

# Allergy Cookbook

## Tasty Family Food – For Babies & Beyond

A cookbook by experts at The Children's Hospital at Westmead

### About the book:

The Children's Hospital at Westmead is producing the first child-focused Australasian allergy cookbook written by hospital experts. The easy, achievable recipes will exclude all the major allergens simultaneously – milk, egg, peanut, tree nuts, soy & wheat. Photos and food allergy tips will be important features.

### The need:

- 1 in 20 Australian children have food allergies
- Australia has one of the highest rates of allergic disorders in the world. Research shows the number of cases each year continues to grow at a dramatic pace

### The audience:

- Time-poor parents with limited cooking skills needing basic, quick recipes and food allergy advice
- Grandparents, carers, friends and child care centres catering for individual dietary needs

### What's unique?

- This is an evidence-based book written by hospital health professionals working daily with children with complex food allergies
- Ready-made supermarket foods will also be featured alongside many recipes as a quick, healthy alternative to home-made meals/snacks

### Saleability:

- The Children's Hospital at Westmead's Allergy and Immunology Department is respected worldwide for its work with patients and clinical research. Of the 400 new allergy patients the Department sees each year, 70 per cent are allergic to foods
- Other institution-branded books written by medical professionals, such as the CSIRO cookbooks, have been very successful
- The cookbook could be launched in the month of May to capitalise on publicity and media opportunities related to Food Allergy Awareness Week

### Marketing advantages:

**The Children's Hospital at Westmead will heavily promote the cookbook to:**

- Patients, families and carers using the services of The Children's Hospital at Westmead. The Hospital is the largest paediatric centre in NSW, providing the most advanced care and treatment options for 60,000 sick children from NSW, Australia and across the Pacific Rim
- The wider food-allergic community of Australia and New Zealand
- Authors are active members of ASCIA, the peak professional body of clinical Immunologists and Allergists in Australia and New Zealand. ASCIA can promote the book to colleagues for recommendation to patients

### The Competition:

*Allergy Safe Family Food by Suzanna Paxton, Harper Collins, 2009 – RRP \$19.99 AU*

Avoids major allergens in recipes; lots of family meals and baking – quite sophisticated tastes requiring strong cooking skills; needs a good amount of household coordination and organisation; few pictures

*The Allergy New Zealand Food Allergy Cookbook by Allergy New Zealand, Hodder Moe, 2007 – RRP \$39.99 NZ*

Not child-focused; avoids major allergens in recipes; few pictures; heavily slanted towards baking and the cook with good skills; some facts not appropriate for allergic children

*Allergy Proof Recipes for Kids by Leslie Hammond, Fair Winds Press, Jan 2010 – RRP \$18.99 US*

Recipe names and ingredients heavily slanted towards American tastes; excludes major allergens, however book clouded by focus on "low in sugar" recipes



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### Key elements include:

#### Recipes:

- Selection of easy and tasty recipes supported by photos. Recipes will be created by a Home Economist, who is an expert in food allergies
- Focus on feeding babies with food allergies, moving through the stages of food texture as a baby grows into childhood and into the teenage years
- Includes first foods; finger foods; family foods (breakfast, lunch, snacks, main meals, desserts, baking, party food and treats)
- Many recipes designed so portions can be frozen and thawed for a future meal
- As not all children will need to avoid every allergen excluded in the recipes, different ingredient options will be given

#### Practicalities

- General nutrition
- Allergy shopping – includes where to shop and useful websites; label reading; photo examples of ready-to-grab supermarket foods suitable for each age group
- Managing cross-contamination in the kitchen and at the table
- Day Care/Preschool/School
- Eating away from home/travel
- Empowering teenagers

#### Medical aspects of food allergy

- Getting the right diagnosis
- Recognising & managing reactions including anaphylaxis
- Good nutrition

### The Cookbook authors will be:

#### Barbara Dennison, Dip HSc PG Dip Com Nut

Senior Paediatric Dietitian, Department of Nutrition and Dietetics, The Children's Hospital at Westmead  
Barbara has 27 years experience as a paediatric dietitian and has a special interest in food allergies. She enjoys the challenge of adjusting food to accommodate the restrictions placed on a family when specific food allergens have to be excluded. Barbara edited The PKU Handbook for the Australasian Society for Inborn Errors of Metabolism, released in 2005.

#### Fiona Wedding, B App Sc (Cons Sc)

Consultant Home Economist

Fiona has 20 years expertise in the development of recipes for people with multiple food allergies and restricted diets. On a daily basis she manages her own family's food allergies, combining her personal and professional experience to adapt menus, recipes and ingredients for individuals and families with complex dietary needs. Fiona also specialises in helping children and adults facing the challenges of anaphylaxis or fructose malabsorption.

#### Professor Andrew Kemp, MB BS PhD FRACP

Professor of Paediatric Allergy and Immunology, Department of Allergy Immunology and Infectious Diseases, The Children's Hospital at Westmead  
Prof Kemp's research interests have included the epidemiological aspects of immune responses in allergic disease in childhood. He has published more than 150 papers on paediatric immunology and allergy.

#### Dr Preeti Joshi, MBBS (Hons) FRACP PhD

Specialist Paediatrician in Allergy and Immunology, Department of Allergy and Immunology, The Children's Hospital at Westmead

Dr Joshi is involved in caring for children with allergies and teaching young doctors and other specialists about the recognition and management of allergies. She is an active member of the Australasian Society of Clinical Immunology and Allergy. She is also the mother of two young children who have food allergies. Dr Joshi has co-authored a book Managing your Child's Food Allergies released by Harper Collins in 2009.

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### For more information about this exciting cookbook, please contact:

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