



Asthma and allergies aren't managed in isolation – they're shaped by where people live, the air they breathe, and the support around them. Keeping these conditions under control takes more than medication. It takes a community.

Join the Asthma and Allergy Foundation of America (AAFA) and Kids with Food Allergies (KFA) in recognizing May as National Asthma and Allergy Awareness Month. Together, we can educate about asthma and allergic diseases, risk factors, symptoms, and treatment. Learn more: [aafa.org/awareness](https://aafa.org/awareness) and [kidswithfoodallergies.org/awareness](https://kidswithfoodallergies.org/awareness)

**This toolkit offers sample posts and content for your social media channels, websites, or newsletters about AAFA's National Asthma and Allergy Awareness Month and Food Allergy Awareness Month.**

#### **IMPORTANT DATES:**

May: [National Asthma and Allergy Awareness Month](#) and [Food Allergy Awareness Month](#)

May 4: [FPIES Awareness Day](#)

May 5: [World Asthma Day](#)

May 17-23: [National Eosinophil Awareness Week](#)

May 18-22: [Allergic Conditions Awareness Week 2026](#)

May 22: [World EoE Day](#)

May 28: [AAFA Remembrance Day](#)



## FOLLOW AND TAG:

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Facebook: [@KidswithFoodAllergies](#)

Instagram: [@KidswithFoodAllergies](#)

BlueSky: [@KFA](#)

Threads: [@KidswithFoodAllergies](#)

Use the hashtags **#NAAAM**, **#AsthmaAwareness**, **#FoodAllergyAwareness**, or **#AllergyAwareness** when you share these resources.

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[Allergic Conditions](#): How Allergic Diseases Are Connected by Type 2 Inflammation

[Atopic Dermatitis](#): Prevalence, Comorbidity



[Food Allergies](#): Prevalence, Types, Prognosis, Management

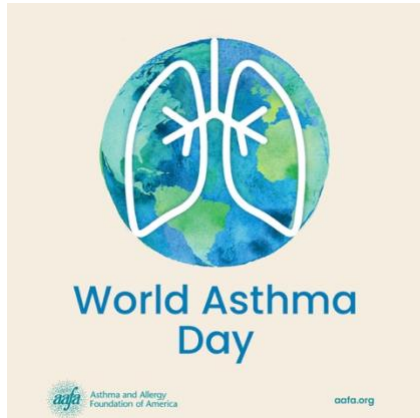
[Eosinophilic Esophagitis \(EoE\)](#): Prevalence, Definition, Symptoms

[Food Protein Induced Enterocolitis Syndrome \(FPIES\)](#): Prevalence, Symptoms

[Nasal Polyps](#): Prevalence, Comorbidity

# General Awareness Month and Days

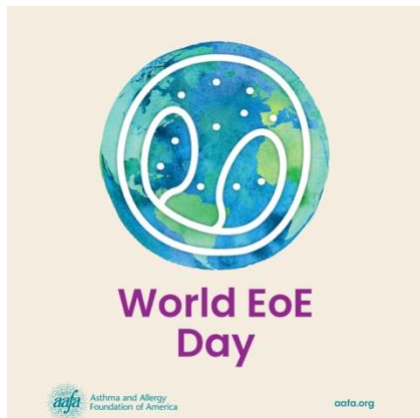
Image	Post text
 <p>Asthma and Allergy Awareness aafa.org</p> <p><a href="#">Download Image</a></p>	<p>May is National Asthma and Allergy Awareness Month!</p> <p>Allergies and asthma affect more than 106 million people in the U.S. That's a lot of people who need a network of support to have better quality of life.</p> <p>These conditions can't be managed in isolation. Communities have the power to make a real difference.</p> <p>Show your support: <a href="https://aafa.org/awareness">https://aafa.org/awareness</a></p>
 <p>Food Allergy Awareness kidswithfoodallergies.org</p> <p><a href="#">Download Image</a></p>	<p>May is National Asthma and Allergy Awareness Month!</p> <p>About 1 in 15 people (or 22 million total) in the U.S. have food allergies. That's a lot of people who need a network of support to have better quality of life.</p> <p>Food allergies can't be managed in isolation. Communities have the power to make a real difference.</p> <p>Show your support: <a href="https://kidswithfoodallergies.org/awareness">https://kidswithfoodallergies.org/awareness</a></p>



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World Asthma Day is May 5, 2026.  
#WorldAsthmaDay aims to call attention to challenges faced by people with asthma and allergies.

