ANNOUNCEMENT

Welcome to World Allergy Week 2011! WAO Member Societies are encouraged to collaborate in World Allergy Week’s global effort to highlight the needs of patients with allergic and immunologic diseases and asthma, provide information about the prevalence of these disorders, and explain the need for enhanced education and patient care services.

WAO welcomes your participation in any of the following recommended World Allergy Week activities on a national level:

- Translate the news release and disseminate it nationally, including contact information of two or three society representatives available to speak about Allergy as a Global Public Health Concern to the local and national media during World Allergy Week 2011. (The news release should not be released to the media until 1 April 2011.)

- Conduct media events. For example: host a news conference, or contact television and radio stations and ask them to host World Allergy Week 2011 interviews with local allergy specialists.

- Use the WAO White Book on Allergy as a resource; for example, if your society submitted an individual report, you may wish to use this to highlight the need for local allergy patient services and to take the opportunity to reference the full publication to your members, the public, health planners, politicians, universities, private health funders and your national Department of Health – with your society’s endorsement.

  The WAO White Book on Allergy: Executive Summary is now available for download and the complete publication will be released soon.

- Link to http://www.worldallergy.org/worldallergyweek/ from your society’s homepage and highlight the available resources.

- Please send us your ideas for promotions or activities that have been successful for your society for us to share with your fellow WAO Member Societies!

Thank you very much for your valuable feedback in developing this initiative!