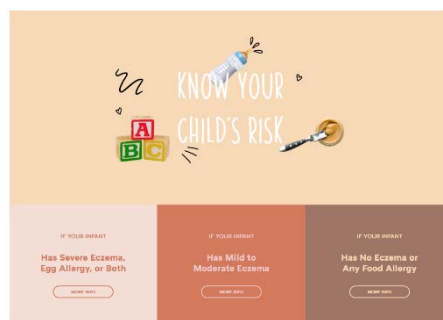
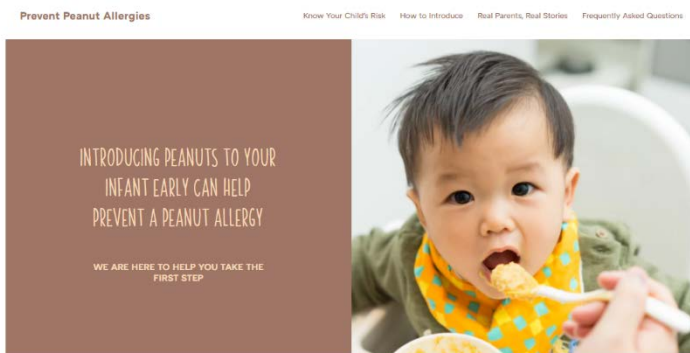


Encouraging Parents to Introduce Peanut Foods Early to Prevent Allergies

In January 2017, the National Institute of Allergy and Infectious Diseases (NIAID) released long-awaited guidelines encouraging the early introduction of peanut foods to infants as early as 4-6 months of age. The guidelines were developed following the groundbreaking Learning Early about Peanut Allergy (LEAP) study. Multiple consumer studies conducted since the guidelines were released show much more work needs to be done to increase awareness among parents, caregivers and even pediatricians. Also, many parents admit to being confused about the change and to having concerns about following the guidelines safely and accurately.

To help address those issues, the National Peanut Board is joining hands with the American College of Allergy, Asthma and Immunology (ACAAI) and the Food Allergy and Anaphylaxis Connection Team (FAACT). Phase one of the program to advance adoption of early peanut introduction to infants, which launches in late April 2018, offers a host of new resources, including:

- A dedicated, easy-to-follow **website** – **PreventPeanutAllergies.org** – that enables families to determine their infant’s risk and learn ways to introduce peanut foods early. The site also offers video and written stories of families that have successfully followed the guidelines and answers to frequently asked questions.
- **Content and conversation** from visible and respected online parenting and family influencers with strong followings – including Babes and Babies, What’s Up Moms and Keren Swan. After pediatricians, allergists and family members, parents ranked social media and social influencers high as trusted sources they would turn to for information about the early introduction of peanut foods.
- **Earned media coverage**, beginning April 23, and featuring lead content creator Justin Baldoni – actor, director and entrepreneur. Through video, Justin also chronicles his family’s experiences introducing peanut foods to new son, Maxwell.
- In advance of Food Allergy Awareness Week, an **online toolkit** of promotional resources that organizations committed to advancing early introduction can use to help spread the word about the campaign and how to introduce early.



PreventPeanutAllergies.org