<https://aafa.org/event/world-asthma-day-2026/>

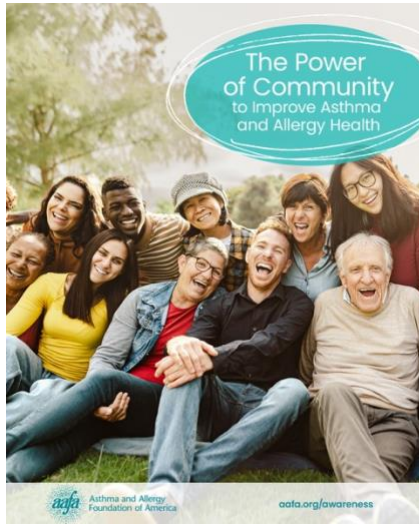


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World EoE Day is May 22, 2026.  
#EoEDay aims to:

- Raise awareness of EoE and its symptoms
- Encourage people to seek medical advice for signs like trouble swallowing or reflux that won't go away
- Advocate for better care, research, and access to treatment

<https://aafa.org/event/world-eoe-day-2026/>



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Asthma and allergies aren't managed in isolation – they're shaped by where you live, the air you breathe, and the people around you. Keeping these conditions under control takes a community.

When that community shows up for you, the difference is real. Join us for AAFA's National Asthma and Allergy Awareness Month in May to show power of community to improve lives.

Get started:

<https://aafa.org/awareness>



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Food allergies aren't managed in isolation – they're shaped by where you live, access to allergy-friendly food, and support from the people around you. Preventing allergic reactions (such as anaphylaxis, a rapid and severe reaction) takes more than avoiding food allergens. It takes a community.

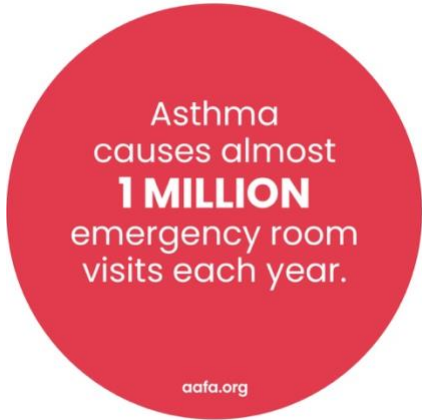
When that community shows up for you, the difference is real. Join us for KFA's Food Allergy Awareness Month in May, KFA to show the power of community to improve lives.

Get started:

<https://kidswithfoodallergies.org/awareness>

# Asthma

Image	Post text
 <p data-bbox="407 615 691 730"><b>28 MILLION</b> people in the U.S. have asthma</p> <p data-bbox="516 852 583 869">aafa.org</p> <p data-bbox="423 953 675 984"><a href="#">Download Image</a></p>	<p data-bbox="824 432 1317 541">Nearly 28 million people in the United States have asthma. This equals about 8% of the total population.</p> <p data-bbox="824 590 1308 737">Asthma is a long-term disease that makes it hard to breathe. It can lead to medical emergencies if not controlled.</p> <p data-bbox="824 789 1154 858">Learn more: <a href="https://aafa.org/asthma">https://aafa.org/asthma</a></p>
 <p data-bbox="399 1266 699 1381"><b>5 MILLION</b> children in the U.S. have asthma</p> <p data-bbox="516 1503 583 1520">aafa.org</p> <p data-bbox="423 1604 675 1635"><a href="#">Download Image</a></p>	<p data-bbox="824 1079 1308 1226">Asthma is the top chronic disease in U.S. children affecting 5 million kids. This means about 1 in every 15 kids has asthma.</p> <p data-bbox="824 1278 1232 1388">Asthma can be controlled with medicine and improved living environments.</p> <p data-bbox="824 1440 1321 1549">Learn more: <a href="https://aafa.org/asthma/living-with-asthma/asthma-in-children/">https://aafa.org/asthma/living-with-asthma/asthma-in-children/</a></p>



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Asthma may lead to a medical emergency. If you or your child have asthma, be sure to know the signs and symptoms of a severe asthma attack and when to seek emergency help.

