

Taking the long view

Patient and consumer allergy advocacy over thirty years

Hazel Gowland PhD, PGCE, MREHIS, FIFST, FRSPH

December 2023



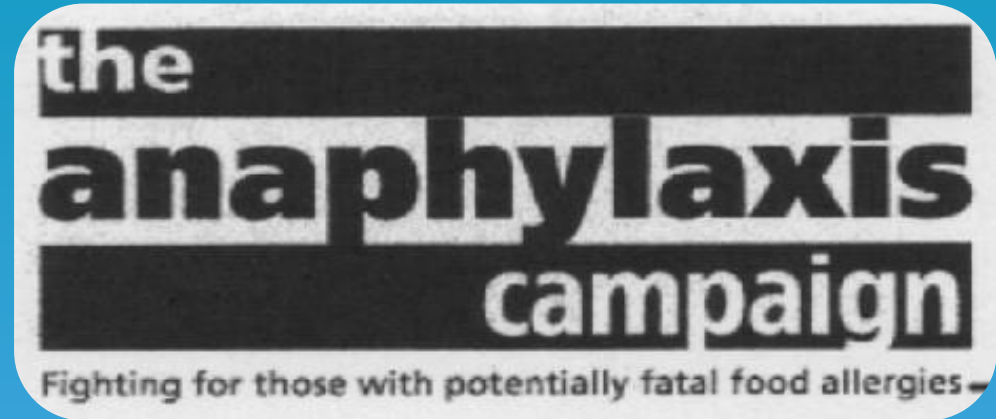
Autumn 1993

1992

Suraj
David
Josephine
Kerry

1993

Michaela
Antoinette
Gillian
Robert
Rachel
Louise
George
Lee
Sarah



Spring 1994

THE ANAPHYLAXIS CAMPAIGN'S principal objectives are crystal clear: it wants to prevent deaths from food-induced anaphylaxis, and it wants to improve the quality of life for those who are at risk from food-induced anaphylactic shock.

Medical research is essential if we are ever to find a long-term solution to the problem. Accurate food labelling is crucial. And dramatically increased levels of awareness are vital, if the terrible risks faced daily by thousands of sufferers are to be reduced.

In the meantime, we hope you will find a great deal of support in the knowledge that you are not alone - and that something can be done to protect you and your family from the effects of this capricious and frightening condition.

- Prevent deaths
- Improve quality of life
- Research
- Accurate food labelling
- Support
- You are not alone
- Something is being done to protect you and your family

Spring 1994

Discussions with
Nicholas Soames MP,
Food Minister
and officials at MAFF

Anaphylaxis &
treatment
defined by
expert doctors

Adrenaline
(auto-injectors
and inhalers)

Fundraising and
thanks for
donations

Member data
Contacts
Which allergies?
Issues they face

BSACI list of allergy
clinics

MAFF research
vegetable oil
and 25% rule

Chief Medical
Officer letter to
GPs

House of
Commons
adjournment
debate

Sir Cranley
Onslow MP
joins AC Board

Cadbury warning
about peanut traces

Arachis oil alert

Call for data –
'near misses'
unlabelled
allergens

Sesame allergy
contact

EU Labelling
Directive -
lobbying

Regional reports eg
ambulance times in
Scotland

Allergens in
personal care
products

Allergy in
schools

Research –
peanut allergens
milk, egg

Possible allergy
vaccine

Contact details for 22 regional coordinators covering UK

Nicholas Soames MP, Food Minister and MAFF

Research

Peanut allergens

Milk and egg allergy
prevalence and impact

Refined vegetable oils

‘Near misses’

EU Labelling Directive

Clinical studies

Policy

Priority allergens

EU Labelling
Directive Prepacked

Catering

Campaigns

Be Allergy Aware



Bedfordshire County Federation of Womens Institutes

W.I. HOUSE, 62 ADELAIDE SQUARE, BEDFORD MK40 2RW. TEL: BEDFORD (0234) 359538

"This meeting urges Her Majesty's Government to ensure that food is labelled with all the contents stated to avoid the hazards of a fatal allergic reaction from hidden ingredients."

