



The Anaphylaxis campaign
Helping people with severe allergies live their lives

About the Anaphylaxis Campaign

The Anaphylaxis Campaign is the only UK charity to exclusively meet the needs of the growing numbers of people at risk from severe allergic reactions (anaphylaxis) by providing information and support relating to foods and other triggers such as latex, drugs and insect stings.

Our ultimate aim is to create a safe environment for all people with allergies by educating the food industry, schools, pre-schools, colleges, health professionals and other key audiences. Our focus is on medical facts, food labelling, risk reduction and allergen management. The Campaign provides a wealth of freely available information and also offers tailored services for individual and corporate members. Visit our website www.anaphylaxis.org.uk.

Key Activities of the Anaphylaxis Campaign include:

- Helpline and information services – providing advice by telephone, e-mail, fact sheets, DVDs and websites
- Raising awareness and providing support through a programme of workshops for parents, teenagers and children. Running local support group meetings and regional medical meetings
- Food safety developments – working with caterers, manufacturers and retailers to raise awareness and protect people from harmful allergens
- Education – in addition to work with individuals, the Campaign works to educate schools, nurseries, colleges, universities and youth groups in allergy management
- Campaigning – to improve allergy services within the NHS

About Anaphylaxis – the facts

- Food allergy occurs when the body's immune system reacts to an ingredient that is harmless to most people. The food that causes the response is known as an allergen.
- Anaphylaxis is a severe allergic reaction - the extreme end of the allergic spectrum. Symptoms may include generalised flushing, difficulty in breathing and can result in cardiac arrest and death.
- Common causes of anaphylaxis include foods such as peanuts, tree nuts, sesame, fish, shellfish, dairy products and eggs. Non-food causes include wasp or bee stings, natural latex (rubber), penicillin or any other drug or injection.
- Acute, severe food allergy is thought to affect half a million people.
- Research suggests that around one in 70 children across the UK are allergic to peanuts. A House of Commons report in 2004 suggests that the figure may now be as high as one in 50 – a quarter of a million children.
- Allergic disorders affect all ages, both sexes and all social and ethnic groups in the UK.
- Disease frequencies of the more serious and systemic allergies, e.g. anaphylaxis, drug and food allergy, are increasing fast
- Numbers of deaths due to allergy are difficult to assess. There is evidence that anaphylaxis causes some 10 to 20 deaths per year but many of these are not recorded as such on the death certificate.