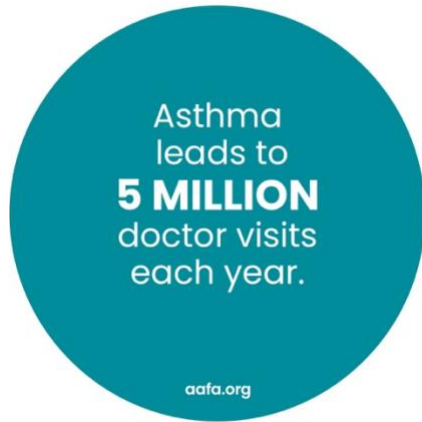
<https://aafa.org/asthma-symptoms>



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The high costs of health care and asthma medicines have made it harder for many people to access necessary treatment. This can lead to uncontrolled asthma, which may cause severe asthma attacks, hospital stays, and even death.

Find help:  
<https://aafa.org/drugassistance>



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Sick visits for worsening asthma symptoms plus routine health care appointments for asthma management lead to 5 million doctor visits per year.

<https://aafa.org/asthma/asthma-treatment/>



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About 1 in 15 children in the U.S. has asthma. If they can't breathe, they can't learn.

Kids with asthma need an asthma action plan and access to their asthma medicines to keep them healthy.

<https://aafa.org/asthma/living-with-asthma/asthma-in-children/>

About 9-11 people die from asthma every day.



Nearly all of these deaths are avoidable with the right treatment and care.

 Asthma and Allergy Foundation of America

[aafa.org](https://aafa.org)

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Asthma is controllable and treatable. If you have asthma, you can lower your risk of severe health problems by following your asthma action plan, taking asthma medicines as prescribed, reducing exposure to your triggers, and getting medical help if you have asthma symptoms more than twice a week.

<https://aafa.org/asthma/asthma-symptoms/asthma-control/>

What happens to your lungs when you have asthma



**LUNG WITHOUT ASTHMA**

- Muscles relaxed
- Normal airways
- Normal amount of mucus

**LUNG DIFFERENCES WITH ASTHMA**

- Muscles tighten
- Airways swell
- Mucus clogs the airways
- Lungs have difficulty moving air in and out

 Asthma and Allergy Foundation of America

[aafa.org](https://aafa.org)


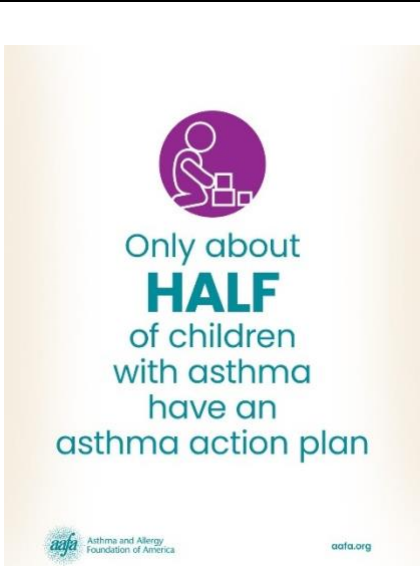
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Asthma causes the airways to narrow, squeeze, and get clogged.

Some asthma medicines work by treating and preventing the swelling (controller medicines). Others relax the squeezing (quick-relief medicines). These come in separate or combined inhalers. It is important to have and use a controller inhaler. Too often people only use their quick-relief inhaler and it will not help control asthma.

Know which type of asthma medicine you have:

<https://aafa.org/asthma/asthma-treatment/>

 <p><b>Common signs and symptoms of asthma include:</b></p> <ul style="list-style-type: none"> <li>Shortness of breath</li> <li>Cough</li> <li>Chest tightness or pain</li> <li>Wheeze (a whistling sound when you breathe)</li> <li>Waking at night due to symptoms</li> </ul> <p><a href="#">Download Image</a></p>	<p>Common asthma symptoms include coughing, wheezing, shortness of breath, and chest tightness or pain.</p> <p>Know the signs and symptoms of asthma and when to take action:</p> <p><a href="https://aafa.org/asthma/asthma-symptoms/asthma-control/">https://aafa.org/asthma/asthma-symptoms/asthma-control/</a></p>
 <p><b>Only about HALF of children with asthma have an asthma action plan</b></p> <p><a href="#">Download Image</a></p>	<p>Every child with asthma needs an asthma action plan to help them keep their asthma under control.</p> <p>If you care for a child with asthma and don't have a plan – download this sample and talk with your child's doctor:</p> <p><a href="https://aafa.org/asthma/asthma-treatment/asthma-treatment-action-plan/">https://aafa.org/asthma/asthma-treatment/asthma-treatment-action-plan/</a></p>

