

**SMARTSTARTALLERGY (SSA) – A NOVEL PUBLIC HEALTH PROMOTION TOOL**

**Introduction**

- SSA is a novel tool that sends SMS via the patient's GP.
- SSA is based on SmartVax, a program used to monitor vaccine safety.
- SMS is sent by the patient's GP, as they are considered a trusted source.
- Collects information about introduction of peanut and other common food allergens.
- Collects parent reported adverse food reaction information.
- Allows follow up by GP if reaction reported.

**Aim:**

- To determine if text messaging parents encourages them to introduce the common food allergens by 1 year of age.

**Acknowledgements:**

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**SmartStartAllergy**

Table 1

	Description	Timing of contact (age of infant)	State/s	Number of participants and response rate
SSA+	Intervention group Additional intervention: • HP education and promotion • FB campaign for parents	• 6 months • 9 months • 12 months	WA	• 6165 contacted SMS: n=2250 / RR*=36% Questionnaire: n=1460 / RR=24%
SSA	Intervention group	• 6 months • 9 months • 12 months	NSW, VIC, TAS, NT, ACT	• 3520 contacted SMS: n=1476 / RR*=42% Questionnaire: n=1058 / RR=30%
CTL	Control group	• 12 months	NSW, VIC, TAS, NT, ACT SA, QLD	• 6623 contacted SMS: n=3769 / RR=57% Questionnaire: n=1569 / RR = 24%

**Peanut introduction by 12 months – SSA+ v SSA v CTL**

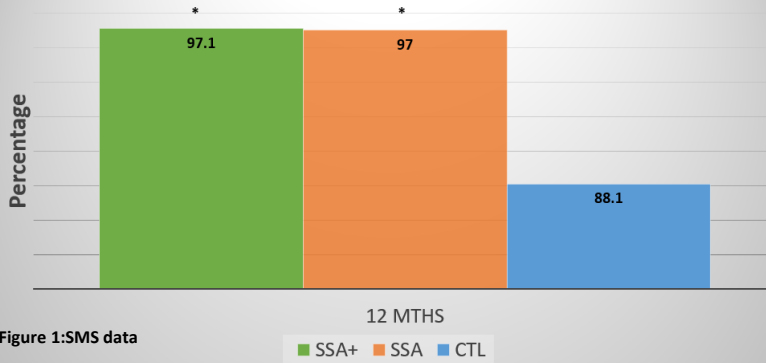
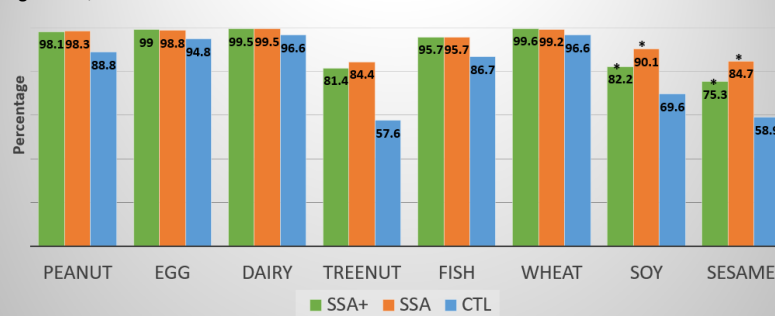


Figure 1: SMS data

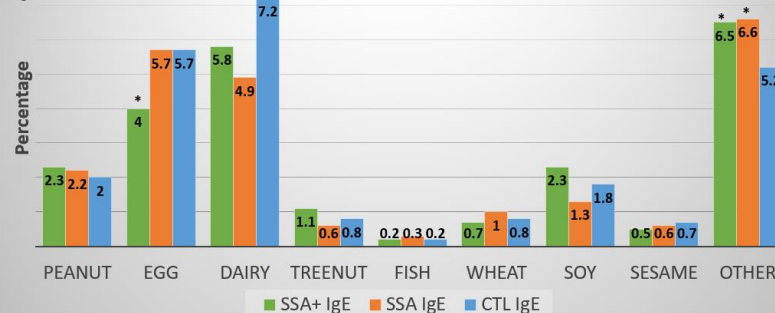
**Introduction common allergens by 12 months – SSA+ v SSA v CTL**

Figure 2: Questionnaire data



**Likely allergic reaction by allergen by 12 months – SSA+ v SSA v CTL**

Figure 3: Questionnaire data



**Methods**

- SSA has two components – SMS and online questionnaire.
- Intervention group receive SMS and questionnaire when the child is 6, 9 and 12 months of age.
- Control group receive SMS and questionnaire when the child is 12 months of age.
- Patient's GP has access to identifiable data.
- De-identified data sent to secure SSA server.

**Preliminary results**

**SMS**

- Figure 1: Both SSA+ (97%) and SSA (97%) significantly increased peanut introduction compared to control group (88%).

**QUESTIONNAIRE**

- Figure 2: There was a statistically significant difference for SSA+ and SSA compared to the control group for all allergens
- Figure 3: The proportion reporting reactions to food that are likely to be IgE-mediated based on the type of symptoms. There was a statistically significant difference between SSA+ and SSA and the control for e.g.
- There was a statistically significant difference between intervention (SSA+ and SSA) and control for other (foods).

\* denotes statistically significant difference