4th April 1995

*food*sense

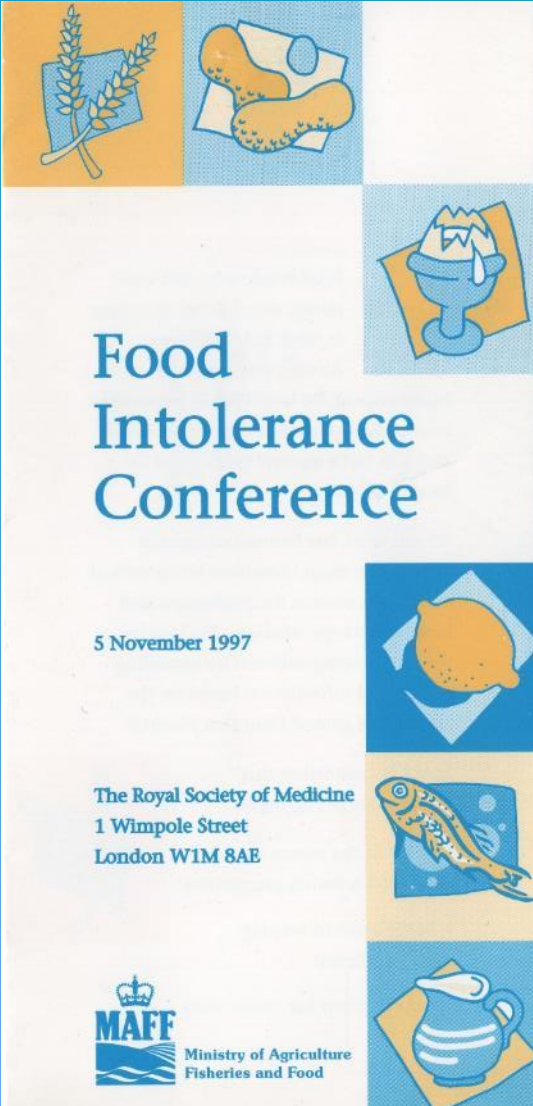
food allergy

and other unpleasant reactions to food



A Guide from the Food Safety Directorate
Ministry of Agriculture, Fisheries and Food


1997



Food Intolerance Conference

5 November 1997

The Royal Society of Medicine
1 Wimpole Street
London W1M 8AE



Ministry of Agriculture
Fisheries and Food



Ministry of Agriculture, Fisheries & Food, Whitehall Place, London SW1A 2HH. Press Office: 0171-270 8423. Out of hours: 0171-270 8080. Fax: 0171-270 8443
Internet Address: <http://www.maff.gov.uk/maffhome.htm>