**Find more asthma facts with shareable images:**  
[aafa.org/asthma/asthma-facts/](https://aafa.org/asthma/asthma-facts/)

# Allergies

Image	Post text
 <p data-bbox="435 942 683 974"><a href="#">Download Image</a></p>	<p data-bbox="846 422 1312 606">Allergies affect more than 106 million people in the U.S. This includes people who have seasonal allergies, eczema, or food allergies.</p> <p data-bbox="846 659 1185 690"><a href="https://aafa.org/allergies">https://aafa.org/allergies</a></p>
 <p data-bbox="435 1591 683 1623"><a href="#">Download Image</a></p>	<p data-bbox="846 1073 1295 1215">Seasonal allergies are caused by an allergic reaction to pollen from trees, grasses, and weeds or to seasonal molds.</p> <p data-bbox="846 1268 1300 1377"><a href="https://aafa.org/allergies/allergy-symptoms/rhinitis-nasal-allergy-hayfever/">https://aafa.org/allergies/allergy-symptoms/rhinitis-nasal-allergy-hayfever/</a></p>



[Download Image](#)

Allergic rhinitis is also known as nasal (nose) allergies. Symptoms include runny or stuffy nose, itchy nose and eyes, sneezing, and postnasal drip.

Pollen, mold, dust mites, and animal dander can trigger this condition.

<https://aafa.org/allergies/allergy-symptoms/rhinitis-nasal-allergy-hayfever/>



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Climate change is leading to longer and more intense allergy seasons. Warmer weather makes plants release pollen earlier and longer into the growing seasons. Pollen is the most common allergy and can also affect people with allergic asthma.

See how pollen is affecting your local area:

<https://allergycapitals.org>



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Allergy symptoms can affect your quality of life. But there is hope to control them! There are many options available to treat allergies, including over-the-counter and prescription medicines, and immune system treatments.

Many people may need a combination of treatments to find the best relief:

<https://aafa.org/allergy-treatments/>



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Allergy symptoms can range from mild to severe. They can also overlap with other conditions, like a cold or flu.

How to tell if your symptoms are from allergies:

<https://aafa.org/allergies/allergy-symptoms/>

**It is rare to die from allergies.**

Estimates of allergy-related deaths in the U.S. are around 200–500 people per year (out of over 106 million people with allergic conditions).

**Almost all deaths from allergic reactions are preventable.**



[aafa.org](https://aafa.org)

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Allergic reactions are preventable and treatable.

You can prepare by:

1. Having an allergy/anaphylaxis action plan
2. Avoiding the allergens you are allergic to
3. Always keeping epinephrine with you and using it when needed

Download AAFA's anaphylaxis action plan:

<https://aafa.org/allergies/allergy-treatments/anaphylaxis-action-plan/>



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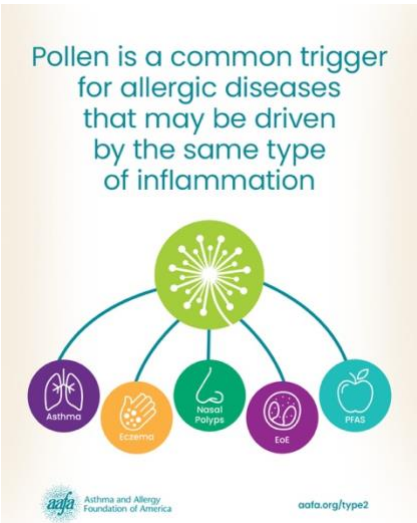
Dust mites are tiny creatures that live in bedding, cloth furniture, carpet, drapes, and stuffed toys. They may be the most common trigger of year-round allergies and allergic asthma.

