

THE UK MAKES THE  
**GLOBAL TOP THREE**  
FOR THE HIGHEST  
INCIDENCE OF ALLERGY

**#TOOBIGTOIGNORE**



*Spring* ALLERGY AWARENESS WEEK  
22-28 APRIL 2024

Spring ALLERGY  
AWARENESS WEEK 2024

TOO **BIG** TO IGNORE

 AllergyUK

By 2026

**1 in 2**

in Europe will have at  
least one allergy.

**#TOOBIGTOIGNORE**



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 AllergyUK

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I discovered my allergy when I was just four years old... I vividly remember coughing a lot, it felt like a boa constrictor was around my neck. Every breath was much harder than the last. Rushed to the hospital by ambulance, I was diagnosed with a severe tree nut allergy.

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# BECOME AN ALLERGY ALLY

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## HOW WE CAN SUPPORT PEOPLE WITH FOOD ALLERGY



### LISTEN & SUPPORT

Listen and respond in a clear and supportive way. Never dismiss questions or concerns and avoid making assumptions without double-checking all ingredients.



### ASK & CARE

Never be afraid to ask questions. No one expects you to be an expert but asking questions shows that you care and take food allergies seriously.



### SAVE LABELS

When cooking for someone with a food allergy, keep the packaging of any pre-bought foods so the guest can double-check the ingredients labelling.

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## HOW WE CAN SUPPORT PEOPLE WITH SKIN ALLERGY



### RESPECT BOUNDARIES

Don't offer unsolicited advice on how to manage allergic eczema. The condition is complex and triggers are very individual to each person.



### FLEXIBILITY & UNDERSTANDING

Be understanding of last-minute changes to plans. Eczema's unpredictability and its impact on mental health may lead to avoiding social events. Allowing someone time for skincare routines at work or school can help them manage their condition effectively.



### TRIGGER-FREE ZONE

Consider if your work, school or home environment could be triggering someone's allergic eczema. Harsh detergents and highly perfumed or aerosol air fresheners can be a problem.

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## HOW WE CAN SUPPORT PEOPLE WITH HAY FEVER



### ADAPT OUTDOOR EVENTS

Plan outdoor events thoughtfully during high pollen months; make sure indoor alternatives are available for those affected by hay fever.



### CHECK BEFORE OPENING WINDOWS

Opening windows in shared spaces such as homes, transport, offices and schools, can increase exposure to pollen. Always check before opening.



### HELP OUT DURING POLLEN PEAKS

Consider running errands for people who are affected by hay fever during high pollen counts. This will reduce the amount of time they need to be exposed.

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## HOW WE CAN SUPPORT PEOPLE WITH INDOOR ALLERGIES



### CLEAN AIR

Air purifiers and dehumidifiers can reduce exposure to allergens. Circulating fresh air indoors can also help to reduce the concentration of allergens.



### CONSIDERATE HOSTING

When meeting someone with indoor allergies, offer to host at their home, where they have likely taken precautions to minimise allergen exposure.



### PET PRECAUTIONS

If someone's allergic to your pet, check before bringing them. Animal dander lingers for up to six weeks without the animal being present.

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