336/97 5 November 1997

DON'T GUESS ON KILLER FOOD ALLERGIES CATERERS WARNED

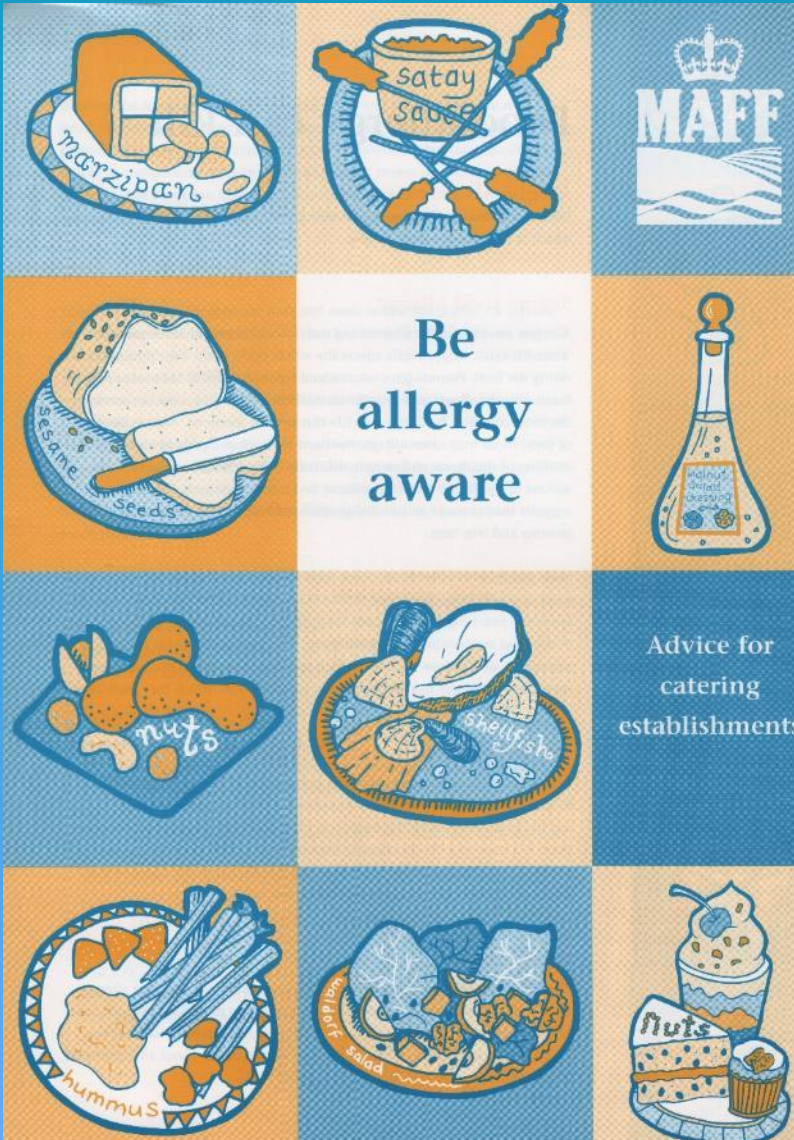












Be allergy aware

If you think your customer is having an allergic reaction:

- call 999 - ask for an ambulance straight away

• tell the emergency services your customer could have anaphylaxis - 'ANNA HILL-AXIS'



		
	Be allergy aware	
		Advice for catering establishments
		

1997 – Allergen testing



Professor Alan Malcolm and Professor Peter Belton request the pleasure of your company at the Industry and Business Open Day of the Norwich Laboratory of the Institute of Food Research

"Food in the News"
2 October 1997 9.00am - 5.00pm

Peter Bazalgette, Managing Director of Bazal Productions Ltd. and IFR Media Fellow, will give a talk "Don't Blame Food" at 11.30am

RSVP by 15 September 1997

IFR Norwich Laboratory, Norwich Research Park, Colney, Norwich NR4 7UA, UK



Innovation: Dr Clare Mills

Test to fight peanut deaths

A TESTING kit which detects peanut protein in foods could save thousands of people from potentially fatal allergic reactions.

Last year, three people died as a result of the allergy and many others suffered serious adverse reactions. But until now there has been no thorough way of identifying small quantities of the nut in foods.

The new test was devised at the Institute of Food Research in Norwich, aided by biochemist Dr Clare Mills. It is manufactured by Cortecs

Diagnostics of Deeside, and can detect peanut or peanut oil in minute quantities.

The kit consists of a series of tiny wells and a detector solution which contains antibodies.

These single out peanut protein and bond it to an enzyme that causes a colour change if the nut is present. The allergy affects one in 80 children under five, according to the Asthma and Allergy Research Centre at St Mary's Hospital in Paddington.

According to Dr Mike Morgan, head of biochemistry at the

Institute of Food Research, most deaths occur when sufferers consume food they believe to be peanut-free. This is because products not listing the nut as an ingredient can contain traces or may be contaminated in production.

'The levels of peanut required to cause an allergic reaction can be extremely small and young children can be particularly at risk,' he says.

■ FOR further information, contact the Institute of Food Research, tel: 01603 255328.