How to deal with dust mites:

<https://aafa.org/allergies/types-of-allergies/insect-allergy/dust-mite-allergy/>

**Find more allergy facts with shareable images:**  
[aafa.org/allergies/allergy-facts/](https://aafa.org/allergies/allergy-facts/)

# Community of Diseases

Image	Post text
 <p style="text-align: center;"><a href="#">Download Image</a></p>	<p>Many people who have one allergic disease, such as asthma or food allergies, may have another allergic disease because of the same type of underlying inflammation.</p> <p>Learn how these are connected:  <a href="https://aafa.org/type2">https://aafa.org/type2</a></p>
 <p style="text-align: center;"><a href="#">Download Image</a></p>	<p>Did you know? Pollen doesn't just cause seasonal allergies. It can be a trigger for a community of diseases caused by the same type of inflammation, such as:</p> <ul style="list-style-type: none"> <li>- Asthma</li> <li>- Eczema</li> <li>- Nasal polyps</li> <li>- EoE</li> <li>- Pollen food allergy syndrome also known as oral allergy syndrome</li> </ul> <p style="text-align: center;"><a href="https://aafa.org/type2">https://aafa.org/type2</a></p>



Many people with one allergic disease may have another disease because of the the same underlying type of inflammation.

Often, the more severe disease is diagnosed first. It's important to manage and treat your allergic conditions to reduce the impact of inflammation.

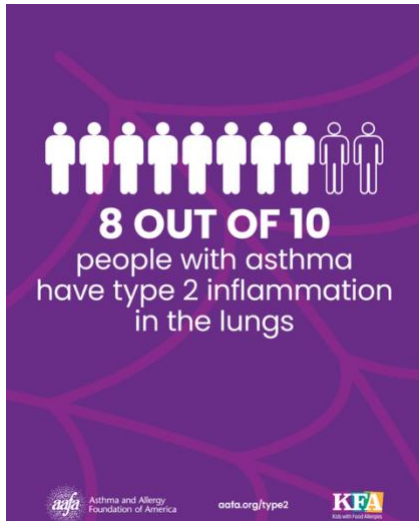
 Asthma and Allergy Foundation of America

[aafa.org/type2](https://aafa.org/type2)

[Download Image](#)

If you have an allergic condition, understanding the underlying cause is important. Many allergic diseases are connected by the same type of underlying inflammation. Talk with your doctor to create the right treatment plan for you.

Learn more: <https://aafa.org/type2>



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Asthma involves Inflammation in the lungs. Many people with asthma also have another related condition like eczema or nasal polyps. These conditions are part of a community of diseases that are driven by type 2 inflammation.

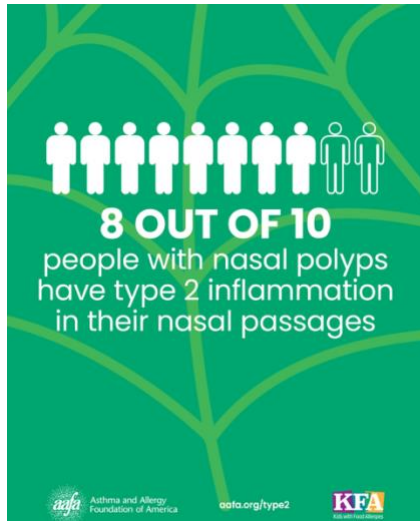
More about how these diseases are connected: <https://aafa.org/type2>



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Inflammation in the skin leads to symptoms of eczema including intense itching, dry, scaly skin, and rashes. Most people with eczema also have another related condition like asthma or food allergies. These conditions are part of a community of diseases that may be related by type 2 inflammation.

More about how these diseases are connected: <https://aafa.org/type2>




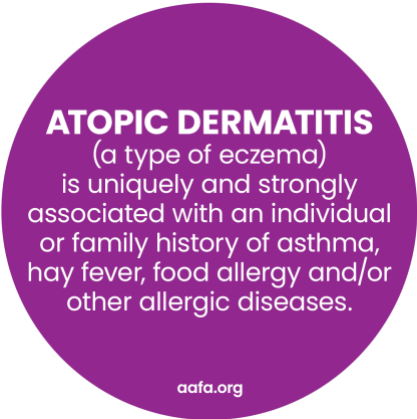
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Inflammation in the nose and sinuses can cause nasal polyps. Many people with nasal polyps also have another related condition like asthma. These conditions are part of a community of diseases that may be related by type 2 inflammation.

