17 April 2012

Dear Colleagues,

Happy World Allergy Week 2012!

Yesterday, along with Marek Kowalski and Motohiro Ebisawa, I had the opportunity to participate in a press teleconference to launch World Allergy Week 2012. The theme of this year’s World Allergy Week is “The Rising Global Burden of Asthma and Allergic Diseases.” We shared with the press the impact of complex allergic disease on the quality of life of patients and made recommendations for improved patient care as the prevalence of allergic diseases and asthma continues to rise to epidemic levels. On 18 April Motohiro will join me in addressing the press from the Asia Pacific region.

I would like to extend my gratitude to all of the WAO Member Societies that have already promoted World Allergy Week within their country to their members. It’s through such collaborative efforts of our National Member Societies that we are able to raise awareness and the attention of public and policy makers to this rising epidemic. Together we can inform the public and governments on the need for enhanced education and patient care services. Please send pictures, articles and summaries of your Society’s activities on World Allergy Week 2012 to the WAO Secretariat and they’ll post them on the World Allergy Week website.

For those WAO Member Societies that have not yet begun their celebrations, please do not worry, there is still time to get involved! I especially encourage you to use the WAO White Book on Allergy to highlight the need for local allergy patient services and to provide this reference to the general public, as well as to health planners, politicians, universities, private health funders and your national Department of Health. For more ideas on how to participate in this week’s activities, and to access more resources for physicians and patients please visit the official page of World Allergy Week 2012.

Finally, I would like to extend my thanks to the World Allergy Week Steering Committee, WAO Communication Council and WAO Board of Directors and our staff for their tireless efforts to make World Allergy Week 2012 a success. Without support from strong leadership such initiatives could not take place.

Finally, I would like to remind you about the 2nd WAO International Scientific Conference (WISC 2012) to be held in Hyderabad, India from 6-9 December that is shaping up extremely well with the hard work and leadership of Lanny Rosenwasser and Stephen Holgate, the Scientific Program Committee, Motohiro Ebisawa and Hae-Sim Park, the Regional Advisory Committee, the Local Organizing Committee, and the Local Advisory Committee as well as our staff. I am very excited about the innovative and compelling scientific program that is taking shape. Please include in your itinerary the WISC 2012 conference in India. You may submit your abstracts online as well as take advantage of early registration on the WISC 2012 Hyderabad website. Please share the link with your colleagues: www.worldallergy.org/wisc2012.

I look forward to seeing you in India.

Sincere regards,

Ruby Pawankar, MD, PhD
President, World Allergy Organization