



# Food Allergy Update

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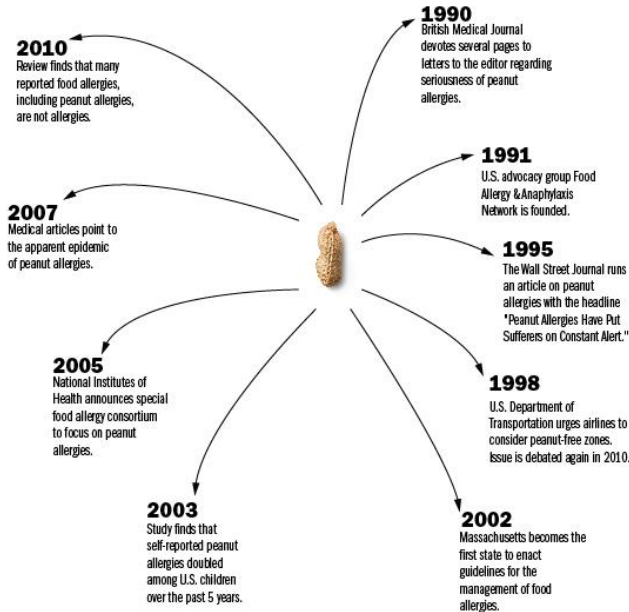


- We improve the economic condition of USA peanut farmers and their families through compelling promotion and groundbreaking research

# Setting the Stage: Peanut Allergies as an Epidemic

## Emergence of a contested epidemic

Princeton researcher Miranda Waggoner has traced the emergence of public concern about the peanut allergy, noting the concurrent rise in interest from the medical community, the media and advocacy groups over recent decades.



- Perceived as an epidemic rather than as a public health concern.
  - Consumers believe that as many as 25% or more have food allergies.
  - Consumers believe that peanut allergies are 40x more common than they are.
- Misperceptions and myths have dominated the food allergy conversation.
  - School and public space peanut bans are the result.

# Millennial Parents Are Confused About Peanuts



- First generation that grew up with peanut bans at school.
- They believe many common myths about peanut allergies, including:
  - Overestimate prevalence
  - Casual contact and anaphylaxis
- 40% of these parents are unaware or confused about guidelines for early introduction of peanut.

# Good News: We're Making Huge Progress on Peanut Allergy



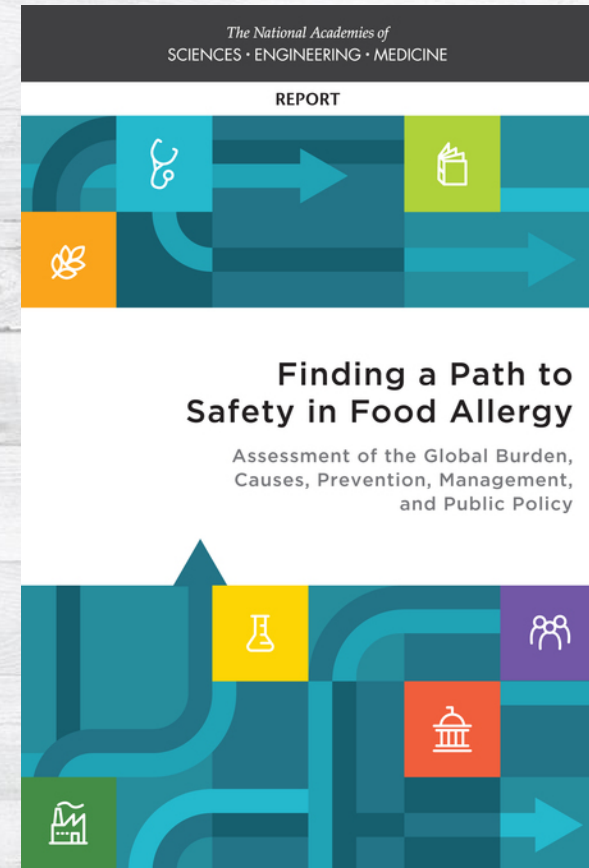
- Consistent, strategic work in the allergy community since the Board's inception is yielding huge benefits.
- Since 2001, NPB has allocated **more than \$21 million** to food allergy research, outreach and education.



# Research: Finding a Path to Safety in Food Allergy

## Key Messages:

- Food allergy is a public health concern.
- There is no estimate of true prevalence of food allergy in the U.S.
- No simple diagnostic tests exist for food allergy, and their interpretation requires expertise.
- Improved education and training about food allergy is needed.
- Some prevention approaches are changing based on emerging evidence; strong evidence is lacking in other areas.
- Additional research is critical to improving food allergy safety.
- Some U.S. labeling policies are not effective in informing consumers about the risks from food allergens.



# Research: Finding a Path to Safety in Food Allergy

## Six Primary Actions Recommended:

1. Obtain accurate prevalence estimates.
2. Use proper diagnostic methods and provide evidence-based healthcare
3. Identify evidence-based prevention approaches
4. Improve education and training.
5. Implement improved policies and practices to prevent the occurrence of severe reactions.
6. Expand research programs.



## Building a Safer Environment for People with Food Allergies

*Finding a Path to Safety in Food Allergy*, a 2016 report from the National Academies of Sciences, Engineering, and Medicine, says that many different stakeholders have a role to play in improving safety for people with food allergies. Changes in policies and practices by policy makers, industry leaders and others could contribute to preventing and managing severe allergic reactions, as well as improving quality of life for people with food allergies and for their caregivers.

**What can different stakeholder groups do to maximize safety? Scroll to learn more about building a safer environment for people with food allergies.**

Scroll To Explore ▼

## New Government Report Will Drive Future Study

- The clinical report calls for better attention, education, diagnosis and treatment for food allergies in the U.S.
- NPB was one of the 11 sponsors.





