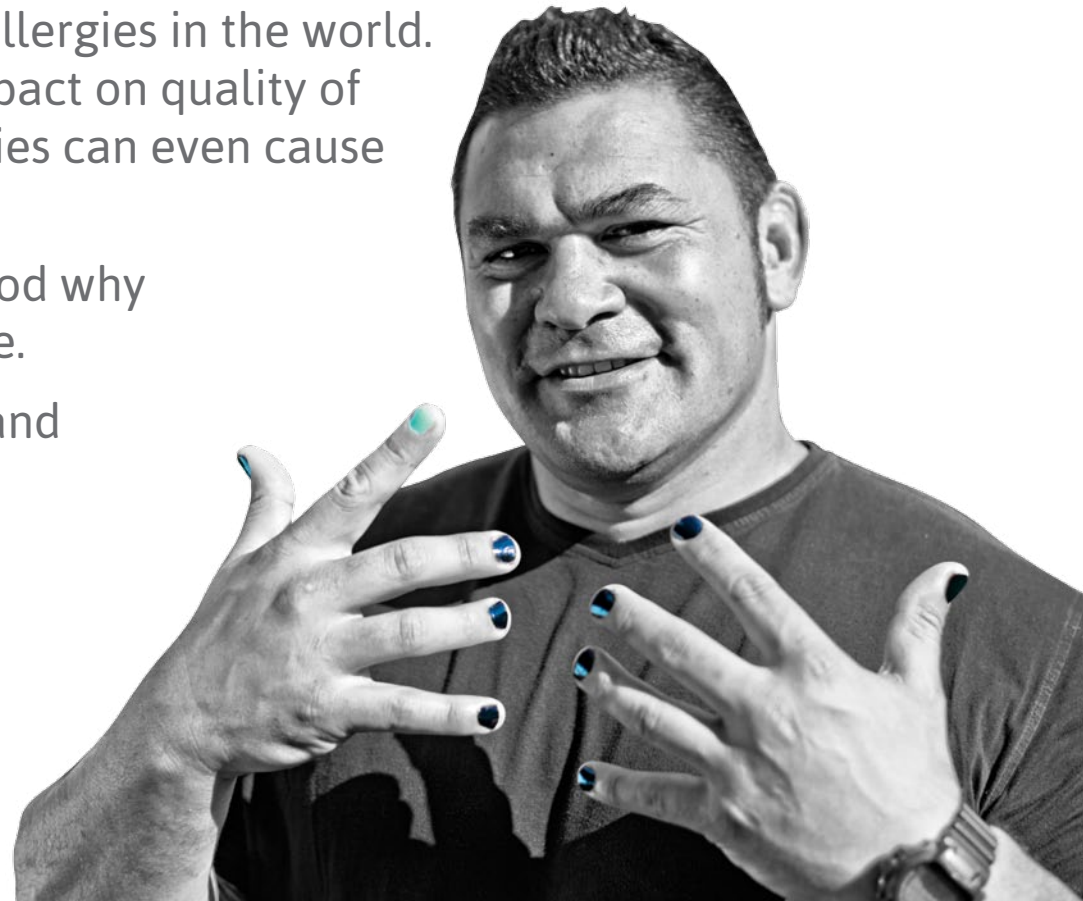
Allergy Awareness Week supports the thousands of New Zealanders who live with asthma, eczema and allergic rhinitis – symptoms of allergies to every-day things such as food, pollens, house dust-mites and insect stings.

New Zealand has some of the highest rates of allergies in the world. If left untreated these can have a significant impact on quality of life for many, particularly children. Some allergies can even cause anaphylaxis, a life-threatening reaction.

There is no cure and currently it is not understood why allergies are increasing at such an alarming rate.

Fundraising is crucial to help Allergy New Zealand support thousands of Kiwi children and families with advice, education and support, everyday.

Kees Mueews
Former All Black



1 in 10 campaign



At least 1 in 10 babies born in New Zealand today will develop an allergy. To show your support, paint 1 fingernail out of 10 and donate to the cause at www.allergy.org.nz