More about how these diseases are connected: <https://aafa.org/type2>



**Find more information and interactive content including a quiz and puzzle: [aafa.org/type2](https://aafa.org/type2)**

# Atopic Dermatitis (Eczema)

Image	Post text
 <p>Download Image</p>	<p>Eczema affects around about 1 in 14 adults and 1 in 9 children in the United States.</p> <p><a href="https://aafa.org/allergies/allergy-symptoms/skin-allergies/eczema/">https://aafa.org/allergies/allergy-symptoms/skin-allergies/eczema/</a></p>
 <p>Download Image</p>	<p>Atopic dermatitis is a type of eczema. It is an allergic disease and is typical to occur with other allergic diseases.</p> <p><a href="https://aafa.org/allergies/allergy-symptoms/skin-allergies/eczema/">https://aafa.org/allergies/allergy-symptoms/skin-allergies/eczema/</a></p>

Find allergic skin conditions stats: [Download PDF](#)

# Food Allergies

Image	Post text
 <p>Download Image</p>	<p>The most recent data shows food allergies affect 18 million adults and 4 million children in the United States.</p> <p><a href="https://aafa.org/food-allergies/">https://aafa.org/food-allergies/</a></p>
 <p>Download Image</p>	<p>Around 1 out of 17 kids have food allergies. This means 1-2 kids in every classroom may have food allergies.</p> <p><a href="https://kidswithfoodallergies.org/">https://kidswithfoodallergies.org/</a></p>



[Download Image](#)

The most common food allergies in children are foods that are typically common in the American diet. Feeding these foods early to babies cuts down the chance of developing food allergies.

<https://kidswithfoodallergies.org/living-with-food-allergies/preventing-food-allergies/>



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You can develop a food allergy at any age. Many adults develop food allergies even without a prior history of allergies.

<https://aafa.org/food-allergies/>

Food allergies can develop at any age. While some food allergies are outgrown in childhood, many persist into adulthood.



[Download Image](#)

Some kids outgrow their allergies while others do not. There are treatments that may help people tolerate their food allergen.

<https://kidswithfoodallergies.org/living-with-food-allergies/food-allergy-treatment/>

There is **NO CURE** for food allergies yet.



[Download Image](#)

You can live a healthy life with food allergies by avoiding your allergens, talking with your doctor about current treatments, and being prepared and confident to treat allergic reactions.

<https://kidswithfoodallergies.org/>



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It is common for kids with one allergic disease to develop another related disease due to something called the allergic or atopic march.

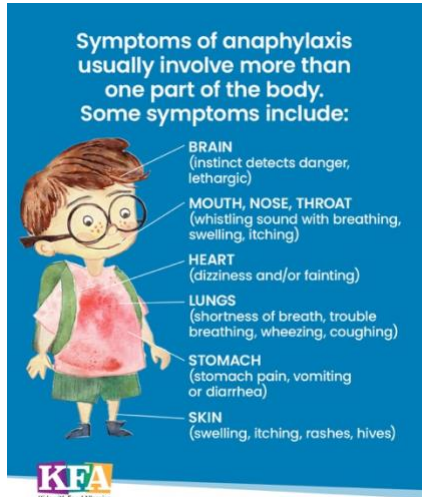
<https://kidswithfoodallergies.org/>



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There is no cure for food allergies. To prevent allergic reactions, the food allergen needs to be removed from the diet.

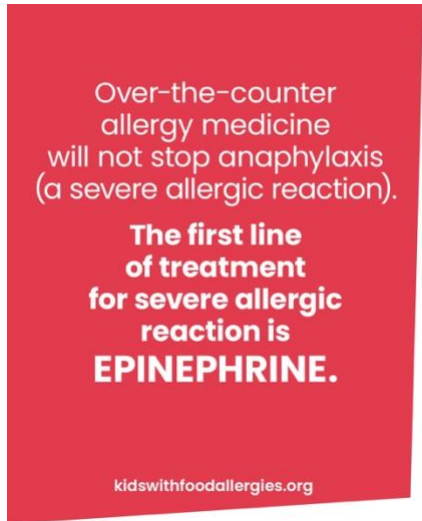
<https://kidswithfoodallergies.org/>



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Anaphylaxis, a severe allergic reaction, can resolve quickly if treated right away with epinephrine.

