

# KIDS FIGHT FOOD ALLERGIES ONE BITE AT A TIME

*Kids actually consume foods they're allergic to, gradually boost tolerance*

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<b>SUGGESTED TEASE</b>	STILL TO COME, TRYING TO MAKE FOOD ALLERGIES A LITTLE EASIER TO SWALLOW. WE'LL SHOW YOU WHY DOCTORS ARE HAVING SOME KIDS CONSUME THE VERY FOODS THEY'RE ALLERGIC TO, NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	IT'S ESTIMATED ONE OUT OF EVERY EIGHT CHILDREN IN THIS COUNTRY HAS A FOOD ALLERGY, <sup>1</sup> A NUMBER THAT'S SHOT UP NEARLY 20-PERCENT SINCE THE LATE 1990'S. <sup>1</sup> THERE IS NO CURE, SO THE ONLY WAY TO PROTECT THOSE KIDS IS TO HELP THEM AVOID THE FOODS THAT MAKE THEM SICK. BUT THAT COULD SOMEDAY CHANGE. DOCTORS ARE TRYING A NEW APPROACH TO FIGHTING FOOD ALLERGIES... BY HAVING CHILDREN CONSUME THE VERY FOODS THEY'RE ALLERGIC TO. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats -cooking eggs) :02
<b>CG: Courtesy: National Jewish Health</b>  Shots of Alex and his mom cooking eggs on stove	IT WASN'T LONG AGO THAT THIS WAS UNTHINKABLE. AS A BABY, ALEX PRITCHARD WAS DIAGNOSED WITH SEVERE FOOD ALLERGIES INCLUDING EGGS. WHICH, HIS MOTHER QUICKLY FOUND OUT, ARE EVERYWHERE. :10
<b>CG: Tammy Pritchard</b> <b>Son had sever food allergies</b> <b>:10 - :15</b>	"It's in everything. Everything from flu-shots to meatballs, because you use egg as a binder when you cook." :06
Shot of eggs on plate  Shots of Alex taking a bite	BECAUSE OF THAT, ALEX SPENT MOST OF HIS LIFE AVOIDING A WIDE RANGE OF FOODS. BUT NOW, EGGS ARE BACK ON THE MENU. :06
<b>CG: David Fleischer, MD</b> <b>National Jewish Health</b> <b>:23 - :27</b>	"It took a while for him to get to that point, but, you know, his life has completely changed." :05
Shots of Dr. Fleischer walking into room  Shots of patient exam	WHAT MADE THE DIFFERENCE FOR ALEX WAS A THERAPY BASED ON EXPOSURE, NOT AVOIDANCE. DOCTOR DAVID FLEISCHER ( <i>pronounced: FLY-shur</i> ) IS A FOOD ALLERGY EXPERT AT NATIONAL JEWISH HEALTH IN

