

What is anaphylaxis?

Anaphylaxis occurs because the body's immune system reacts inappropriately in response to the presence of a substance that it wrongly perceives as a threat.

Symptoms to look out for include:

- Generalised flushing of the skin
- Nettle rash (hives) anywhere on the body
- Sense of impending doom
- Swelling of throat and mouth
- Difficulty in swallowing or speaking
- Abdominal pain, nausea and vomiting
- Sudden feeling of weakness (drop in blood pressure)
- Collapse and unconsciousness
- Alterations in heart rate
- Severe Asthma

Someone suffering an anaphylactic reaction would not necessarily experience all of these symptoms.

The Anaphylaxis Campaign can provide the information and support to minimise risks and help people with severe allergy live their lives.



How are we reaching you?

– can you tell us how you got this leaflet?

- Event / Exhibition From the Doctor From a Friend
 Other (please specify):

Anaphylaxis – how we can help

If you or someone close to you has suffered anaphylaxis or has had to make significant changes to their lifestyle to live with allergy, then we can help.

The Anaphylaxis Campaign provides members with the information and support they need to keep up to date on current expert advice, allowing you to get on with your life and manage your allergy.



You are not alone...

- Allergy affects around **18 million** people in the UK at some point in their lives.
- **1 million** of those affected will suffer acute, severe symptoms that may be life-threatening (this is termed **anaphylaxis**).
- Food, insect stings, latex and drugs can cause anaphylaxis, on rare occasions there may be no obvious reason.
- Anaphylaxis is a severe allergic reaction – the extreme end of the allergic spectrum. The whole body is affected, often within minutes of exposure to the allergen but sometimes after hours.

Why join us?

For only £17.00 a year (£22 overseas) – our members benefit from:

Outlook – receive our Member Magazine – packed full of information ranging from the latest research, advice about how to manage your allergy in everyday situations and member news about how you are raising funds and contributing to our work.



Helpline – friendly, knowledgeable people on hand to help on **01252 542029**.

Information – we'll send you notification of the latest product alerts, which can now be delivered by text message direct to your mobile phone.

AllergyWise – a discount on registration for our online training for families, individuals and carers.

Member login section of the website

– including our forum and online community.



Support Groups

– get together nationwide.

Member Events

– from Parent Workshops to Q & A with medical experts.

Join today!

Visit www.anaphylaxis.org.uk or complete the enclosed form, place it in an envelope and send it to us at:

The Anaphylaxis Campaign, FREEPOST NAT6384, P.O. Box 275, FARNBOROUGH, GU14 6BR

– or call us on **01252 546100**.

About you

Please note, members must be over 18. If your child has an allergy, please join on their behalf.

Title _____

First Names _____

Surname _____

Child's name (if under 18) _____

Date of Birth of person with allergy _____

Please list allergies here _____

Address _____

Postcode _____

Contact Phone No. _____

Mobile No. _____

(in order to receive product alerts by text message)

Email _____

I would like to receive more information about volunteer opportunities

I would like to receive more information about helping to raise awareness as a media case study

Reference *(for office use only)* _____

continued overleaf

