



australasian society of clinical immunology and allergy

## Education Project 2018-2020 Prospectus

This project aims to expand influence and reach by promoting increased use of ASCIA resources by health professionals, to improve patient care. Our main focus will be in the following clinical areas:

- Anaphylaxis and allergies to foods, drugs and insects
- Respiratory allergy – allergic rhinitis (hay fever) and asthma
- Primary immunodeficiency and other immune diseases

### BACKGROUND

In 2017 ASCIA has undertaken a substantial review and updating of its website resources, including ASCIA's world leading e-training courses and action plans. ASCIA has also developed several new resources to meet needs that have been identified through feedback from health professionals and patients.

Whilst visits to the ASCIA website, uploading of ASCIA resources and registrations for ASCIA e-training courses have significantly increased, we believe that there is still potential to increase the use of ASCIA resources by health professionals, to improve patient care. It is therefore important that these new and updated ASCIA resources and their clinical applications are promoted to health professionals throughout Australia and New Zealand. It is also vital to obtain feedback, to enable ASCIA to continually evaluate and improve its resources.

The following policy will continue to apply to the ASCIA website and all ASCIA resources:

ASCIA resources are developed and peer reviewed by ASCIA members and based on expert opinion and the available published literature at the time of review. Information contained in ASCIA resources are not intended to replace medical advice and any questions regarding a medical diagnosis or treatment should be directed to a medical practitioner. Development of the content of ASCIA resources is not influenced by commercial organisations.

### HOW WILL THIS BE ACHIEVED AND FUNDED?

The ASCIA Education Project 2018-2020 will require funding from annual unrestricted educational grants, to enable ASCIA to:

- **Innovate**
  - create new information as required and new “landing” ASCIA webpages to improve access
  - review, update and streamline existing online ASCIA resources
  - reconfigure and update ASCIA e-training courses to increase interactive learning
- **Promote**
  - develop electronic and printed collateral that includes key messages about ASCIA resources
  - use various communication channels, including e-newsletters, collaborative organisations, social media, health professional media networks and face to face distribution of collateral
- **Sustain**
  - re-accredit ASCIA e-training courses as required
  - retain free accessibility of ASCIA resources, including e-training courses
  - encourage and invite feedback to enable ASCIA resource evaluation and improvement

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ASCIA is the peak professional body of clinical immunology and allergy specialists in Australia and New Zealand

Website: [www.allergy.org.au](http://www.allergy.org.au)

ABN: 45 615 521 452

ACN: 608 798 241

Postal address: PO Box 450 Balgowlah NSW 2093 Australia

Office address: Suite 238, 117 Old Pittwater Road, Brookvale NSW 2100 Australia

## SPONSORSHIP AND BENEFITS

ASCIA will be seeking annual unrestricted educational grants to fund this project, which can be combined with sponsorship of the ASCIA Annual Conference, in the following categories:

1. \$40,000 – Diamond sponsorship
2. \$25,000 - Platinum sponsorship
3. \$15,000 – Gold sponsorship

The sponsorship opportunities and benefits are as follows:

<b>Sponsorship Opportunity</b>	<b>Annual cost +GST</b>
<b>Logo, ad and link on ASCIA “landing” webpages:</b>	
Anaphylaxis	\$ 5,000
Immunodeficiency	\$ 5,000
Hay fever and asthma *	\$ 5,000
Food allergy *	\$ 5,000
Drug allergy *	\$ 5,000
Insect allergy *	\$ 5,000
<b>3 or more of the above webpages</b>	<b>\$ 15,000</b>
<b>Logo, ad and link on ASCIA e-training courses**</b>	
Pharmacists: Anaphylaxis, Food Allergy, Allergic Rhinitis	\$ 5,000
Health Professionals Allergy and Anaphylaxis Active Learning Module (ALM): Anaphylaxis, Food Allergy, Allergic Rhinitis, Immunotherapy	\$ 5,000
Health Professionals: Anaphylaxis	\$ 5,000
Health Professionals: Food Allergy	\$ 5,000
Health Professionals: Allergic Rhinitis	\$ 5,000
Health Professionals: Immunotherapy	\$ 5,000
Health Professionals: Primary Immunodeficiency	\$ 5,000
Health Professionals: Penicillin Allergy (in development)	\$ 5,000
Health Professionals: Eczema (in development)	\$ 5,000
Schools: Anaphylaxis ***	
Early childhood education and care: Anaphylaxis ***	\$ 5,000
Community: Anaphylaxis ***	\$ 5,000
<b>3 or more of the above courses</b>	<b>\$ 15,000</b>
<b>Printing and distribution rights for ASCIA resources****</b>	
Action or treatment plans or brochures (1)	\$ 5,000
Action or treatment plans or brochures (2)	\$ 10,000
<b>Action or treatment plans or brochures (3 or more)</b>	<b>\$ 15,000</b>

\* These landing pages will be developed in early 2018

\*\* Founding sponsors will remain on the homepage and annual sponsors will be added below

\*\*\* Logo and advertising must be compliant with restrictions regarding promotion to the public

\*\*\*\* Sponsors of specific items are given first option in subsequent years

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