Shots of patient exam Shot of nurse weighing food Shots of boy eating muffin in food challenge	DENVER WHO TREATED ALEX WITH WHAT'S KNOWN AS A IMMUNOTHERAPY. FIRST, PATIENTS ARE PUT THROUGH A TEST DEVELOPED HERE CALLED A FOOD CHALLENGE - THAT TELLS DOCTORS PRECISELY WHAT FOODS KIDS ARE ALLERGIC TO. :20
	(Nats - opening dropper bottle) :01
Wide shot mixing powder Close up of powder in yogurt Dad giving boy yogurt	THEN, USING SMALL DOSES OF POWDERED FOOD LIKE THIS, THE IDEA IS TO EXPOSE CHILDREN TO THE FOODS THEY'RE ALLERGIC TO, LITTLE BY LITTLE, DAY AFTER DAY. :09
<b>Dr. Fleischer (CG'd earlier)</b>	"The overall goal is to see if they can actually outgrow their allergies, meaning they can actually develop tolerance over time." :06
Tilt up from vial to boy eating Shot of child eating Close up of boy eating	AND EARLY RESULTS SHOW THE STRATEGY IS WORKING. IN THE PAST YEAR, RESEARCHERS HAVE REPORTED POSITIVE RESULTS FOR BOTH EGG AND PEANUT ALLERGIES, THOUGH THEIR RESULTS COME WITH A CAUTION. :11
<b>CG: David Fleischer, MD National Jewish Health 1:12 - 1:17</b>	"We're dealing with food allergens that can be very dangerous. This is not something that can be done at home." :06
Shot of Dr. Fleischer in exam	BUT WHEN IT IS DONE CORRECTLY AND MONITORED CLOSELY BY A PHYSICIAN, THIS APPROACH CAN CHANGE LIVES. :06
<b>Tammy (CG'd earlier)</b>	"I think it's a great idea, because kids and adults are going to be exposed to it all the time. I mean, you can't lock yourselves away in a little bubble and not live." :10
Rack focus from vial to boy eating yogurt	AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03
<b>ANCHOR TAG</b>	THOUGH THEY'VE SEEN SOME SUCCESS, THIS APPROACH TO TREATING FOOD ALLERGIES IS STIL IN THE EARLY STAGES, SO DOCTORS SAY THEY NEED MORE STUDIES TO PERFECT IT. A REMINDER ONCE AGAIN THAT THESE TESTS SHOULD <u>NOT</u> BE TRIED WITHOUT THE GUIDANCE OF THE MEDICAL EXPERT. EXPERTS NEED TO MONITOR THESE SITUATIONS CLOSELY SO THEY CAN RESPOND IMMEDIATELY IF PATIENTS HAVE A NEGATIVE REACTION.
<b>VIEWER INFORMATION</b>	IF YOU'D LIKE MORE INFORMATION GO TO THE NATIONAL JEWISH HEALTH WEBSITE AT <a href="http://www.nationaljewish.org">www.nationaljewish.org</a> AND CLICK ON "News."
<b>References -</b>	<sup>1</sup> <i>The Prevalence, Severity, and Distribution of Childhood Food Allergy in the United States, Pediatrics, Volume 128, No. 1, July 2011. Online: <a href="http://pediatrics.aappublications.org/content/early/2011/06/16/peds.2011-0204.full.pdf+html">http://pediatrics.aappublications.org/content/early/2011/06/16/peds.2011-0204.full.pdf+html</a></i>

	<b>Extra Bites</b>
<b>CG: David Fleischer, MD National Jewish Health</b>	<p><i>Dr. Fleischer talks about the limited options available today -</i>  “Right now there is no treatment for food allergy. The only real treatment is to avoid foods.” :06</p> <p><i>Dr. Fleischer talks about the importance of consistency with this approach -</i>  “With this type of therapy you have to take that dose every single day, and if you miss those doses for several days, you could lose that tolerance.” :08</p> <p><i>Dr. Fleischer talks about the need to expand these tests -</i>  “We don’t have a lot of patients that have done this. We need much more patients to do this, in larger clinical trials, and we’ve only been doing this for a small number of years.” :09</p> <p><i>Dr. Fleischer talks about Alex’s progress -</i>  “He was egg allergic, and he’s now able to eat as much egg as he wants. So, it’s fantastic.” :06</p>
<b>CG: Tammy Pritchard Son had sever food allergies</b>	<p><i>Tammy talks about the extent of Alex’s food allergies -</i>  “They tested for all kinds of things, and he tested positive for all of them.” :05</p> <p><i>Tammy talks about the idea of serving Alex eggs in the past -</i>  “It wasn’t possible. All the baking mixes that you buy that say, two eggs and a little bit of oil and some water - those weren’t an option. There was a lot of baking from scratch.” :09</p> <p><i>Tammy reacts to the fact that Alex still is allergic to peanuts -</i>  “It’s not the end of the world, we’ve gotten so many of the other things back, and especially with the egg that, we’re good.” :05</p>
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