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## **Global Parenting Expert, Jo Frost, Announced as National Spokesperson for FAACT and Will Raise Awareness Around Food Allergies**

*Jo Frost to help raise awareness of life-threatening food allergies that affect more than 15 million Americans, including 6 million children*

West Chester, OH – The Food Allergy & Anaphylaxis Connection Team (FAACT) is honored to announce that internationally acclaimed author and television personality Jo Frost has joined FAACT as our [national spokeswoman](#). Jo will work closely with the FAACT leadership and Medical Advisory Board to help raise awareness of food allergies in communities across the country.

Life-threatening food allergies affect as many as 15 million Americans, including almost 6 million children. That is two students in every classroom in this country. And there is no cure for food allergies; the only way to prevent an allergic reaction is to avoid trigger foods.

That's why it is so important for every member of the community to know about food allergies and be able to recognize a potentially life-threatening allergic reaction called anaphylaxis. Awareness can save lives.

Global parenting expert, bestselling author, and television personality Jo Frost knows first-hand the life-threatening nature of food allergies: she is allergic to peanuts, tree nuts and shellfish. America's favorite nanny is now bringing her childhood development experience and international celebrity status to help children with food allergies.

"We are honored and grateful to have Jo Frost join the FAACT family and advocate for all individuals with life-threatening food allergies and anaphylaxis," says FAACT President and CEO Eleanor Garrow-Holding. "Jo's voice will be instrumental in educating children, adolescents, and adults about food allergies. We are excited to have Jo be a part of our programs and to work with her for many years to come!"

"As an advocate for those who live with life threatening allergies, it is an honor to be an ambassador for a leading charity such as the Food Allergy & Anaphylaxis Connection Team (FAACT). They do fantastic work on behalf of Anaphylaxis, and together we will build awareness for those with food allergies in the way of advocacy and education. Together we will continue to make advances in the issues affecting those of us with life threatening allergies. It takes dedication, commitment and more than a village to educate those that don't live with this medical condition. Now we need to pull together as a community and bring awareness to those that are less informed giving those of us with Anaphylaxis inclusion and equality.

I feel very passionate about this cause, educating people on the issues of health and safety surrounding Anaphylaxis, which includes food labeling, knowing proper actions to take, airline travel, schools and public venues having correct training and diagnosis. All of this is of vital importance that could save lives and would not create an imposition to the general population. Simple changes can make a huge impact to children and adults living with anaphylaxis on a daily basis. It is my goal to see America continue to stand alongside other countries on this health condition.”

### **About The Food Allergy and Anaphylaxis Connection Team (FAACT)**

FAACT's mission is to educate, advocate, and raise awareness for all individuals and families affected by food allergies and life-threatening anaphylaxis. FAACT is also your voice for food allergy awareness, from keeping children safe at school to dealing with workplace issues or simply taking the family out for a bite to eat. Managing a food allergy on a daily basis involves constant vigilance. FAACT is here to support you in managing your food allergies – today, tomorrow, and into the future. For more information, please visit us at [www.FoodAllergyAwareness.org](http://www.FoodAllergyAwareness.org) or call (513) 342-1293, and follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).

#### Resources:

- [Food Allergy & Anaphylaxis Connection Team](#)
- [Food Allergy Statistics from FAACT](#)
- [FAACT's National PSA Campaign, "Accurately Diagnosing & Managing a Food Allergy"](#)
- [FAACT's Food Allergy Curricula Program for Schools](#)
- [The American Academy of Pediatrics, "Management of Food Allergy in the School Setting"](#)
- [The American Academy of Pediatrics, "The Prevalence, Severity, and Distribution of Childhood Food Allergy in the United States"](#)

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*FAACT is able to consult on news stories and provide medical experts, spokespersons, and subjects while supplying up-to-date information on food allergies and anaphylaxis for your future media needs.*

### **About Jo Frost**

Global parenting expert, bestselling author, and television personality Jo Frost, has been in our living rooms for more than 15 years on a variety of television shows, including "Supernanny," "Family Matters," "Family SOS," Extreme Parental Guidance, and her newest show, "Jo Frost: Nanny on Tour." Her six books on parenting – the most recent of which is *Jo Frosts: Toddler Rules* – have become the go-to guides for childrearing, and her no nonsense approach has helped millions of families across the world achieve harmonious results.

Frost has always had a natural gift for connecting with kids on their own level and connecting both parent and child organically. With more than 20 years in childcare,

beginning as an actual nanny, Jo has honed her successful methods of childrearing with hands-on, real-life experience. She has encouraged and helped parents with different child-rearing challenges – from potty training and sibling rivalry to sleep concerns and tantrums – and continues to place practical solutions into homes, whether problems are extreme or everyday challenges.

As an advocate for children, families, and food allergies, Jo is the National Spokesperson for FAACT and a Global Advocate for the United Nations Foundation's Shot@Life campaign. She lost her mother to breast cancer and therefore lends her name to various cancer foundations.

In addition to numerous awards in the UK, Jo was nominated for a People's Choice Award, and in 2006 she received an International Emmy Award nomination. Jo's experience as TV's leading professional nanny has brought her lasting recognition as the country's foremost parenting expert and family advocate.

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