22 May 2012

Dear Colleagues,

Warm Greetings from the WAO Board of Directors!

I am pleased to share with you that the Web Editorial Board, under the leadership of Prof. Juan Carlos Ivancevich, has taken great strides in initiating a Social Media Plan for WAO. WAO now has a presence on Twitter (@worldallergy), Facebook (WorldAllergyOrg) and Youtube (TheWAOChannel). Several colleagues from around the world have joined in on our social media initiatives. If you are active on Social Media, please take a moment to “like” WAO’s Facebook page and “follow” us on Twitter. More web initiatives and social media initiatives are in the process of development by the Web Editorial Board under Prof. Ivancevich and the Communications Council under Prof. Motohiro Ebisawa, and we will soon share further information about these initiatives in the coming months.

Next month, the WAO will participate in the 2012 EAACI Congress in Geneva, Switzerland. WAO will once again host a Member Society Forum during the Congress, offering WAO’s member societies a chance to interact with the WAO leadership and share updates about their societies. We invite all member society representatives to join us on Tuesday, 19 June from 9:00 – 10:00 AM in the Palexpo Convention Center, Room E.

WAO is also proud to host another World Allergy Forum (WAF) on the topic of “Eosinophilia and Co-morbid Conditions.” The forum will take place on Tuesday, 19 June from 10:30 AM – 12:00 PM in the Palexpo Convention Center, Room Jura. WAO is proud to announce that 2012 marks the 15th anniversary of the World Allergy Forum. The first WAF was presented at the AAAAI Annual Meeting in San Francisco in 1997, and WAO is appreciative that this symposium is an annual event at the EAACI Congress.

As part of our many collaborative initiatives with our member societies, WAO and the Japanese Society of Allergology are holding a lecture series. The second WAO-JSA Lecture was recently held on 13 May during the 24th spring meeting of the Japanese Society of Allergology in Osaka, Japan, delivered by Prof. Bruce Zuraw and entitled “WAO Consensus on Hereditary Angioedema.” The first WAO-JSA lecture was delivered by Prof. Phil Lieberman on the topic “Anaphylaxis” on 11 November 2011 in Tokyo, Japan.

In April, WAO celebrated World Allergy Week 2012 in collaboration with its member societies on the theme of the Rising Global Burden of Allergic Disease.
With a spectrum of wide ranging activities – from press conferences, public forums, physician training, and promotions on society websites to patient education, free allergy testing, and advocacy with governments and policy makers – members of our numerous societies actively joined hands with WAO in endorsing the message that allergy is truly a growing health problem worldwide and that it is time to act.

Anything that we can do as allergists/immunologists to increase the recognition of allergic diseases and asthma as a public health concern adds to the success of our efforts to decrease the burden of these diseases on patients and communities. I was therefore encouraged by the many patient-focused outreach efforts that took place during World Allergy Week such as the free allergy clinics in Mongolia, education programs in Cuba, and the symposium and skin testing and anaphylaxis training programs held in Egypt as well as educational information posted on websites in Brazil, Argentina, Turkey, Mexico, Colombia, and Chile. Let me express my deepest appreciation to all of the WAO Member Societies and friends of WAO who participated in World Allergy Week 2012. The reports sent to WAO are being posted on the website.

WAO leadership, staff and members also reached out through traditional and social media. Prof. Marek Kowalski and I spoke to the press on 16 April, and Prof. Ebisawa and I spoke on 18 April. There was substantial press coverage in many countries, in Japan, India, Poland, Malaysia, Mongolia, South Africa, Egypt, Brazil, United States, Australia, Canada, United Kingdom, Venezuela, and Austria, to name a few. On behalf of the WAO Board of Directors, I would like to extend special thanks to the World Allergy Week 2012 organizers for their wonderful work: Marek Kowalski, Motohiro Ebisawa, Paul Greenberger, Paul Potter, Mimi Tang, Sandra González-Díaz, Juan Carlos Ivancevich, Lanny Rosenwasser, and Stephen Holgate, and to all those of our member societies who have helped in making our voices heard toward garnering support for our suffering patients.

As we continue to compile a portfolio of activities and media coverage of World Allergy Week 2012, I encourage you to send your reports to staff via email as soon as possible, and include photos if they are available. Send your information to info@worldallergy.org, and continue to visit the World Allergy Week pages on the WAO website for updates including the member society reports.

I look forward to seeing you in India at the WISC 2012.

Sincere regards,
Ruby Pawankar, MD, PhD
President, World Allergy Organization

WISC 2012 Update!

Join us at the 2nd World Allergy Organization International Scientific Conference (WISC 2012) in Hyderabad, India, 6-9 December 2012 for cutting edge scientific information on allergies and its practical implications.
With 24 Postgraduate Courses on a wide range of topics and 9 tracks, 5 Plenary Sessions, more than 20 Parallel Symposia, 6 Keynote Lectures, Poster Sessions and Highlights in Immunotherapy, GP forum, patient related activities, and much more, WISC 2012 promises to be a multidisciplinary forum for allergists, pulmonologists, ENTs, dermatologists, internists, pediatricians, gastroenterologists, clinical immunologists and primary care physicians. The program covers various aspects of allergic diseases and asthma, with a considerable focus on pediatric allergy and asthma as well as how it relates to other non-communicable diseases. Please continue to encourage your colleagues and fellows to go to the WISC 2012 website to get meeting updates, register for the meeting, sign up to receive the conference newsletter (Hyderabad Insider) and submit abstracts. The deadline for early registration and abstract submission is 15 July 2012.

**Best Abstract Awards**

Submit your abstracts online. There will be best abstract awards, and all previously unpublished abstracts will be published in the *World Allergy Organization Journal*.

**Ensuring the Future of Allergy: Join the WAO Junior Members Group**

Dedicated activities for the Junior Members Group are planned for the WISC in Hyderabad. Now is the time to become a member of the WAO Junior Members Group, so please visit the website and registry to review the membership requirements. Complete the registration form by clicking on the Join Now link.

You will qualify as a WAO Junior Member if you are:

- Working in the field of allergy/clinical immunology
- Under 35 years of age or within 5 years of a training program in allergy, asthma, clinical immunology or related field
- A current member of a WAO Member Society

We look forward to your involvement in the new WAO Junior Members Group!

**Keep track of ever evolving and innovative WAO activities** at www.worldallergy.org on the Internet, @worldallergy on Twitter, WorldAllergyOrg on Facebook, and TheWAOChannel on YouTube.