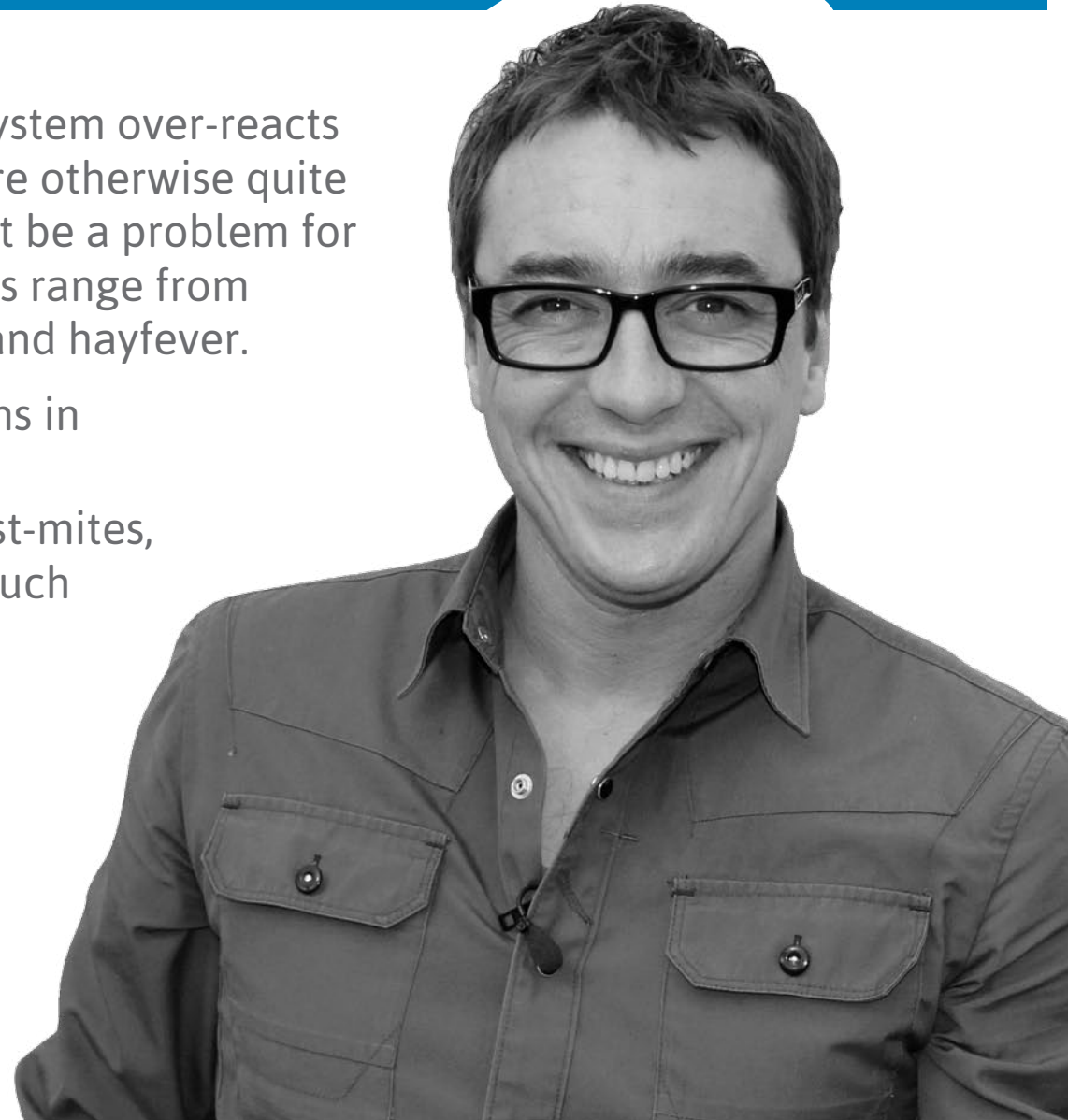
What is allergy?

An allergy occurs when a person's immune system over-reacts to substances — called allergens — which are otherwise quite harmless. An allergen for one person may not be a problem for another person and reactions vary. Symptoms range from mild to severe and include asthma, eczema and hayfever.

The most common causes of allergic reactions in New Zealand are to:

- Environmental/airborne such as house dust-mites, pollen, mould, and furry or hairy animals such as cats, dogs or horses
- Food, such as cow's milk, egg, peanuts, tree nuts and shellfish
- Insect stings (bee and wasp venoms)
- Medications such as antibiotics

Brett McGregor
Celebrity Chef



What is Anaphylaxis?

Anaphylaxis is the most severe form of an allergic reaction causing breathing difficulties and / or a sudden drop in blood pressure.

Common causes of anaphylaxis can include foods such as peanuts, tree nuts, sesame seeds, fish, shellfish, dairy products and eggs.

Non-food causes include wasp or bee stings, natural latex (rubber), penicillin or any other drug or injection.

