

**Climate change causing longer, more severe allergy seasons**  
*Allergy testing and early treatment keeps symptoms in check and prevents progression*

*The Ohio State University Wexner Medical Center*

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**NEWS PACKAGE**

<b>SUGGESTED TEASE</b>	DOES IT FEEL LIKE YOUR SEASONAL ALLERGIES KEEP GETTING A LITTLE WORSE THAN THE YEAR BEFORE? YOU MAY BE RIGHT. HOW THE CHANGING CLIMATE IS MAKING ALLERGIES WORSE, COMING UP.
<b>ANCHOR LEAD</b>	FOR MANY, SPRING IS A WELCOME SIGN OF WARMER DAYS AHEAD WHEN FLOWERS BLOOM AND LEAVES RETURN TO TREES. BUT FOR OTHERS IT SIGNALS A TIME TO STAY INDOORS TO AVOID THE MISERY OF SEASONAL ALLERGIES. AND IF YOU THINK YOUR SYMPTOMS ARE GETTING WORSE OVER THE YEARS, YOU MAY BE RIGHT. BARB CONSIGLIO HAS THE DETAILS ON WHY ALLERGY SEASONS ARE NOW LONGER AND MORE SEVERE, AND WHAT YOU CAN DO TO FIND RELIEF.
<b>(PACKAGE START) -----</b> <b>CG: Courtesy: The Ohio State University Wexner Medical Center</b> <b>:00 - :03</b> Shots of Michaela taking allergy pill	(Nats - Sound) :02
<b>CG: Michaela Martin</b> <b>Has seasonal allergies</b>	AS THE WEATHER WARMS, MICHAELA MARTIN BRACES FOR THE STUFFY NOSE, WATERY EYES AND HEADACHES THAT COME WITH ALLERGY SEASON. :05  <i>"I definitely noticed my allergies change when the seasons either come earlier or we have a little bit of a surprise spring, then go back to winter and then back to spring again."</i> :11
Shots of Dr. Wada in exam	IT'S SOMETHING THAT'S BECOMING AN ISSUE FOR AN INCREASING NUMBER OF ALLERGY SUFFERERS. DOCTOR KARA WADA, AN ALLERGIST IMMUNOLOGIST AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER, SAYS ALLERGY SEASONS ARE GETTING LONGER DUE TO CLIMATE

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<p><b>CG: Dr. Kara Wada</b> Ohio State Wexner Medical Center</p> <p>Shots of weeds alongside roadway</p>	<p>CHANGE. :09</p> <p><i>“The time between our thaw and our freeze is much longer. And so the plants have longer to reproduce and produce more pollen during that time.” :09</i></p> <p>AT THE SAME TIME, INCREASED DEVELOPMENT AND TRAFFIC IN LARGE CITIES ALSO PROMOTES HIGHER POLLEN COUNTS. :05</p>
<p><b>Dr. Wada (CG’d earlier)</b></p> <p>Shots of allergy scratch test</p>	<p><i>“It’s really common to see ragweed along roadways. That ragweed feeds off of the sunlight and also the car exhaust, so those are the two ingredients to make more ragweed pollen.” :10</i></p> <p>THIS NOT ONLY AFFECTS LONG-TIME ALLERGY SUFFERERS, BUT DOCTOR WADA SAYS SHE’S SEEING MANY PATIENTS WHO ARE EXPERIENCING SYMPTOMS FOR THE FIRST TIME. :06</p>
<p><b>Dr. Wada (CG’d earlier)</b></p> <p>Shots of allergy test</p>	<p><i>“If we’re able to start allergy medications and treatments early, we really keep those horses in the barn and get a much better control of symptoms with less medication.” :08</i></p> <p>IT CAN ALSO PREVENT THE DEVELOPMENT OF MORE ALLERGIES IN THE FUTURE. :03</p>
<p><b>Dr. Wada (CG’d earlier)</b></p> <p>Shot of Dr. Wada in exam with Michaela</p> <p><b>Graphic:</b> <b>Allergy treatment</b> <b>1.Minimize exposure</b> <b>2.Take long-acting antihistamines</b> <b>3.Immunotherapy</b></p> <p>Shots of Michaela receiving allergy shot</p>	<p><i>“The presence of having one allergy also means that the machinery or the cells and the immune system are already primed to create allergy.” :09</i></p> <p>TO STOP THIS PROGRESSION, DOCTOR WADA RECOMMENDS HITTING ALLERGIES FROM THREE TREATMENT ANGLES.</p> <p>FIRST BY MINIMIZING EXPOSURE, SECOND BY USING LONG-ACTING OVER-THE-COUNTER ANTIHISTAMINES AND FINALLY, FOR THOSE WITH SEVERE SYMPTOMS, IMMUNOTHERAPY SUCH AS ALLERGY SHOTS TO ACTUALLY IMPROVE YOUR BODY’S RESPONSE TO ALLERGENS. :14</p>
<p><b>Dr. Wada (CG’d earlier)</b></p> <p>Shots of Michaela jogging outside</p>	<p><i>“Over a three- to five-year course of treatment, we see the potential for lasting change in the immune system, so really becoming, for some people, non-allergic over time.” :09</i></p> <p>THAT WAS THE CASE FOR MICHAELA, WHO IS FINALLY ABLE TO EMBRACE THE BEAUTIFUL WEATHER. :04</p>

