From Threshold to Action Levels

Translation to Risk management

“THE allergic patients’ perspective”

Frans Timmermans
Food Allergic Patient representatives

India
Food allergy group

Israel Food Allergy Support Network (YAHEL)

Workshop From Threshold to Action level 13 - 14 September The Crown Plaza Hotel Reading United Kingdom
There is no such thing as THE allergic consumer, let alone the perspective of the allergic consumer.

There are perspectives of allergic consumers and these are being shaped by culture, experiences, information by clinicians and change-agents.

But there are similarities or trends in allergies, reactions and expectations and a commonality.
But there are similarities or trends in allergies, reactions and expectations

Allergies:
apparently high risk due to food allergens most frequently: peanut, tree nuts; crustaceans & shell fish but also common but less frequent: Milk, Egg.
(and geographic and/or culture might change these food allergens)

Reactions:
Most common are mild to moderate reactions, less frequent are severe (life threatening) reactions and relatively scarce but highly impacting are fatal reactions.

Expectations:
Safe foods, clear and valid information
Commonality

People with (food) allergies are not ill

They become ill when exposed.

Dordrecht, Hospital, August 6th. 2012
Urticaria, hyves, oedema, respiratory problems

Dordogne river, August 16th. 2012
Having fun in a kayak.
FOR PATIENTS RISK MANAGEMENT IS KEY

“Food-allergic consumers should and do use the information on the package label as their primary source of information...”

“First and foremost, the ingredients statement should ideally contain all information that would be beneficial to allergic consumers.”

Dr Steve Taylor and Dr Sue Hefle FARRP 2001

And normally, as the ingredient declaration (pre-packed foods) is mandatory, that information is valid and most of the time correct.

BUT what about the voluntary information.
RISK MANAGEMENT IS KEY

Cookies

May contain the following: flour, chocolate chips, chunky chocolate, white & milk chocolate, pecans, palm oil margarine, peanut butter chips, granulated sugar, coconut, raisins, brown sugar, walnuts, oats, peanuts, eggs, macadamia nuts, poppyseeds, dried apples, cocoa, cinnamon, pure vanilla extract, natural flavorings, baking soda, baking power, soya lecithin, salt.

Manufactured in a facility that may process products that contain peanuts, soy, wheat, eggs and other tree nuts.
RISK MANAGEMENT IS KEY

Cookies

May contain the following: flour, chocolate chips, chunky chocolate, white & milk chocolate, pecans, palm oil margarine, peanut butter chips, granulated sugar, coconut, salt, brown sugar, vanilla extract, peanuts, eggs, macadamia nuts, poppyseeds, dried apples, cocoa, cinnamon, pure vanilla extract, natural flavouring, baking soda, natural pepper, dried thyme, salt.

Manufactured in a facility that may process products that contain peanuts, soy, wheat, eggs and other tree nuts.
RISK MANAGEMENT and RISK COMMUNICATION IS KEY
RISK MANAGEMENT and RISK COMMUNICATION IS KEY
Why do people avoid may contain food products

Because their doctor told them:
Avoid all products that contain or might contain XXXXXXXXXXX

And because they know and have experienced that reactions occur

Incidence and prevalence of Anaphylaxis

No official data in the Netherlands nor Europe

International FA research data give estimates of anaphylaxis:

US: 1,21 % FA population (approx. 150 fatalities/y (estimate))
Canada: 1 - 2 % FA population (approx. 10 fatalities/y (estimate))
UK: 1,3 % FA population (20 registered fatalities/y)
AUS: 1,2 % FA population (10 – 20 fatalities/y)

* Neugut Al et al. Arch Intern Med 2001; 161: 15-21
What about MAY CONTAIN?

% may contain statements food products available in supermarket

<table>
<thead>
<tr>
<th></th>
<th>Supermarket A</th>
<th>Supermarket B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Home brand</td>
<td>A-brand</td>
</tr>
<tr>
<td>Bread, etc.</td>
<td>95 (55)</td>
<td>75 (10)</td>
</tr>
<tr>
<td>Snacks, Crisps etc.</td>
<td>17 (6)</td>
<td>0 (18)</td>
</tr>
<tr>
<td>Cookies, etc.</td>
<td>100 (70)</td>
<td>83 (40)</td>
</tr>
<tr>
<td>In betweens, etc.</td>
<td>100 (12)</td>
<td>96 (26)</td>
</tr>
<tr>
<td>Ice cream, etc.</td>
<td>100 (15)</td>
<td>8 (12)</td>
</tr>
<tr>
<td>Ready to eat meals</td>
<td>83 (6)</td>
<td>13 (8)</td>
</tr>
</tbody>
</table>

(xx) # of products surveyed

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What about MAY CONTAIN?

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<tbody>
<tr>
<td></td>
<td>Home brand</td>
<td>A-brand</td>
<td>Small brand</td>
<td>Small brand</td>
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<tr>
<td>Bread, etc.</td>
<td>95 (55)</td>
<td>75 (10)</td>
<td>n.a. (0)</td>
<td>100 (45)</td>
</tr>
<tr>
<td>Snacks, Crisps etc.</td>
<td>17 (6)</td>
<td>0 (18)</td>
<td>0 (18)</td>
<td>75 (12)</td>
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<td>Cookies, etc.</td>
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<td>96 (26)</td>
<td>100 (60)</td>
<td>80 (12)</td>
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<td>In betweens, etc.</td>
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<td>n.a. (0)</td>
<td>100 (15)</td>
</tr>
<tr>
<td>Ice cream, etc.</td>
<td>100 (15)</td>
<td>8 (12)</td>
<td>100 (5)</td>
<td>100 (15)</td>
</tr>
<tr>
<td>Ready to eat meals</td>
<td>83 (6)</td>
<td>13 (8)</td>
<td>67 (9)</td>
<td>100 (6)</td>
</tr>
</tbody>
</table>

( xx ) # of products surveyed

© survey NAN 2007 & 2010
Why do people **NOT** avoid may contain food products

“Suddenly “may contain” is on the product which previously was safe...”

“Is on all products, so I do not have a choice...”

“I at it and no reaction, so the statement is not true...”

“Oh what, the chance is so small...”

“The manufacturer puts it there to protect themselves......”

...
WHAT CAN THE FOOD INDUSTRY DO ABOUT THIS?!

Obtain and control the correct **INFORMATION**

+ **COMMUNICATE** this to the consumer

**TOOL for RISK MANAGEMENT BY THE CONSUMER**
RISK ASSESSMENT

1. Hazard Identification
2. Dose - Respons determination
3. Exposure determination
4. Risk Characterization
RISK ASSESSMENT
on the basis of INFORMATION among others of:

✓ Raw- and processing aids composition
✓ Analysis methods / procedures / equipment
✓ Recipe
✓ Production facilities
✓ Production process
✓ Production planning
✓ Personnel knowledge management
✓ Etc.
RISK COMMUNICATION

Trust is a precondition for meaningful communication. Trust and Credibility are important factors in risk perception.

THINK OF e.g.:

- BEING HONEST AND OPEN
- INFORM AND INVOLVE THE PUBLIC
- KNOW HOW THE PUBLIC THINKS
- WHAT IS THE AIM OF THE COMMUNICATION
- WHAT INFORMATION SOURCES
- WHO IS YOUR TARGETGROUP
Thank you for your attention.