<https://kidswithfoodallergies.org/anaphylaxis>



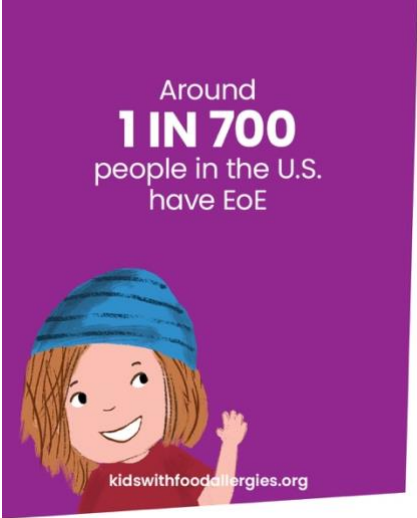
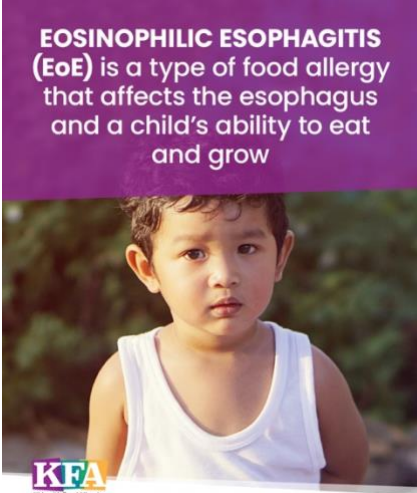
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Epinephrine is safe to use. Give it right away for a severe allergic reaction.

<https://kidswithfoodallergies.org/epinephrine>

**Find more food allergy facts with shareable images:**  
[kidswithfoodallergies.org/living-with-food-allergies/what-is-a-food-allergy/food-allergy-facts/](https://kidswithfoodallergies.org/living-with-food-allergies/what-is-a-food-allergy/food-allergy-facts/)

# Cell-mediated Food Allergy: Eosinophilic Esophagitis (EoE)

Image	Post text
 <p>Download Image</p>	<p>Eosinophilic esophagitis (EoE) is a chronic (long-term) allergic or immune condition that causes swelling in your esophagus.</p> <p><a href="https://kidswithfoodallergies.org/eoe">https://kidswithfoodallergies.org/eoe</a></p>
 <p>Download Image</p>	<p>Eosinophilic esophagitis (EoE) causes swelling in your esophagus – the tube that moves food from your mouth to your stomach when you swallow. EoE happens when a large number of white blood cells called eosinophils collect and cause damage in the lining of the esophagus.</p> <p>Learn more: <a href="https://kidswithfoodallergies.org/eoe">https://kidswithfoodallergies.org/eoe</a></p>

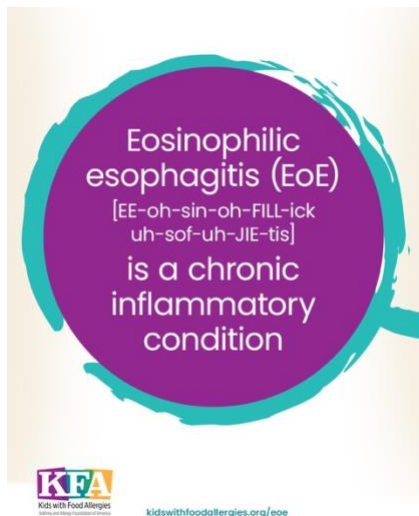


[Download Image](#)

Eosinophilic esophagitis is a chronic (long-term) allergic or immune condition that causes swelling in your esophagus. It is called “EoE” for short. EoE affects people of all ages, genders, and ethnic backgrounds. About 1 in 2,000 people have EoE.

Learn more:

<https://kidswithfoodallergies.org/eoe>



[Download Video](#)

