4 April 2012

Dear Colleagues and Friends,

The World Allergy Organization, with your support, will host the second annual World Allergy Week from 16-22 April 2012 on the theme of "The rising global burden of allergic diseases and asthma." The focus of WAO's activities this year will be international press events by teleconference to address this topic in more detail for journalists. The first press event will take place on Monday, 16 April, and a second event for the Asia Pacific region will be held on 18 April. The press release is attached for your reference and more information is available for you online at www.worldallergy.org/worldallergyweek.

We encourage all WAO Member Societies to collaborate in World Allergy Week 2012 on national and local levels to the extent that is possible. To assist your Society in participating in this year’s activities, WAO has prepared resources for the Member Societies to highlight the complexity and severity of allergic and immunologic diseases and asthma, provide information about the increasing global prevalence and burden of these diseases, and explain the need for enhanced education and patient care services.

- Download the official World Allergy Week 2012 logo and add it to your society’s website and link it to www.worldallergy.org/worldallergyweek.
- Translate the media alert and send it to your media contacts. Encourage journalists in your area to attend the press event conference call on 16 April 2012 (and 18 April 2012 for the Asia Pacific region).
- Translate the press release, post it on your website, and disseminate it nationally; include the contact information of one or two society representatives who can be available to journalists and speak about the theme of World Allergy Week 2012. (Please be sure to include the press release's embargo date of 16 April 2012.)
- Translate and use the slides provided on the website to use in presentations. Please be sure to reference WAO as the source. Incorporate the slide deck into your communications and activities related to World Allergy Week.
- Encourage your members to promote World Allergy Week 2012 through their Twitter and Facebook accounts. (Use hash tag #worldallergyweek)
- Contact radio and television stations in your area to tell them about World Allergy Week and set up interviews on the topic of the rising global burden of allergic diseases and asthma. Use these media events as an opportunity to highlight local concerns related to allergic diseases and tell allergy sufferers where they can find more information and resources specific to your region.
- Use the WAO White Book on Allergy as a resource. If your society submitted an individual report, you may wish to use it to highlight the need for local allergy patient services and to take the opportunity to reference the full publication to your members, the general public, health planners, politicians, universities, private health funders, and your national Department of Health – with your society's endorsement.
- Please share news of your activities with the WAO Secretariat through email at info@worldallergy.org.

On behalf of the World Allergy Week Steering Committee and the WAO Board of Directors, we thank you very much for your valuable participation!

Sincerely,

Prof. Marek Kowalski
Chair, World Allergy Week Steering Committee

Prof. Ruby Pawankar
President, World Allergy Organization