



YOUNG
ADULTS

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250K YOUTH PROJECT – SUPPORTING SCHOOL AGED TEENS AND YOUNG ADULTS LIVING WITH SEVERE ALLERGIES

New website content

- How to manage allergic rhinitis and eczema information has been added to the 250K school aged teens and young adult websites.

Social media strategy

- Regular topical social media posts via Facebook and Instagram.
- The social media posts are designed to direct young people to on the 250K websites.



Animations

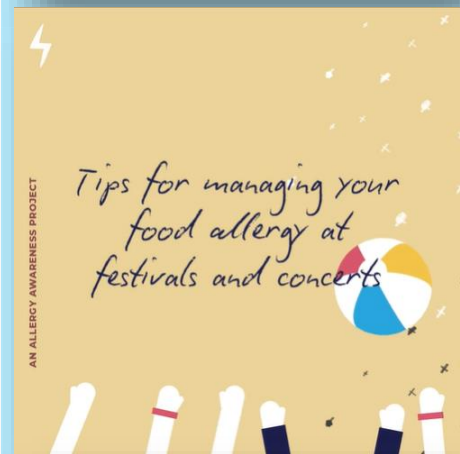
- New animations have been created to help teens understand and manage their allergies.
- Allergic rhinitis and eczema animations were created for both websites.
- The allergic rhinitis animation includes information about how to use nasal sprays. This content has also been developed into a short stand-alone animation.
- An animation about how allergies work was created so that young people would be better able to understand how allergies develop.
- A managing food allergies at concerts and festivals animation and a managing food allergies food allergies at parties animation were created for use in our social media campaign. These animations have been shared on Instagram with an estimated reach of 25,681 for parties and 30,453 concerts and festivals

Connect 250K

- Our Connect 250K program has progressed from online chats to Zoom chats.
- The COVID-19 pandemic has made connecting school aged teens even more important.
- In February 2020, Zoom chats for young adults living with severe allergy commenced and occur monthly.
- The Zoom chats allow us to connect with young people living with severe allergy and most importantly, allow them to connect with each other in a facilitated environment.

Peer mentor program

- Our 9 peer mentors have undertaken training with us via a series of Zoom sessions due to COVID-19.
- We plan to bring our peer mentors together for face to face training at our 250K youth camps.



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

www.250k.org.au

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