

MAKING AN IMPACT IN 2023

Help us continue driving change in 2024 and beyond

Education & support needed to effectively navigate food allergy

2 videos to educate on food allergy and anaphylaxis

8 educational webinars with experts

2 Facebook Live sessions on treating anaphylaxis with epinephrine

46 new Know it. Treat it. videos and GIFs on anaphylaxis education

KNOW IT. TREAT IT. Brielle's Story

1 Know it. Treat it. campaign to remove fear and instill confidence

1 audio series to educate on timely food allergy topics

28 small group sessions for newly diagnosed families

780k+ views of our website providing education, driving awareness & offering support

50,830 families, youth, and adults better supported

10 educational newsletters to keep you informed

59k+ families, individuals, healthcare providers & educators reached every month

15 youth online mentorship groups

3 new resources to educate and support the community on anaphylaxis

1 key resource translated into **3** languages

to ensure immigrant and vulnerable populations have access to information and support

36+ Allergy Alerts food safety communications on food recalls due to undeclared allergens

201M impressions of our Food Allergy Awareness Month & Halloween campaigns to build awareness, inclusivity & educate on the seriousness of the condition

250k+ AllergyAware.ca online course completions, ensuring teachers and school staff are more educated on food allergy and anaphylaxis

Building informed & supportive communities

500 registrants of our national student program to normalize food allergy = **15,000** children educated on the seriousness of food allergy

22k+ healthcare professionals educated on anaphylaxis management and treatment

3.8M impressions of our #MoreThanPeanuts campaign to educate on priority food allergens beyond peanut

National voice on key patient issues

3 research projects with international researchers to understand food allergy severity, proper treatment of anaphylaxis, and food labelling

6 government consultations focused on food labelling regulations, access to care and medication, foodservice, and schools

2 ongoing long-term initiatives National Food Allergy Action Plan & access to accurate ingredient information so you know what is in your food with work happening globally



1st allergist in PEI in part due to our advocacy efforts

6 food safety conferences in foodservice and food manufacturing where we represented the community to make food allergy a priority

1 advocacy campaign for affordability of specialized infant formulas