



## Food allergy campaign

27 March 2013

### Stop anaphylaxis! Food allergy campaign

More than 17 million people in Europe suffer from food allergies, with 3.5 million younger than 25 years. The sharpest increase is seen in children and young people, especially in the number of life-threatening allergic reactions in children. The number of hospital admissions for severe allergic reactions in children increased 7-fold in the last 10 years.

In light of these worrying statistics, EAACI, the European Academy of Allergy and Clinical Immunology launched its Stop Anaphylaxis! Food Allergy Campaign in June 2012. The purpose of the campaign is to raise awareness of the sharp increase of anaphylaxis in children, an allergic reaction that is severe and potentially life-threatening.