

H40 Be Safe from Anaphylaxis

To air the week of October 1, 2007

Intro: Every year up to 2-thousand people in the U.S. and Canada die from anaphylaxis – a serious allergic reaction. The most common causes are allergies to peanuts, insect bites and seafood. But not all anaphylactic reactions are severe. They can be mild with subtler symptoms. And most people don't know that if you've had a mild reaction in the past, you're at risk of having a life threatening one in the future. More from Mayo Clinic on a new anaphylaxis awareness campaign.

Video

Total running time 1:40

**John Lindeen
Had Anaphylaxis**

VO: reenactment video

**John Lindeen
Had Anaphylaxis**

**Standup
Vivien Williams
Reporting**

Audio

JOHN LINDEEN'S REACTION CAME
ON FAST.

"I STARTED TO FEEL A LITTLE
DIZZY, IT WAS BECOMING VERY
DIFFICULT FOR ME TO BREATHE."

JOHN REMEMBERS REACHING FOR
THE PHONE TO CALL FOR HELP.
WHEN HELP ARRIVED, HE WAS IN
BIG TROUBLE.

"I WAS COLLAPSED AND
UNCONSCIOUS ON MY KITCHEN
FLOOR HAVING TURNED A SHADE
OF BLUE."

JOHN'S EPISODE LIKELY
TRIGGERED BY PEANUTS. HE'S

Wyatt Decker, M.D.
Chair, Mayo Clinic Department of
Emergency Medicine

BEEN ALLERGIC SINCE
CHILDHOOD. BUT SYMPTOMS HAD
ALWAYS BEEN MILD – HIVES,
FLUSHING AND NAUSEA.
“PEOPLE WHO’VE HAD A MILD
ALLERGIC REACTION TO A FOOD
SUBSTANCE OR AN INSECT STING
AT ONE POINT CAN HAVE AN
ANAPHYLACTIC REACTION
UNPREDICTABLY IN THE FUTURE.”
DR. WYATT DECKER SAYS
ANAPHYLAXIS HAPPENS WHEN
YOUR IMMUNE SYSTEM IDENTIFIES
A SUBSTANCE, SUCH AS PEANUTS,
AS FOREIGN. THIS TRIGGERS
CELLS CALLED MAST CELLS TO
RELEASE CHEMICALS THAT CAUSE
MANY SYMPTOMS INCLUDING
DILATED BLOOD VESSELS, LOW
BLOOD PRESSURE, FLUSHING,
CONSTRICTED AIRWAYS,
INTESTINAL PROBLEMS, AND EVEN
DEATH. BUT AN INJECTION OF

Ronna Campbell, M.D., Ph.D.
Mayo Clinic Department of
Emergency Medicine

Graphics:

Be Safe

- **S: Seek Support**
- **A: Allergen**
- **F: Follow up**
- **E: Epinephrine**

EPINEPHRINE FROM AN AUTO-
INJECTOR CAN REVERSE
SYMPTOMS AND SAVE YOUR LIFE.

“PULL OFF THE CAP, HOLD IT TO
YOUR THIGH AND YOU INJECT IT.
AND HOLD IT THERE FOR 10
SECONDS.”

DR. RONNA CAMPBELL AND DR.
DECKER HAVE TEAMED UP WITH
OTHER HEALTH ORGANIZATIONS
TO TEACH PEOPLE ABOUT
ANAPHYLAXIS. IT'S CALLED THE BE
SAFE CAMPAIGN.

S MEANS SEEK SUPPORT. CALL
911. **A** STANDS FOR ALLERGEN.
TRY TO IDENTIFY WHAT CAUSED
YOUR REACTION. **F** IS FOR
FOLLOW UP. SEE YOUR DOCTOR
AFTERWARDS. AND **E** IS FOR
EPINEPHRINE. THE MEDICATION
JOHN CARRIES WITH HIM IN CASE
A SEVERE REACTION HAPPENS
AGAIN. FOR MEDICAL EDGE, I'M

VIVIEN WILLIAMS.

Anchor tag:

Dr. Decker says if you have an anaphylactic reaction it is vitally important to seek emergency medical care. That's because sometimes symptoms can get worse or recur within 24 to 48 hours. It's also important to talk to your doctor after an allergic reaction to see if you should be carrying an epinephrine auto-injector.

The team of experts spearheading this campaign includes members of the American College of Emergency Physicians and the American College of Allergy, Asthma, and Immunology. The Food and Allergy and Anaphylactic Network (FAAN) is a great source for interested patients and family members. For more information visit our Website at...[STATIONS: Per the licensing agreement, please provide a link from your station's website to <http://www.mayoclinic.org> or voice tag "mayoclinic.org" for more information.]