

New Food Allergy Educational Material

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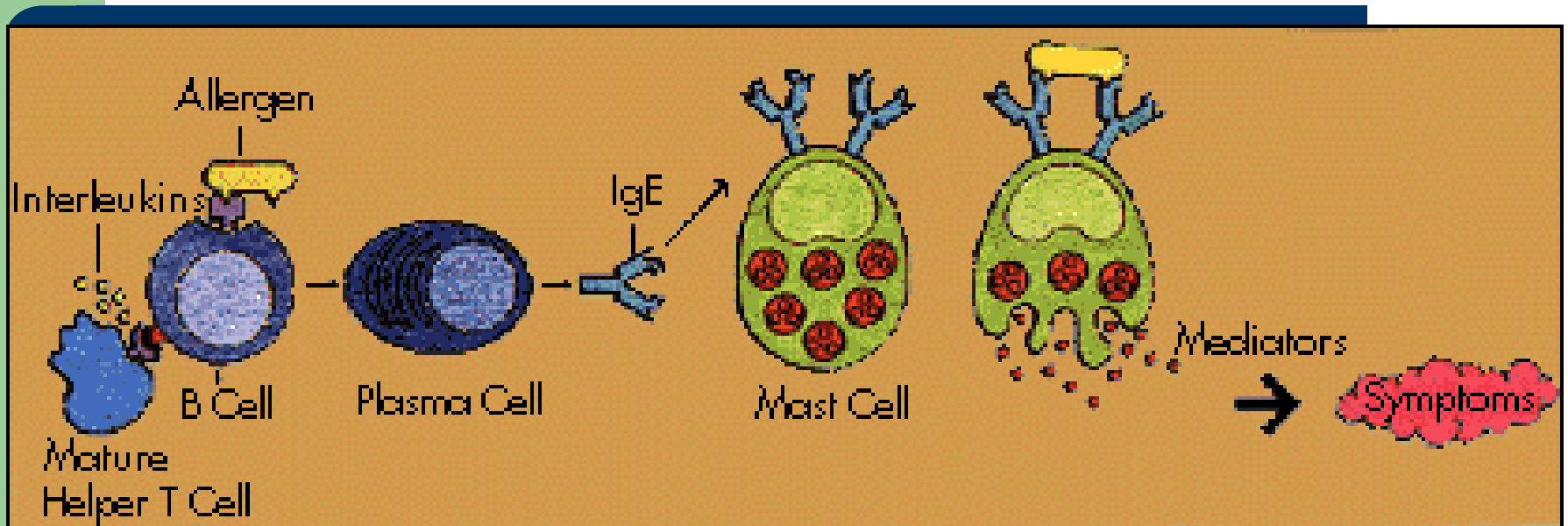
Significant of Food Allergy in the U.S.

- Affects 11 million Americans (4%, or 1/25 people)[FAAN 2004; Sampson 2004; Scherer and others 2004]
- Causes 30,000 emergency room visits and 200 deaths each year [Bock and others 2001; FAAN 2003]
- Most exposure to offending foods occurred in food a service setting [Bock and others 2001; Furlong and others 2001; Hefle 2001; Hefle and Taylor 2004] or from ethnic foods at home [Bock and others 2001].

Addressing Food Allergy Problems

- Materials and training (UF)
 - 2002 Food Allergy 101 (Presentations)
 - 2005 Decoding Food Allergens for Consumers (EDIS Pubs)
- Others
- New materials: “Food Allergies – Let Us Know. We Care.” Food allergy training and awareness programs for entry-level food handlers.

Nature of IgE Allergic Reactions



Antigen + IgE + Mast cells = Mediator release
Mediators = histamine and others

“The Big Eight”



Excerpt from the poster of the UH material

Food Allergies – Let us know. We care.

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Materials:

- A booklet (3 chapters)
 - Introduction
 - Food allergy
 - Managing food allergens
- A poster
- DVD (9 minutes)

F·O·O·D ALLERGIES

LET US KNOW



We Care.

*An awareness and training certification course for
entry-level food handlers*

Questions?