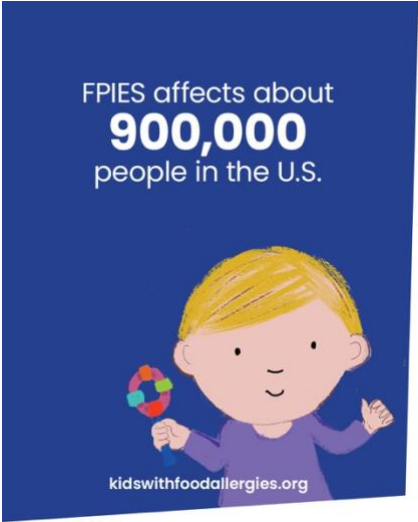
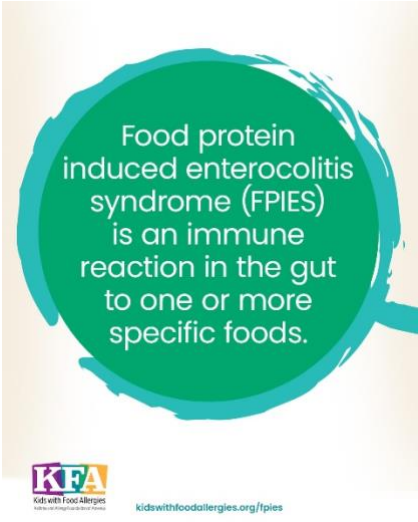
Swallowing shouldn't hurt! EoE happens when there is too much of a type of white blood cell, called eosinophils, in the esophagus. This causes inflammation and damage which makes swallowing difficult and even painful.

People with EoE often have other allergic diseases like asthma, eczema, or food and environmental allergies. There are treatments that can help manage EoE.

Learn more about EoE:

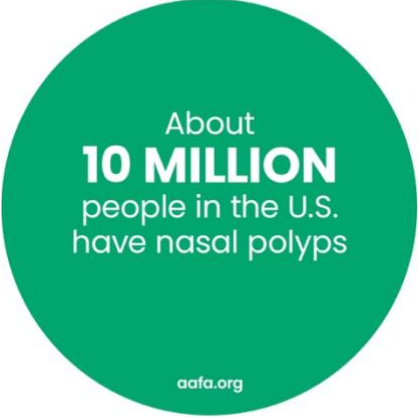
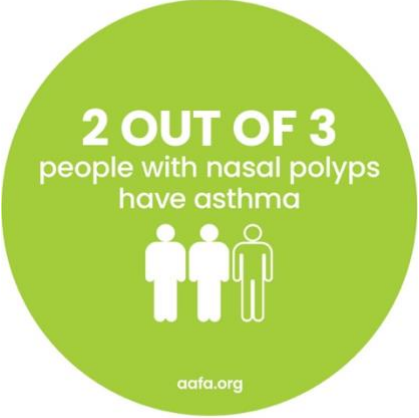
<https://kidswithfoodallergies.org/eoe>

# Cell-mediated Food Allergy: Food Protein Induced Enterocolitis Syndrome (FPIES)

Image	Post text
 <p>FPIES affects about <b>900,000</b> people in the U.S.</p> <p><a href="https://kidswithfoodallergies.org">kidswithfoodallergies.org</a></p> <p><a href="#">Download Image</a></p>	<p>Food protein-induced enterocolitis syndrome (FPIES) is an immune reaction in the gut (gastrointestinal system) to one or more specific foods. The common symptoms are profuse vomiting and diarrhea.</p> <p><a href="https://kidswithfoodallergies.org/fpies">https://kidswithfoodallergies.org/fpies</a></p>
 <p>Food protein induced enterocolitis syndrome (FPIES) is an immune reaction in the gut to one or more specific foods.</p> <p><b>KFA</b> Kids with Food Allergies <a href="https://www.kidswithfoodallergies.org">www.kidswithfoodallergies.org</a></p> <p><a href="https://kidswithfoodallergies.org/fpies">kidswithfoodallergies.org/fpies</a></p> <p><a href="#">Download Image</a></p>	<p>FPIES is a type of food allergy that causes symptoms 1-4 hours after eating the trigger food. The symptoms are all in the stomach/gut system.</p> <p><a href="https://kidswithfoodallergies.org/fpies">https://kidswithfoodallergies.org/fpies</a></p>

# Nasal Polyps

## Chronic Rhinosinusitis with Nasal Polyps (CRSwNP)

Image	Post text
 <p>Download Image</p>	<p>About 10 million people in the U.S. have nasal polyps. Nasal polyps can make breathing and daily activities difficult. Learn more: <a href="https://aafa.org/nps">https://aafa.org/nps</a></p>
 <p>Download Image</p>	<p>People with respiratory diseases, such as asthma, chronic rhinosinusitis, or aspirin-exacerbated respiratory disease (AERD), have a greater chance of having nasal polyps. <a href="https://aafa.org/nps">https://aafa.org/nps</a></p>

Find video series with experts on nasal polyps: [aafa.org/peace-np](https://aafa.org/peace-np)