ANASTASIA STEPHENS

DAILY MAIL

6TH AUGUST 1996

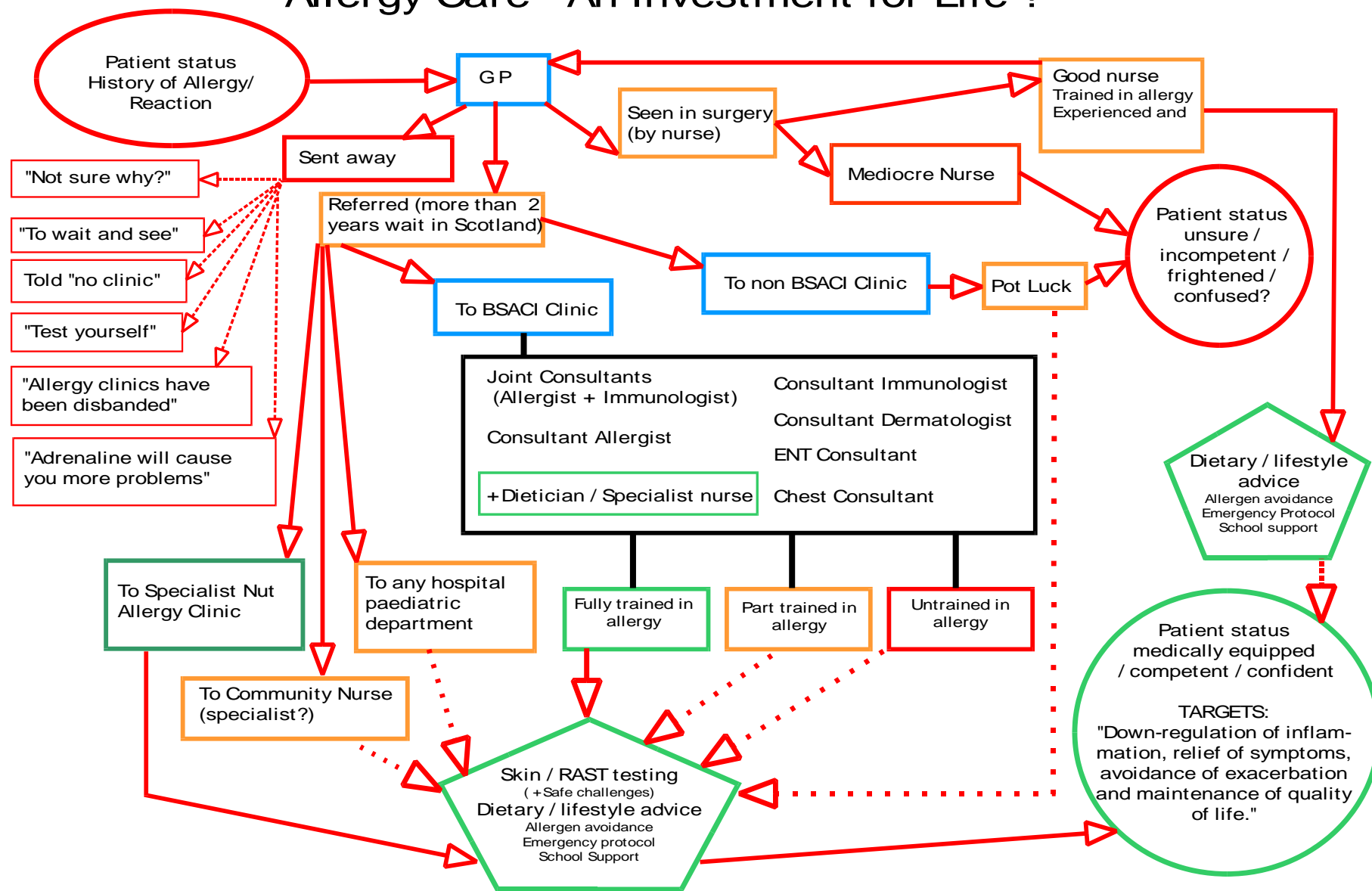
Anaphylaxis Campaign HQ from 2000



2001

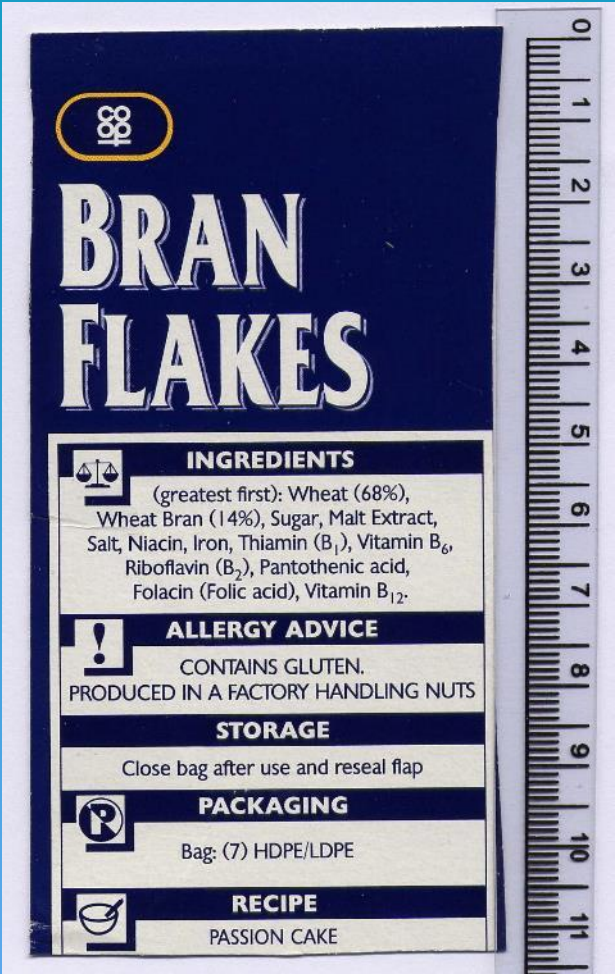
Mapping care pathways for allergic disease

Allergy Care - An Investment for Life ?



