

# 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

**845k** views of our website providing education, driving awareness & offering support

**15** youth online mentorship groups

**8** educational webinars with experts

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

**2** Facebook Live sessions on treating anaphylaxis with epinephrine

**1** audio series to educate on timely food allergy topics

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

**28** small group sessions for newly diagnosed families

**10** educational newsletters to keep you informed

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

**37** Allergy Alerts food safety communications on food recalls due to undeclared allergens

**53,500** families, youth, and adults better supported

**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

**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

**24k**

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

**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

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