

# MAKING AN IMPACT IN 2024

Help us continue driving change in 2025 and beyond

Education & support needed to effectively navigate food allergy



9 educational webinars with experts



2 Facebook Live sessions on treating anaphylaxis with epinephrine

14 small group sessions for newly diagnosed families



KNOW IT. Know the signs of anaphylaxis. TREAT IT. Treat using epinephrine and call emergency services. Stay calm, stay confident.

43 new Know it. Treat it. campaign GIFs to educate on anaphylaxis - removing fear and instilling confidence

50k+ social followers

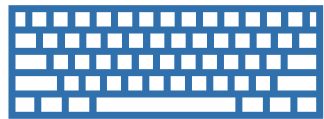


673,826 families, youth, and adults reached

10 educational newsletters

66k+ families, individuals, healthcare providers & educators reached every month

902k views of our website



20 youth online mentorship groups



1 key resource now available in 10 languages



25 Allergy Alerts food safety communications

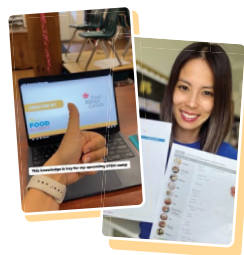


230M impressions of our Halloween & Food Allergy Awareness Month campaigns to build awareness

86 monuments lit up in teal across Canada



300k AllergyAware.ca online course completions, ensuring school staff are educated



3.5M impressions of our All About Food Allergy campaign to create awareness with educators

1 new campaign with 8 resources

to equip foodservice operators with tools to create safer and more inclusive environments



THINK FOOD ALLERGY Everyone. Every Order.

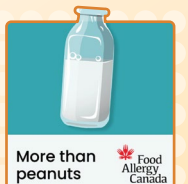
29 food safety conferences & webinars

with foodservice, food manufacturers, and public health



27k healthcare professionals educated

3.6M impressions of our #MoreThanPeanuts campaign to educate on priority food allergens beyond peanut



National voice on key patient issues

9 government consultations on food labelling regulations, accessible transportation, access to care and medication, foodservice, and schools

4 ongoing national and global long-term advocacy initiatives National Food Allergy Action Plan, access to treatments, informed dining, and access to accurate ingredient information

5 research projects

to address food labelling, omalizumab, proper treatment of anaphylaxis, dining out, and access to oral immunotherapy



1 consumer report for foodservice that highlights the importance of the food allergy community

