



# Spring Allergy Awareness Digital Toolkit



**AllergyUK**

Supporting people living with allergy  
[#itstimetotakeallergyseriously](#)

# Spring Allergy Awareness Week 2022

This Spring Allergy Awareness Week we are launching a new campaign to bring our Mission to life, confronting the realities of living with allergic conditions.

The first phase of our campaign captures the mental health impact of living with allergy, and it asks the UK to take allergy seriously. We are calling for improved healthcare provision, better awareness in service industries and improved care standards in education environments for adults and children whose lives have been impacted by allergy.

The aims of the week:

- Raise awareness of mental health impact of allergy
- Showcase the hidden realities of what it is like to live with allergic disease
- Shift public perceptions of allergy



# Research

In 2021 we undertook a major research study into living with allergic disease, as well as public perceptions of allergy. What this research study has told, has not only informed our campaign, but it has also given us incredibly valuable insights to drive every aspect of our work.

Research insights:

- More than three quarters (**76%**) believe allergies should be taken more seriously.
- **61%** believe the government should do more to support people living with allergies.
- 2 in 5 (**46%**) parents say that their child feels isolated because of how much allergies impact their lives, and they get upset if they are teased or bullied about their condition.
- Over half (**53%**) of adults have avoided social situations because of their allergy.



# Sample Social Media Posts

[LINK TO SAMPLE ASSETS](#)

## Sample Tweet

- On this Spring Allergy Awareness Week 2022, we're supporting @AllergyUK1 campaign to raise awareness of the invisible impacts of allergy, confronting some of the mental health challenges. Find out more: [www.allergyuk.org/its-time](http://www.allergyuk.org/its-time) #itstimetotakeallergyseriously

## Sample Instagram

- It is Spring Allergy Awareness Week and this year's focus is on the mental health impact of living with allergy. We are joining @allergy\_uk in calling everyone in the UK to take allergy seriously. I believe #itstimetotakeallergyseriously because...

## Sample LinkedIn / Facebook

- Did you know that 46% of parents believe their child feels isolated because of how much allergies impact their lives. For Spring Allergy Awareness Week 2022, we are joining @allergyuk in raising awareness of the hidden impact of living with allergy. I believe #itstimetotakeallergyseriously Find out more: [www.allergyuk.org/its-time](http://www.allergyuk.org/its-time)



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# Thank you

If you have any questions or would like to discuss Spring Awareness Week 2022 in more detail, please contact us at [itstime@allergyuk.org](mailto:itstime@allergyuk.org)



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