



**The Anaphylaxis campaign**  
Helping people with severe allergies live their lives

## **Campaign launches text alert scheme**

The Anaphylaxis Campaign is due to go live with its allergy alerts by text on Monday 2 November 2009. Members have already been invited to register for the alerts and in time it is hoped that the entire membership will be participating.

Since the late 1990s, the Campaign has been sending allergy alerts by letter, but with the growth in mobile phone use it became clear that alerts by text was the way forward as this delivery method is instantaneous and cost effective. Each text message will mention the product affected and direct the member to our website for full details of the problem.

The number of allergy alerts has risen dramatically in recent years. The Campaign sent out 36 product alerts to allergic members in 2006. The total in 2008 rose to 63. The likely explanation for the increase is that since the EU allergen regulations took effect, errors are being identified that weren't noticed before. Thanks to the regulations, industry is now giving serious attention to no fewer than 13 allergens, plus sulphites.

Under the new text alert system, members of the Anaphylaxis Campaign can register for no cost over and above their £17 annual subscription. The cost of each alert is passed on to the food company with the problem, but this is lower than under the system of alerts by mail. The long-term objective is to extend the new scheme to non members.

Food companies are not expected to register in advance, but if a problem occurs and they wish to take advantage of the scheme, they should contact the Anaphylaxis Campaign helpline: 01252 542029.

If you have any immediate questions, please contact David Reading at the following address:

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