© Hazel Gowland 2001

2001 'May contain'



2002

'May Contain' Labelling – The Consumer's Perspective

Be Allergy Aware



**H
AVE
YOU
REM
EMB
ER
ED
YOUR
OTHER
GLASSES
?**

2003 Action Plan

ENFORCEMENT

HYGIENE

SUPPLY CHAIN

CATERING

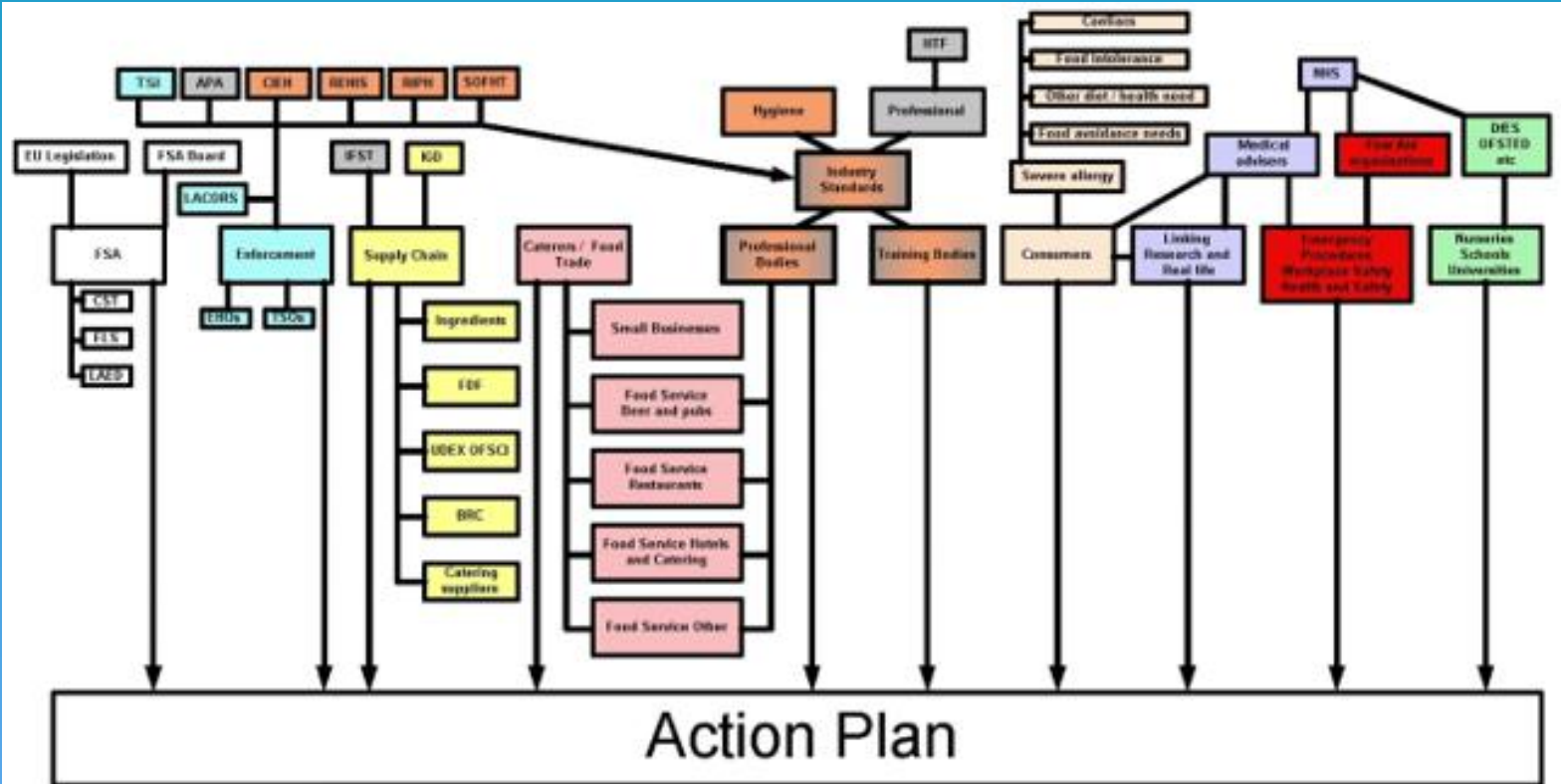
FOODSERVICE -
PROFESSIONAL

MANAGING
EMERGENCIES

EDUCATION

CONSUMERS

LINKING
RESEARCH WITH
REAL LIFE





Protall



1 Projects of 1 Results

Projects (1)

