

SmartStartAllergy

Food allergy is increasing in infants. Together, we can better understand this . . .

SmartStartAllergy is an exciting collaboration between SmartVax and the National Allergy Strategy (NAS) and is supported by funding from the Australian Government Department of Health and the Perth Children's Hospital Foundation.

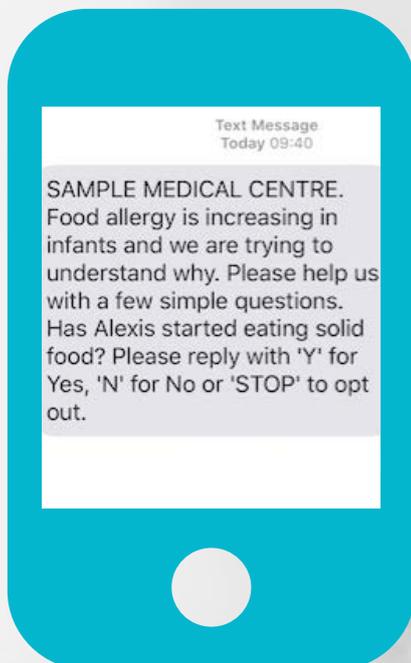
SMS and smartphone technology is used to assist and educate parents about food allergies in infants and identify allergic reactions to food.

WE ARE CURRENTLY INVITING EXPRESSIONS OF INTEREST FROM GP PRACTICES TO JOIN THIS EXCITING INITIATIVE.

There is no cost to the practice at all. Once switched on, the allergies module will run automatically alongside the vaccination monitoring and reminders modules.

Any significant food allergies identified through SmartStartAllergy will be communicated to GPs with a supported management pathway.

Why? Food allergy is increasing in Australia, with one in ten infants now having a confirmed food allergy. Research shows that giving infants the common allergy causing foods before they are one year of age can greatly reduce the risk of developing an allergy to that food. Australasian Society of Clinical Immunology and Allergy (ASCI) guidelines recommend the introduction of solid foods when the infant is ready at around six months of age, but not before 4 months of age. Breastfeeding should continue during the introduction of solid foods.



How Does SmartStartAllergy Work? Parents will receive a text message when their baby is 6, 9 and 12 months old to find out if they have introduced solid foods (including peanut) and, in subsequent messages, if their child has had an allergic reaction. Some parents will only receive a text message at 12 months.

Parents will also receive a brief smartphone questionnaire to find out about any allergic reactions, family history of allergy and if the child has eczema.

What Happens With The Information? The de-identified data will support the National Allergy Strategy Food Allergy Prevention Project to better understand this important issue and to improve support to GPs and parents. GPs will be notified of the more serious reactions via the GP Inbox in their clinical software.

What Do I Tell My Patients? Let your patients know that your practice is participating in SmartStartAllergy to help understand and prevent food allergies in children. Encourage them to participate in the program. Participation is voluntary and they can opt out at any time.

Want To Know More? Email us at info@smartstartallergy.com.au