Key survey findings about young people with allergies

- Reluctant to talk to their peers about their allergies.
- Don’t want to be seen as different or draw attention to themselves.
- Minimise the seriousness of their allergy so they don’t “cause a fuss”.
- Considerable confidence is required to manage their allergies, particularly when it comes to eating out, asking for what they need and carrying their adrenaline autoinjector.
- Face challenges in social contexts as they become more independent of their parents.
- Concerned about managing allergies when in intimate relationships (including kissing or close contact).
- Feel isolated and alone in dealing with their allergies.
- Want their friends to be educated about the seriousness of their allergy, but not by them.

Focus groups

- Focus groups and interviews were held in Perth and Sydney.
- Young people wanted “somewhere” to obtain credible information and share information.
- Four brand concepts developed and website content were discussed.
- Favoured design concept was 250K to reflect 250,000 young Australians living with severe allergy.

Website design

- Designed to be quirky and engaging by using characters and avatars.
- They create their own avatar that tell their story.
- Information provided is evidence-based and allows them to engage with others managing food allergy; would like to connect with others managing food allergy; and prefer to access credible information via a website.
- Provides young people with the opportunity to share information anonymously via surveys. The survey results are displayed on the website.