<< < 1 > >>							
<u>Title</u> ↕	<u>Project Acronym</u> ↕	<u>Project Reference</u> ↕	<u>Programme Acronym</u> ↕	<u>Country</u> ↕	<u>Status</u> ↕	<u>RCN</u> ↕	<u>Relevance</u> ↕
<u>The prevalence, cost and basis of food allergy across Europe</u>	<u>EUROPREVALL</u>	514000	FP6-FOOD	UNITED KINGDOM	Completed	75726	100
<< < 1 > >>							

Emergency treatment

Important notice for users of Medihaler-epi 400 Dose Pressurised Inhaler

3M Health Care Limited is recalling and discontinuing the product Medihaler-epi™ 400 dose pressurised inhaler.

This product is used as part of the treatment for allergic reactions to drugs or insect stings.

This product has been manufactured since 1958. The product met specification at the time of manufacture but due to recently introduced higher standards of routine stability testing, 3M Health Care can no longer guarantee the required quality of this product throughout its shelf life.

ONLY MEDIHALER-EPI INHALERS ARE AFFECTED BY THIS RECALL.

No other 3M Health Care inhalers are affected.

What You Should Do

If you have a Medihaler-epi 400 dose pressurised inhaler, you should discuss alternative treatments with your doctor as soon as possible. Please take a copy of this notice with you. All Medihaler-epi 400 dose inhalers should then be returned to the pharmacist or doctor who dispensed the inhaler.

3M Health Care continues to be committed to maintaining the highest standards of manufacturing quality. We are discontinuing this product in the best interests of the patient and apologise for any concern or inconvenience that this may cause.

If you have any questions you should not hesitate to ask your doctor or pharmacist.

Medihaler-epi is a trademark of the 3M Company.

3M Health Care



DT 23/10/97

Psychological impact, quality of life and support



2003



House of Commons
Health Committee

The Provision of Allergy Services

Sixth Report of Session 2003–04

Volume I

2004

ALLERGY the unmet need

A blueprint for
better patient care

ROYAL COLLEGE OF PHYSICIANS



2007

HOUSE OF LORDS

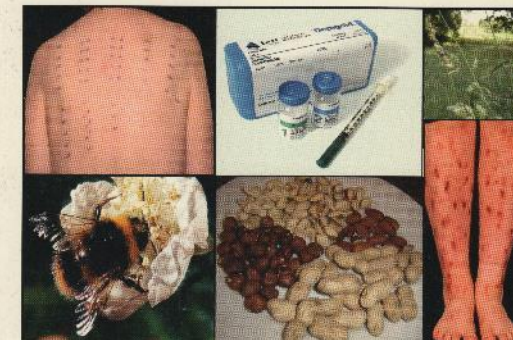
Science and Technology Committee

6th Report of Session 2006–07

STRICTLY EMBARGOED UNTIL
00:01 Wednesday 26 September 2007
This document is loaned in advance by the House of Lords on
the strict understanding that no publicity may be given to the
text of the report before the above time and date.

