



ANAPHYLAXIS CAMPAIGN 2021



4,000
calls to our helpline - a
100% increase on the
previous year

2,000
of these calls were
on COVID-19

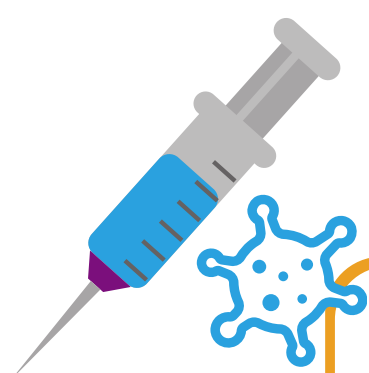
**TAILORED
SUPPORT &
INFORMATION**

“ I keep updated with everything on the website... It's my go to place for advice and support. ”
Allergy mum Georgia



52,000
people accessed our
online factsheets and
knowledgebase

36,500
accessed our latest news



**VITAL COVID-19
VACCINATION ADVICE**

400
hours spent supporting people
with COVID-19 vaccination
queries on our helpline

21,500
people each week accessed
our COVID-19 online hub



42,700
took our AllergyWise
courses

1,500
people viewed
our webinars

**TRAINED &
EQUIPPED**

“ I have learnt more doing this course than in all my previous training combined. ”
Practitioner

**SAFER
SCHOOLS**



5,000
people accessed
our Making
Schools Safer
resources

You helped us raise
£113,700
to fund more

**ESSENTIAL
SUPPORT &
SERVICES**

**INFLUENCED
POLICY MAKERS**



As part of the All Party Parliamentary Group for Allergy, we delivered our report on the national allergy crisis, which has since been cited in government debate



18,400
people alerted to
product recalls

10,800
people accessed
allergy alerts on
our website

**ALLERGY
ALERTS**

“ Allergy buddies provide support on a one-to-one basis... something I'd highly recommend. ”
Thalina

**MADE
CONNECTIONS**



9
virtual support
groups



25
people matched
with allergy
buddies

**SPREAD THE
WORD**

5.4 million
people reached through
national coverage on radio,
TV, print and online



562,600
people reached on
Facebook (up by 118%)

24,100
people reached on
Instagram (up by 292%)

