



OFFICE OF THE STATE SUPERINTENDENT OF EDUCATION

Food Allergy Awareness 2024 Media Kit for Schools

Background Information

Join the Office of the State Superintendent of Education (OSSE) and the Division of Health and Wellness this May as we celebrate Food Allergy Awareness Week from May 12-18. During this week, we will launch a campaign to celebrate, educate and raise awareness about food allergies and anaphylaxis. Each day, we will feature different themes and engagement opportunities.

We all play an important role in creating and maintaining a healthy, safe, and inclusive learning environment for students with food allergies. We encourage everyone in the school community to join us! By everyone, we mean everyone: school administrators, teachers, educational aides, health suite personnel, mental health professionals, food service staff, facilities/custodial staff, students and families.

There are many ways to get involved! Check out our daily themes below as well as a list of activities that can be completed throughout the week, and beyond, to celebrate, educate and raise awareness about food allergies and anaphylaxis.

This media kit can be used by District schools to share information about food allergies in newsletters and on social media. This media kit includes sample newsletters and posts that can be used on Twitter, Facebook, Instagram and other communication platforms used to reach District families. District schools may use the following hashtags: **#OSSEFoodAllergyAwareness** **#FoodAllergyAwarenessWeek** **#TealTakeover**

Sample Newsletter Blurbs

Wearing Teal during Food Allergy Awareness Week

At [School Name], we are excited to join OSSE and Food Allergy Research and Education (FARE) during Food Allergy Awareness Week for a **#TealTakeover on Thursday, May 16!** Show your support to the food allergy community by wearing teal, the color for food allergy awareness.

Learning about food allergies is the first step to create a healthy, safe and inclusive learning environment for children with food allergies. Make sure to wear your favorite teal shirt and share your picture on social media using the following hashtags: **#OSSEFoodAllergyAwareness #TealTakeover**

For more information about food allergies, and to get involved with OSSE's Food Allergy Awareness Week, visit their [website](#) or contact OSSE Allergy Management Team at OSSE.Epi@dc.gov.

Food Allergy Awareness Webinar for Cafeteria Staff

In honor of Food Allergy Awareness Week, OSSE's Division of Health and Wellness hosted a webinar titled "Tips for Managing Food Allergies in the Cafeteria" on last year. The webinar geared toward school food service staff will provide strategies to prevent food allergic reactions and tips to identify and treat anaphylaxis.

A session in English is available [here](#) and a session in Spanish is offered [here](#).

For more information about food allergies, and to get involved with OSSE's Food Allergy Awareness Week, visit their [website](#) or contact OSSE Allergy Management Team at OSSE.Epi@dc.gov.

Sample Social Media Posts for Schools

Share how you're celebrating Food Allergy Awareness Week on social media! Use the hashtag **#OSSEFoodAllergyAwareness** for all posts and tag @OSSEDC on Twitter and Facebook and/or @OSSE.DC on Instagram.

- **Sample posts for Monday, May 13**

- We're excited to join @OSSEDC and @FoodAllergy for **#FoodAllergyAwarenessWeek**! This week, we are celebrating, educating and raising awareness about food allergies in our school community by [list ways here] **#OSSEFoodAllergyAwareness**
- Food allergy awareness saves lives! Learn about ways to prevent, identify, and treat severe allergic reactions, AKA anaphylaxis.
bit.ly/OSSEFoodAllergyAwareness **#OSSEFoodAllergyAwareness**
#FoodAllergyAwarenessWeek
- Food allergy awareness saves lives! Learn about ways to prevent, identify, and treat severe allergic reactions, AKA anaphylaxis.
bit.ly/OSSEFoodAllergyAwareness **#OSSEFoodAllergyAwareness**
#FoodAllergyAwarenessWeek
- While any food can trigger an allergic reaction, 9 foods account for 90% of all anaphylactic reactions: peanut, tree nut, egg, soy, dairy, wheat, fish, shellfish and sesame. Learn more on OSSE's Food Allergy Awareness website.
bit.ly/OSSEFoodAllergyAwareness **#OSSEFoodAllergyAwareness**
#FoodAllergyAwarenessWeek

- **Sample post for Tuesday, May 14**

- Staying away from allergens is the only way to prevent a food allergic reaction. At [School Name] we practice the following prevention strategies to prevent food allergic reactions [list prevention strategies here].
#OSSEFoodAllergyAwareness

- Hand sanitizers DO NOT effectively remove allergens. Use soap and water when washing your hands after eating or handling food to prevent food allergic reactions. bit.ly/OSSEFoodAllergyAwareness **#OSSEFoodAllergyAwareness**

- **Sample posts for Wednesday, May 15**
 - Did you know at [School Name] we are prepared to respond to anaphylactic emergencies by having stock epinephrine and staff certified in epinephrine administration? **#OSSEFoodAllergyAwareness #FoodAllergyAwarenessWeek**
 - Photo suggestion: Picture of certified staff at your school.

 - Over-the-counter allergy medicine (antihistamines) will not stop anaphylaxis. At [School Name], we are prepared to immediately administer epinephrine, the first line of treatment for severe allergic reactions. **#OSSEFoodAllergyAwareness**
 - Photo suggestion: Picture of properly stored undesignated epinephrine auto-injectors.

- **Sample posts for Thursday, May 16**
 - Learning about food allergies is the first step to create a healthy, safe, and inclusive learning environment for children with food allergies. Today we are joining @OSSEDC and @FoodAllergy in wearing teal, the color of food allergy awareness! **#OSSEFoodAllergyAwareness #TealTakeover**
 - Photo suggestion: Picture of staff members/ students wearing teal.

- **Sample post for Friday, May 17**
 - We want to celebrate our **#AllergyAlly**: [First name]. [Briefly share their role and why they are an allergy ally here] **#OSSEFoodAllergyAwareness**
 - Photo suggestion: Picture of student, staff member or parent who is being celebrated as an Allergy Ally.