**ABSTRACT**

**Rationale:** In conjunction with the National Allergy Strategy, four approaches were used in a public health approach to implementing the ASCIA Guidelines for Infant Feeding and Allergy Prevention. The Project aimed to promote key food allergy prevention (FAP) recommendations of the ASCIA Guidelines and develop resources to improve knowledge in health professionals (HPs) and consumers.

**Method:** Implementation comprised four phases: 1 - A guideline-based website (with end-user evaluation) developed based on HP and consumer focus group consultation; 2 - CHN health nurse (CHN) online survey of current infant feeding knowledge and practice; 3 - HP education (online training with pre-post quiz); 4 - SmartStartAllergy (SSA) SMS delivered through general practice.

**Results:** Each phase identified the need: 1 - for a FAP consumer education website and social marketing strategy; 2 - for FAP education materials for CHNs; 3 - for HP education resources including FAP e-training (including pre-post assessment); 4 - for a tool to determine common food allergen introduction and monitor allergic reactions (parent-reported). Therefore, the SSA SMS program was developed.

**Conclusion:** A public health approach to implementing the ASCIA guidelines has been achieved through the four phases of the project. This approach allows the determination of resource requirements, trains HPs and measures knowledge change. Consumer friendly information provided via the FAP website encourages uptake of the ASCIA Guidelines with a feedback survey in place to assess the website’s usefulness. A social marketing strategy actively promotes resources, while SSA determines common food allergen introduction and monitors allergic reactions in participants.

**Acknowledgements**

Thank you to Ms Maria Said and Dr Preeti Joshi, National Allergy Strategy Co-chairs and A/Prof Richard Loh, former National Allergy Strategy Co-chair.

SmartStartAllergy has been developed with Alan Leeb, Ian Peters, Michael O’Sullivan Jessica Metcalfe and Karin Orkemien. We acknowledge the in-kind support of technology and experience provided by the SmartWax team and acknowledge the general practices participating in SmartStartAllergy.

Thank you to St John Ambulance WA for providing infant anaphylaxis data for this project. Funding has been received from the Australian Government Department of Health. The Perth Children’s Hospital Foundation contributed funding to the development of the SmartStartAllergy program.

**Website development and utilisation**

![SmartStartAllergy](www.preventallergies.org.au)

Infant anaphylaxis:

St John Ambulance WA data shows a comparison of allergic reactions and anaphylaxis in infants pre and post implementation of the Nip allergies in the Bub website.

**Health professional education**

Food allergy prevention e-training for health professionals was developed and includes a pre-post quiz to measure change in knowledge.

15 practices are in the Control group only; 9 practices are in the Intervention group only; 45 practices participate in both intervention and control.

**SmartStartAllergy**

Preliminary data indicates that a significantly higher proportion of infants in the Intervention group had been fed peanut by 12 months of age (257/261=98.5%) compared to the Control group (246/283=87.0%).

In the Intervention group, by 12 months: 100% had introduced egg; 99.7% had introduced dairy and wheat; 98.5% had introduced peanut.

In the Control group (12 months of age), of those who experienced other (7.9%)

In the Control group, allergic reactions were most commonly reported for dairy (9.1%), egg (7.3%), peanut (2.4%), soy (2.1%) and other (7.9%).

This diagram illustrates the text messages sent at 6, 9 and 12 months of age to the Intervention group.

The Control group receive SMS A, B and C or D at 12 months of age.

The National Allergy Strategy is an initiative of the Australasian Society of Clinical Immunology and Allergy (ASCIA) and Allergy & Anaphylaxis Australia. This project is funded by the Australian Government Department of Health.

Website: www.preventallergies.org.au

Further information: sandra@allergy.org.au