



# DEVELOPING A PUBLIC HEALTH APPROACH TO INFANT FEEDING FOR FOOD ALLERGY PREVENTION



Vale SL, Roche I, Netting MJ, Said M, Joshi P, Clifford R, Campbell DE, Salter SM.

## Background:

- Globally, food allergy is increasing, but Australia is the 'Allergy capital of the world'.



- 1 in 10 babies have food allergy, hence a focus on primary prevention.
- ASCIA infant feeding for allergy prevention guidelines have changed and encourage introduction of all common food allergens by 1 year of age.
- This study aimed to identify a brand, imagery and key messages to encourage the introduction of common food allergens by 12 months of age.

## Methods:

- Purposive sampling – participants with a relationship or potential relationship with infant feeding were recruited for focus groups.
- People without children except pregnant women were excluded from participating.
- 7 focus groups were conducted focus groups with parents (4) and healthcare professionals (3).
- Participants were presented with proposed key messages and supporting messages and brand concepts (imagery and slogans).
- Participants were asked what mechanisms should be used to communicate the messages.

## Slogans tested:



## Imagery tested:



## Headline message tested:

To help prevent food allergy, give your child the common allergy-causing foods before they turn one.

## Key themes identified from focus groups:



The slogan must include reference to allergy and the imagery needs to include babies eating the common food allergens



Supporting statements should support the headline statement to provide clarity of the message



A website clearly identified as being developed by a credible source was considered the most beneficial mechanism to communicate the allergy prevention messages

## Results – brand message and mechanism:

### Brand:



### Message:

To help prevent food allergy, give your child the common allergy-causing foods before they turn one.

- Regularly was defined as at least twice a week
- The timeframe was defined as at least until 5 years of age.
- Clarification was provided regarding food introduction as one new food per meal.

### Mechanism

- The Nip allergies in the Bub website was developed by the National Allergy Strategy.