<p>Michaela Martin (CG'd earlier)</p> <p>Shots of Michaela jogging</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>“Now I just take a daily over the counter medication and live symptom free, pretty much, with my allergies.” :07</i></p> <p>AT THE OHIO STATE WEXNER MEDICAL CENTER, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>SCIENTISTS ARE ALSO WORKING TO IDENTIFY NEW ALLERGIES. OVER A HUNDRED NEW ALLERGENS HAVE BEEN NAMED IN THE PAST THREE YEARS, INCLUDING COMMON SEASONAL INSECTS THAT INVADE OUR HOMES, LIKE THE ASIAN LADYBUG.</p> <p>THIS RESEARCH HELPS ALLERGY SUFFERERS TAKE ACTION AGAINST EXACTLY WHAT’S CAUSING THEIR SYMPTOMS. THIS IS IMPORTANT BECAUSE IF ALLERGIES ARE LEFT UNCHECKED THEY CAN CAUSE REPEATED SINUS INFECTIONS THAT CAN EVENTUALLY BECOME SO SEVERE THEY CAUSE CHANGES TO THE NASAL PASSAGES THAT REQUIRE SURGERY TO CORRECT.</p>
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**SOCIAL MEDIA**

<p> Share it! Suggested tweet:</p>  <p> Suggested post:</p>	<p>Climate change is making allergy seasons longer and more severe. Experts at <a href="#">@OSUWexMed</a> say you don’t have to suffer through them alone. An allergy specialist can figure out what’s causing your symptoms and help you find relief. <a href="https://bit.ly/34MBiyl">https://bit.ly/34MBiyl</a></p> <hr/> <p>If it seems like your seasonal allergies are getting worse in recent years, you may be right. Climate change and increased traffic and development are causing higher pollen counts and longer allergy seasons. Allergy specialists at <a href="#">The Ohio State University Wexner Medical Center</a> say a personalized treatment plan can help keep symptoms at bay and help allergy sufferers find relief. <a href="https://bit.ly/34MBiyl">https://bit.ly/34MBiyl</a></p>
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**EXTRA BITES**

<p><b>CG: Dr. Kara Wada</b> Ohio State Wexner Medical Center</p>	<p>Wada says untreated allergies can lead to a need for surgery: <i>“If allergies go untreated, not only are your symptoms going to worsen with stuffy nose, sneezing, but that also can sometimes progress into sinus infections, and recurrent sinus infections can sometimes require surgery.” :13</i></p>
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**CG: Dr. Kara Wada**  
**Ohio State Wexner Medical Center**

Wada says climate change has led to longer allergy seasons and higher pollen counts:  
*“Allergy seasons have been changing in North America and across the globe. We see greater changes the further you get from the equator, and this includes a longer allergy season and higher pollen counts.” :13*

Wada says wearing a mask can help prevent the spread of illness and exposure to allergens:  
*“Masks not only decrease our exposure to respiratory viruses but they also decrease our exposure to some of the pollens in the air. So not only are you helping prevent spreading anything that you may be harboring, but you also are filtering out the air that you are breathing as well.” :18*

Wada says see a specialist rather than suffering through allergies:  
*“There are no gold stars given out for the most suffering in life and there are incredibly helpful, really effective treatments that an allergist immunologist can help you figure out, the perfect combination for you to help treat your symptoms and get you feeling better.” :17*

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Michaela says her asthma and eczema flares when her allergies aren't controlled:  
*“With my allergies, I unfortunately have environmental asthma as well as eczema, so when my allergies are not well controlled, which is rare thanks to allergy shots, I do experience more dry, itchy skin or having to take my inhaler before I work out.” :18*

**CG: Michaela Martin**  
**Has seasonal allergies**

Michaela says she starts prepping her immune system ahead of Spring:  
*“I take a daily medication year round, but then leading into spring and summer, I do a nasal spray as suggested by my allergist and I start that a couple weeks in advance to build my immune system back up to that response to that medication.” :14*

Michaela encourages others to find effective treatments through an allergist:  
*“You'll find yourself not modifying your day-to-day or your routine or opting out of social events or other activities due to your allergies. They honestly will become a distant memory because they'll be so controlled with the great help and care of our doctors that we have.” :16*

## References

<sup>1</sup>*Increasing prevalence of asthma and allergic rhinitis and the role of environmental factors*, **UpToDate**, Jan 21, 2022. Online: <https://www.uptodate.com/contents/increasing-prevalence-of-asthma-and-allergic-rhinitis-and-the-role-of-environmental-factors>.

<sup>2</sup>*Newly defined allergens in the WHO/IUIS Allergen Nomenclature Database during 01/2019-03/2021*, **European Journal of Allergy and Clinical Immunology**, Volume 76, Issue 11, July 26, 2021. Online: <https://doi.org/10.1111/all.15021>

<sup>3</sup>*Anthropogenic climate change is worsening North American pollen seasons*, **Proceedings of the National Academy of Sciences of the United States of America**, Volume 118, Issue 7, Feb 16, 2021. Online: <https://doi.org/10.1073/pnas.2013284118>

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