Allergy

Volume I: Report



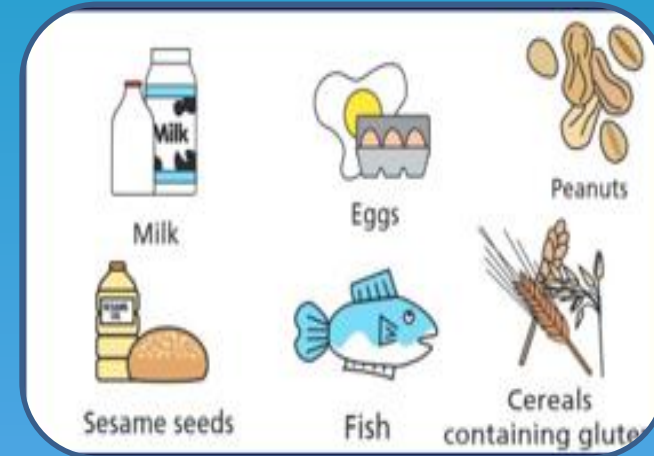
HL Paper 166-I

2006-2008 FSA guidance and local authority training

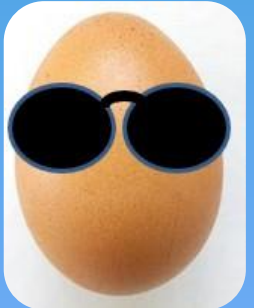


Prevention by early dietary intervention

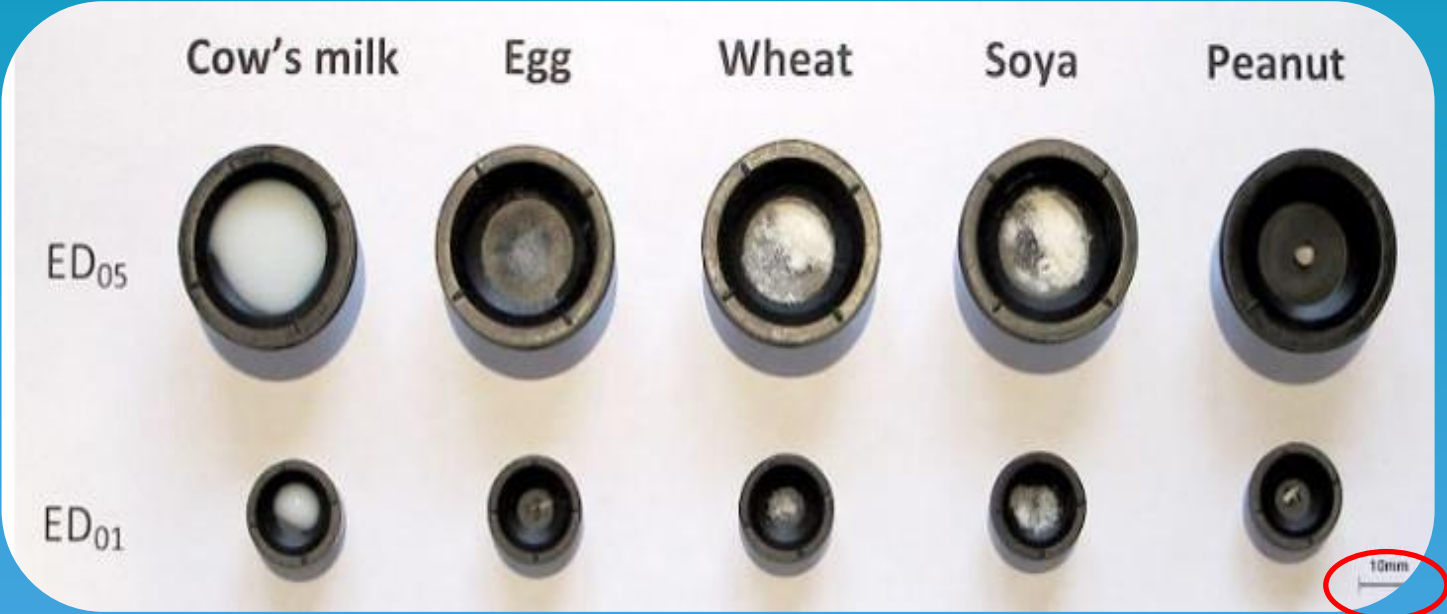
LEAP and EAT studies



Immunotherapy



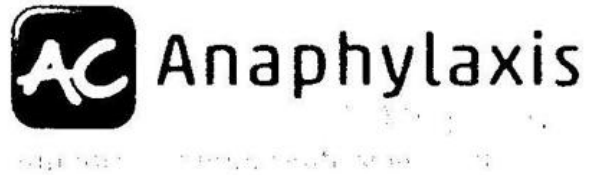
Thresholds and severity



Awareness and fundraising



Research



Allergic reaction record

How you can help the Anaphylaxis Campaign and aid research into allergies

This form has been designed to help the Campaign gain a fuller understanding about allergic reactions, what causes them, and what is the best treatment. Information we gather will be made available to doctors and scientists working in allergy research. If you, or a family member, has an allergic reaction to a food or substance, however minor, would you please fill in the form as soon as possible after the reaction has occurred - and after the patient has recovered - and send it to: Anaphylaxis Campaign, PO Box 275, Farnborough, Hants GU14 6SX.

