

World Allergy Week 2025



Organized by Pakistan Allergy, Asthma & Immunology Society

To: The World Allergy Organization (WAO)

From: Dr. Shahid Abbas, President, Pakistan Allergy, Asthma & Immunology Society (PAAIS)

Date: August 26, 2025

Subject: Activity Report on World Allergy Week 2025



The Pakistan Allergy, Asthma & Immunology Society (PAAIS), a proud member of the World Allergy Organization, is pleased to submit this report detailing our activities for **World Allergy Week 2025**.

In line with the global theme,

"Anaphylaxis: A Preventable Threat," PAAIS organized a series of initiatives from **June 27th to July 4th, 2025**. Our goal was to enhance public education, promote early diagnosis, and improve the management of life-threatening allergic reactions across Pakistan. PAAIS has been consistently celebrating this week since 2011 to advance the mission of the WAO in our country. The event was advertised about one month in advance, and all members of the PAAIS across various cities in Pakistan were informed to celebrate according to WAO guidelines and to attend the seminar on 3rd July 2025. The campaign was advertised on digital media and in the form of printed materials. Despite the prevalent situation in the country this year, we have tried to

celebrate World Allergy Week in different cities of Pakistan and the webinars were well advertised

Webinar

World Allergy Week 2025 Webinar

3 July 2025
8:00 AM EDT (New York) - [Time Zone Converter](#)

This webinar is offered **exclusively** through the WAO Education Portal.

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Anaphylaxis: A Preventable Threat
WORLD ALLERGY WEEK 2025
27 June to 3 July

WAO
WORLD ALLERGY ORGANIZATION

 <p>MÁRIO MORAIS-ALMEIDA Hospital CUF Descobertas Lisbon, Portugal WAO President <i>Welcome and Overview of World Allergy Week 2025</i></p>	 <p>JOSE ANTONIO ORTEGA MARTELL Autonomous University of Hidalgo State Pachuca de Soto, Hidalgo, Mexico <i>Definition and Global Epidemiology</i></p>	 <p>MARGITTA WORM Allergie-Centrum-Charité Charité – Universitätsmedizin Berlin, Germany <i>Available and New Treatment Modalities</i></p>
 <p>BRYAN L. MARTIN The Ohio State University Columbus, Ohio, USA WAO Past-President <i>Moderator</i></p>	 <p>AGNES SZE YIN LEUNG The Chinese University of Hong Kong <i>Etiology, Emerging Triggers, and Co-factors</i></p>	 <p>PAUL J. TURNER National Heart & Lung Institute Imperial College London United Kingdom <i>Spotting Bad Reactions Early: Timely Management of Refractory Anaphylaxis</i></p>

Thursday, 3 July 2025
08:00 EDT | 12:00 UTC
90-120 minutes

Discussion and questions to follow, moderated by Dr. Bryan Martin

www.WorldAllergyWeek.org

The posters and other information were distributed and displayed on the website www.allergypaais.org

- Provide **expert diagnosis and treatment** to individuals, empowering them to manage their conditions effectively.
 - **Train patients, caregivers, and community members** on emergency responses to anaphylaxis to mitigate preventable threats.
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Free Allergy Camp: Activities and Services

A free allergy camp was the cornerstone of our efforts, organized on IJP Road, Rawalpindi, in collaboration with the Allergy and Asthma Center and Allergy Center Rawalpindi. The camp witnessed a remarkable turnout, allowing our team to diagnose and assist **over 500 patients** from various regions of Pakistan.

Key services provided include:



Doctors performing Free consultancy & free Allergy Tests on Patients suffering with Allergy Rhinitis & Asthma

- **Expert Medical Consultation:** A dedicated team of volunteer allergists and immunologists provided compassionate and expert care to all attendees. Doctors provided free consultations and explained precautionary measures for managing allergic diseases.



- **Free Diagnostic Testing:** To ensure accessibility for all, we offered a range of allergy tests completely free of charge. This included skin prick tests and pollen-specific IgE testing to facilitate early diagnosis and guide preventive care.



A doctor in a white coat is demonstrating a procedure on a young girl's arm.

- **Patient Empowerment and Training:** We conducted free, hands-on training sessions to empower patients in self-management¹⁹. This covered the proper use of inhalers for asthma and, crucially, how to recognize the early symptoms of anaphylaxis and correctly use epinephrine auto-injectors.

All

Allergy Awareness Booth outside the Clinic



Allergy Awareness Booths outside the clinic for Patient Information and guidance about Anaphylaxis, Allergy & Asthma.

- **Awareness and Education:** Dedicated anaphylaxis and asthma awareness booths were set up to educate attendees. We distributed informative brochures, displayed WAO-recommended posters, and shared videos to raise awareness.

Innovation in Action: The PAAIS Anaphylaxis Kit and Card

A significant challenge in developing countries like Pakistan is the prohibitive cost and lack of availability of epinephrine auto-injectors.

To address this critical gap, PAAIS has developed a practical and affordable solution:

PAAIS Anaphylaxis Kit and Anaphylaxis Card.

