SOME BULLIES USE WORDS, OTHERS USE FOOD

kaléo commissioned an omnibus survey of 1,000 parents of children currently in elementary through high school, including 750 parents of children without life-threatening allergies (LTAs) and 250 parents of children with LTAs to unearth gaps in knowledge and perceptions that exist around food allergy bullying.

80% of parents of children without life-threatening allergies do not think food allergies are a reason children are bullied, but 82% of parents of children with life-threatening allergies who believe children are bullied due to food allergies think their child has been bullied because of allergies.

kaléo, along with national food allergy advocacy organizations, Allergy & Asthma Network (the Network), Food Allergy & Anaphylaxis Connection Team (FAACT), Food Allergy Research & Education (FARE) and Kids With Food Allergies (KFA), are launching No Appetite for Bullying, an initiative that raises awareness of food allergy bullying and aims to make a positive impact on the lives of children with food allergies.

Parents who believe children are bullied due to food allergies...

...say it most likely happens

- 87% in school
- 73% on the bus

...say bullies include

- 39% school caretakers
- 42% athletic coaches
- 34% other parents
- 87% other kids/classmates

Over two-thirds of parents who believe children are bullied due to food allergies believe the reason is because they can’t enjoy the same lunch and snacks as other children.

Visit www.NoAppetiteForBullying.com to learn more, share your personal stories about food allergy bullying, and participate in the conversation using #NoAppetiteForBullying