

# Get Smart About Allergies

*New Public Service* 

## ***Announcement Aims to Offer Guidance to Allergy Sufferers***

(NAPSA)—The American College of Allergy, Asthma & Immunology (ACAAI) is kicking off 2003 with a Public Service Announcement (PSA) that aims to motivate allergy sufferers nationwide to seek professional advice from an allergist or primary care physician (PCP) for optimal care. Titled “Childhood Memory,” the PSA illustrates how mismanaged allergies can impact a person’s life and provides guidance for allergy sufferers on when to seek the advice of an allergist or PCP in order to alleviate allergy symptoms, avoid potentially serious co-morbidities and enjoy a greater quality of life.

“At a time when managed care companies are making decisions for people with allergies, the ACAAI urges patients to see their allergy specialist for effective, long-term treatment of their allergy symptoms,” said William E. Berger, M.D., M.B.A., president of ACAAI. “Essentially, our message is that a doctor and patient together make the best decisions about allergy and allergic asthma management.”

The PSA features the story of one allergy sufferer’s lifelong struggle with allergic disease, beginning with missed moments in childhood, such as the inability to play outdoors. Through accurate diagnosis and appropriate treatment by an allergist or PCP, the featured patient is finally able to enjoy all the activities missed out on as a child because of allergies.

“Childhood Memory” is an extension of the ACAAI’s national education initiative, *Get Smart About Allergies*, which was designed to provide allergy sufferers with information about allergies and guidance on when to seek medical help. It gives allergy sufferers tools to “get smart” about allergies, including a free consumer brochure and an easy-to-navigate Web site, [www.SmartAboutAllergies.com](http://www.SmartAboutAllergies.com).