- **The Anaphylaxis Kit:** This kit contains essential items for an emergency: an adrenaline injection, a syringe with a 23-gauge needle, and an alcohol swab. The kit is sold for a subsidized price of just **1 dollar**, making it accessible to the public, especially when compared to auto-injectors that can cost \$200. The packaging provides clear, visual instructions on anaphylaxis symptoms and when to self-administer the injection.

Doctors and other camp staff explained precautionary measures to the patients to prevent the asthma, manage allergic diseases, manage anaphylaxis and prevent different allergies. Some medicine companies provided free medicines and inhalers to the non-affording patients.

In addition to these resources, volunteers and healthcare professionals were present at the information booths to address queries, demonstrate the correct use of emergency kits, and provide individualized guidance tailored to participants' needs. Interactive sessions enabled attendees to practice identifying warning signs of severe allergic reactions and to familiarize themselves with the timely administration of critical, potentially life-saving treatments. The emphasis extended beyond immediate intervention, aiming to empower patients and families to proactively manage allergies as part of their daily routines.

Educational activities also targeted children, employing engaging games and visual aids to distill complex medical concepts into accessible knowledge, thereby fostering an atmosphere of support and community awareness. By systematically reducing barriers to education and resources, this initiative sought to minimize preventable complications and instill greater confidence in both patients and their caregivers.

Due to financial constraints in developing countries like Pakistan, the affordability and accessibility of auto-injectors for anaphylaxis management pose a significant challenge. In response to this issue, PAAIS has taken a proactive approach by developing the ANAPHYLAXIS KIT & ANAPHYLAXIS CARD. The Anaphylaxis Card, filled by our counselors at the clinic, serves as a handy reference for relevant patients, advising them to always keep it in their wallets. This card contains vital information about anaphylaxis symptoms when to self-administer adrenaline, and what actions to take during emergencies.

To make anaphylaxis management more accessible, specially prepared ANAPHYLAXIS KITS were introduced during World Allergy Week 2022. These kits include essential items such as an Adrenaline Injection, an Alcohol Swab, and a Syringe with a 23-gauge needle, all available at an affordable cost of 1 dollar. Patients were encouraged to carry the ANAPHYLAXIS KIT at all times, empowering them to respond promptly to anaphylaxis symptoms.

Anaphylaxis kits specially prepared for World Allergy Week 2022 for patients suffering from ANAPHYLAXIS with WHEN AND HOW TO SELF ADMINISTER THE EPINEPHRINE (Our people cannot afford to purchase EpiPen which costs 200 \$ where the daily average income of a laborer is 3 dollars. SO PAAIS DEVELOPED ANAPHYLAXIS KIT SOLD FOR 1 DOLLAR. Patients were advised to always carry with them

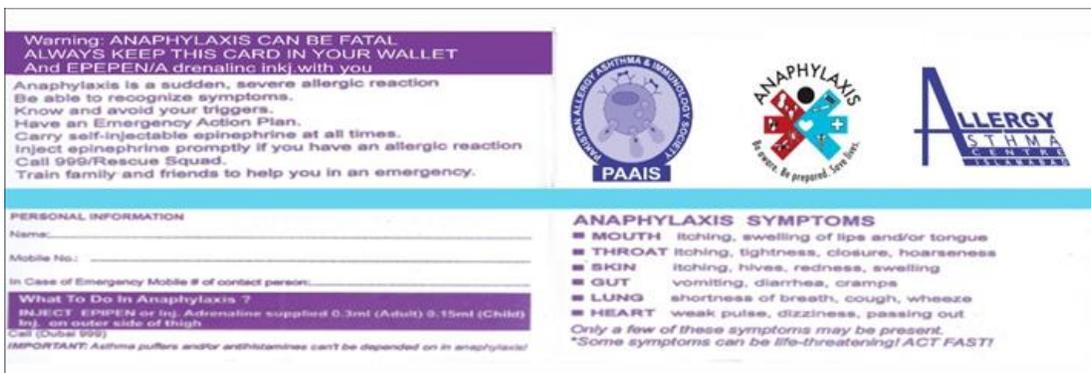


The PAAIS Anaphylaxis Emergency Kit, showing the packaging instructions, a syringe filled with adrenaline, and a medical swab.

ANAPHYLAXIS KIT with details of symptoms of ANYPHYLAXIS and WHEN TO SELF ADMINISTER ADRENALINE

- **The Anaphylaxis Card:** This wallet-sized card is filled out by a healthcare professional and contains personalized emergency information, contact details, and instructions on what to do in case of a reaction. Patients are advised to carry it with them at all times as a vital safety measure.

Patients should always carry it for safety.



The purple and white PAAIS-created Anaphylaxis Card with emergency instructions and personal information fields.

Conclusion

The World Allergy Week 2025 camp was a resounding success, marking a significant step forward in promoting allergy awareness and anaphylaxis preparedness in Pakistan³⁴. Through this comprehensive initiative, PAAIS has reaffirmed its unwavering commitment to community health and the proactive management of allergic diseases.

We are grateful for the continued support and valuable resources provided by the World Allergy Organization. We look forward to continuing our collaborative efforts to improve the lives of individuals affected by allergies and asthma.

Sincerely,

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