# Building Bridges to Remove Barriers

## Outreach is Specific

- Health Influencers
- School Professionals
- Food Allergy Experts
- Consumers

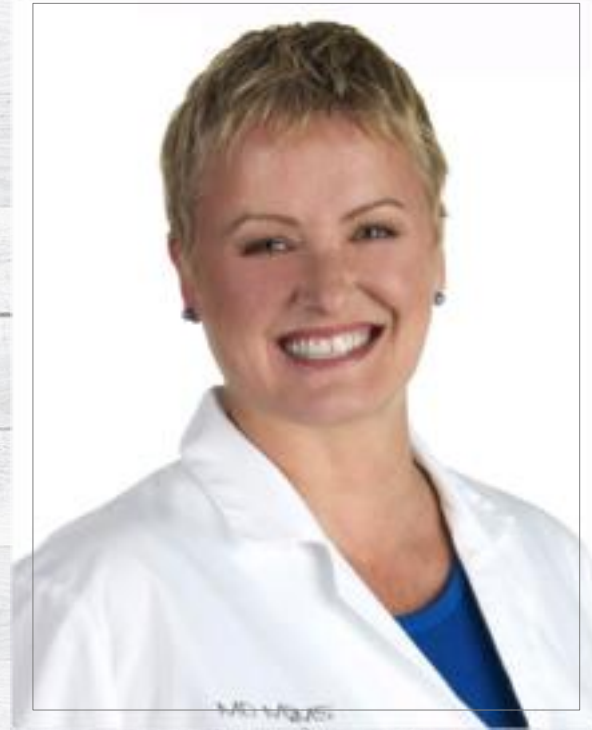
A blurred background image showing hands holding a purple object, possibly a piece of food or a container, with the text overlaid.

**BEST PRACTICES FOR HANDLING  
FOOD ALLERGENS  
IN SCHOOL FOODSERVICE**



# Food Allergy Education Advisory Council

*“I am so proud to lead the NPB allergy council, a group of dynamic thought leaders and scientists who all impact the daily lives of individuals with food allergies. We are all honored to support and share the exciting findings in recent research that will lead to being part of a life-changing solution for peanut allergies.”*  
- JJ Levenstein, MD, FAAP (Chair).



## Managing Peanut Allergies

A Resource for Parents, Educators and Others Who Care for Children

[FAMILIES](#) [SCHOOLS](#) [HEALTHCARE PROVIDERS](#) [FOOD INDUSTRY](#) [NEWS](#) [RESOURCES](#) [ABOUT US](#)



## Introducing Peanuts to Infants

5 Easy Ideas for Early Introduction [Read More](#)



# New Guidelines Say Introduce Peanuts Early

This is some of the **best news** in the world of peanut allergy, ever.



*“We expect that widespread implementation of these guidelines by healthcare providers will prevent the development of peanut allergy in many susceptible children and ultimately reduce the prevalence of peanut allergy in the United States.”*

*- NIAID Director Anthony S. Fauci, M.D.*

National  
Peanut Board

HOW CAN

FAMILIES

INTRODUCE  
PEANUT PROTEIN  
TO INFANTS?

Peanut  
Allergy  
Facts.org



Here are 5 easy ideas  
for early introduction

- 1 Thin 2 tsp. of peanut butter with 2-3 tsp. hot water. Allow to cool before serving.



3

Stir in 2 tsp. of powdered peanut butter into 2 Tbsp previously tolerated pureed fruits or vegetables.



2

Blend 2 tsp. of peanut butter into 2-3 Tbsp foods like infant cereal, applesauce, yogurt (if already tolerating dairy), pureed chicken or tofu.



4

Introduce a peanut-containing teething food such as Bamba or Cheeky Monkey brand. Twenty-one pieces is the recommended serving of Bamba.



5

Older teething infants who are self-feeding, may enjoy homemade peanut butter teething biscuits (find the recipe at [NationalPeanutBoard.org](http://NationalPeanutBoard.org))



REMEMBER

Whole nuts should not be given to children under 5 years of age. Peanut butter directly from a spoon or in lumps/dollops should not be given to children less than 4 years of age.



# The Basics on Early Introduction

**Table I**

Summary of addendum guidelines 1, 2, and 3

<b>Addendum guideline</b>	<b>Infant criteria</b>	<b>Recommendations</b>	<b>Earliest age of peanut introduction</b>
1	Severe eczema, egg allergy, or both	Strongly consider evaluation by sIgE measurement and/or SPT and, if necessary, an OFC. Based on test results, introduce peanut-containing foods.	4-6 months
2	Mild-to-moderate eczema	Introduce peanut-containing foods	Around 6 months
3	No eczema or any food allergy	Introduce peanut-containing foods	Age appropriate and in accordance with family preferences and cultural practices

# How to Safely Introduce Peanuts



# INTRODUCING PEANUT PRODUCTS TO YOUR BABY EARLY







# School Nutrition & Foodservice Resources

A screenshot of a YouTube video player. The video shows a man in a white chef's coat and a woman in a blue button-down shirt in a kitchen setting. The video title is 'Preparing Peanut Butter and Jelly Sandwiches in School Foodservice' by the National Peanut Board. A dark blue overlay at the bottom of the video frame contains the text 'FACTS: Smelling peanuts/peanut butter cannot cause an allergic reaction'. The video progress bar shows 1:25 / 3:18. Below the video are the channel name 'National Peanut Board', a 'Subscribed' button, and a notification bell icon with '139' notifications. At the bottom left are icons for 'Add to', 'Share', and 'More'.



# School Nutrition & Foodservice Videos





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