Those at risk of anaphylaxis should be prescribed an adrenaline auto-injector, such as Anapen or EpiPen, and will need an Anaphylaxis Action Plan.

Check our [website](#) for more information

What is the treatment for allergies?

The reasons for the allergy epidemic are not known and there is no cure. The best way to prevent symptoms is to **avoid what triggers the allergy!**

- A doctor can arrange skin-prick tests to confirm allergies
- Medications may be prescribed for asthma, eczema and hayfever
- An Anapen or EpiPen may be recommended for those at risk of anaphylaxis
- At home, ceiling and underfloor insulation reduces dampness
- Install an HRV ventilation unit to remove airborne pollutant and moisture
- Regularly vacuum clean the floor, ideally use a vacuum cleaner with a HEPA filter
- Use dust mite covers for bedding

How to get involved

- Encourage your local school / workplace / club to have everyone paint their nails during Allergy Awareness Week and donate a gold coin
- Host a fingernail painting fundraising event such as a morning tea at home or work
- Become Allergy Aware – learn more about allergies and how to help others by visiting our website www.allergy.org.nz and by printing out our [Allergy & Anaphylaxis Guidelines](#)
- Do the [free on-line course](#) to improve your first aid knowledge of anaphylaxis
- Check out our [downloadable resources](#) including posters and allergen-free recipes, perfect for your morning tea!
- Take photos of your event and post them on our [Facebook page](#)!



Evie Ashton
Television personality

Downloads

Download posters

to promote Allergy Awareness Week

Recipes

Delicious allergy-free recipes for your fundraiser



Labelling guide

Know which foods to look out for!

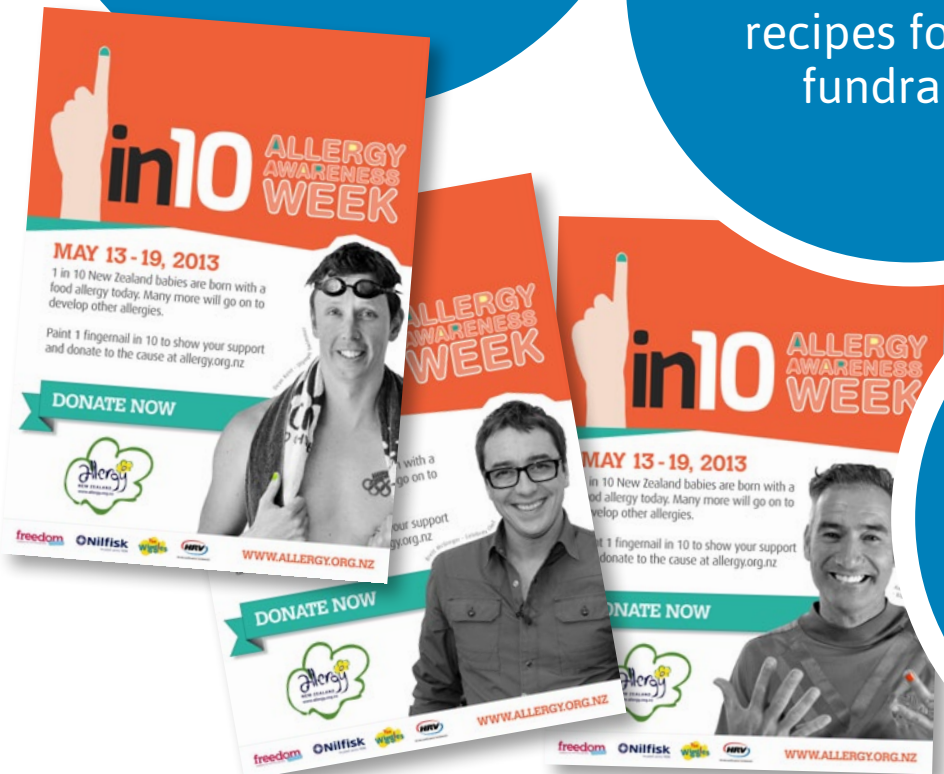
Make your own donation box

Activities

Something for the kid in everyone!

Allergy & Anaphylaxis guidelines

for early childhood services and schools



Ambassadors



Sir Peter Leitch,
The Mad Butcher, philanthropist



Anthony Field,
The Wiggles



Brett McGregor,
Celebrity Chef



Evie Ashton,
Television personality



Dean Kent,
New Zealand Olympic Swimmer



Kees Mueews,
Former All Black



Robert Rakete,
Radio Host

Sponsors



For more information go to www.allergy.org.nz
or contact Karina on comms@allergy.org.nz