UK Fatal Anaphylaxis Registry



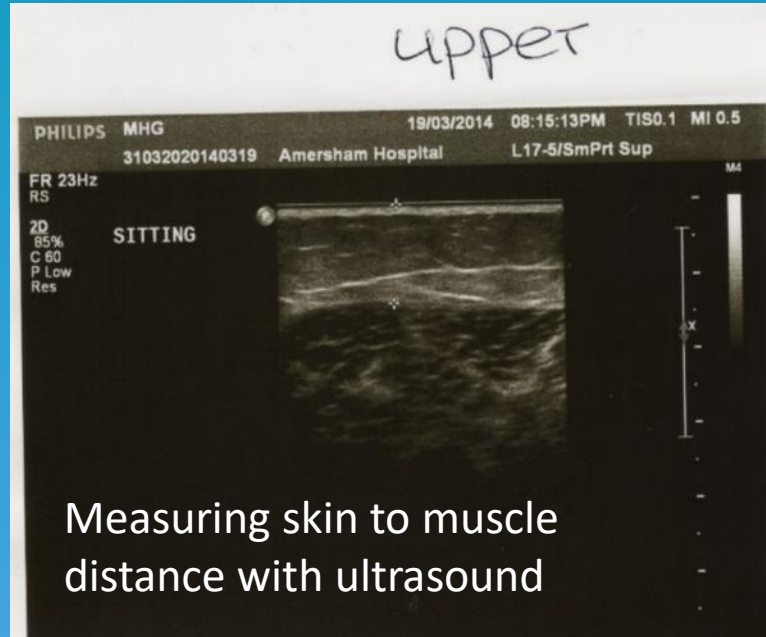
ANAPHYLAXIE.net



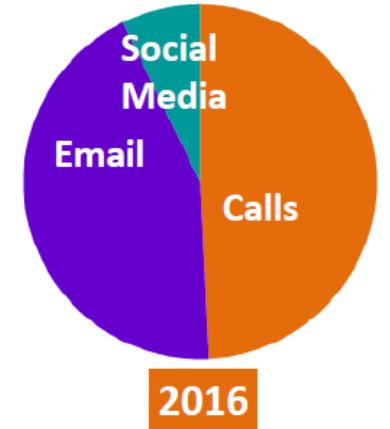
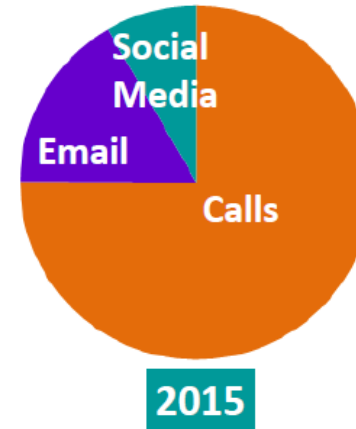
THE CORONERS' SOCIETY
OF ENGLAND & WALES



Research



More people contacted the Campaign by email in 2016



2003 – 2023

ENFORCEMENT

HYGIENE

SUPPLY CHAIN

CATERING

FOODSERVICE -
PROFESSIONAL



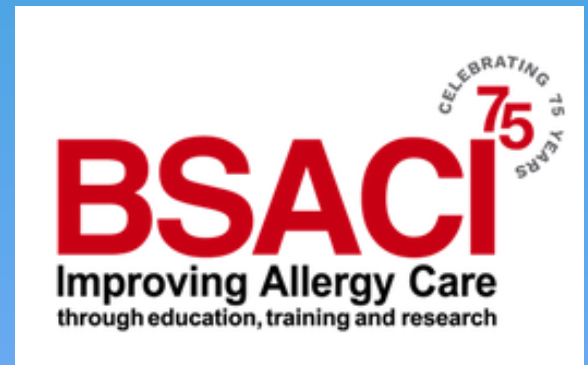
2003 – 2023

**MANAGING
EMERGENCIES**

EDUCATION

CONSUMERS

**LINKING
RESEARCH WITH
REAL LIFE**



Taking the long view.....

- Access to allergy care and safe interventions
- Information provision especially in catering
- Innovation to reduce risks – information, treatment
- ‘Near miss’ and fatal investigations and lessons learned
- New and emerging allergens
- The impact of climate change and food supply
- Regulating Precautionary Allergen Labelling – practical, possible, acceptable?