



*For Immediate Release*

## **New online program offers food allergy training for schools and daycare center staff**

NEW YORK – Belay, a company dedicated to finding solutions for the unmet needs of children and families affected by life-threatening food allergies, is announcing the launch of a new online training program for schools and daycare centers in New York State. The program, in partnership with The Elijah-Alavi Foundation, is the only food allergy training program accredited by the International Accreditors for Continuing Education and Training (IACET) and aims to make schools a safe environment for all children by preparing caretakers and educational institutions to be able to immediately and effectively respond to food allergy crises. The Belay program not only offers the gold standard in food allergy training, it supports and ensures that daycare and primary school staff are equipped with proper food allergy management plans, safety, and emergency preparedness plans, as well as posters, documentation, and technology that improves the safety for food-allergic children.

With the pandemic now more or less under control, daycare centers and schools are under pressure to ensure that by September they are in compliance with state-mandated school safety protocols. The Elijah Bill, signed by Governor Cuomo in September of 2019, mandates that all New York State child and daycare programs provide food allergy training for all staff and implement programs to prevent and effectively address anaphylactic emergencies. (Additional states such as Illinois and Pennsylvania will be enacting similar laws). That's the law but are these protocols and allergy preparedness policies in place? Are staff properly trained in the event of an emergency? Can they recognize and identify the signs of an anaphylactic reaction?

*"In too many cases, the answer is no, not yet, but we can get there."* according to Dr. Abby Herzig, a mother of a child with food allergies and the Co-Founder and CEO of Belay. *"This is a serious issue – one that could ultimately be the difference between life and death. It is urgent that these programs be in place. Parents expect nothing less."* Belay's training program and preparedness plan aims to mitigate the process by offering key tools and support needed to help schools transform themselves according to the newly-introduced regulations.

What happened to Elijah Silvera is a cautionary tale: In November of 2017, 3-year old Elijah was given a grilled cheese sandwich at his New York City daycare, despite having a known and documented life-threatening dairy allergy. Elijah went into anaphylactic shock. Staff didn't respond in time. He was not given epinephrine immediately and he died in the hospital later that day. Had the proper emergency protocol for anaphylaxis been followed, he would be alive today.

*“A severe food-allergic reaction needs to get the same immediate attention as a heart attack or a drowning,” says Thomas Silvera, Elijah’s father and Founder of the Elijah-Alavi Foundation. “Elijah’s death was a tragedy, one that could have and should have easily been avoided.”*

Approximately 1 in 13 children have life-threatening food allergies. This translates to roughly 2 children in every class. Every day, parents send their children to class assuming that the right protocols are in place and that staff have the know-how to handle a severe allergic reaction. Given what happened to Elijah, that assumption is unfounded.

*“Everybody wants children to be safe and will do whatever they can to prevent an emergency. What happened to Elijah should never happen again, and we are looking forward to working with the growing number of childcare centers and schools looking to improve the safety of their facilities,” Dr. Herzig says. “Because the law now requires them to be prepared. Because parents of children with food allergies will expect it. And because the very lives of so many children depend on it.”*

To get ready for children returning to the classroom, Head Start PEACE, Inc. daycare programs in New York State’s Onondaga County as well as other schools and child-care centers throughout the country have signed up. Registration for the Belay training program is now open, which will be available online to all child-care centers and schools in New York State and across the country as of August 1.

To register or for more information, schools and daycare centers are encouraged to visit <https://training.webelay.com/>.

### **Contact Information**

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### **About Belay**

Belay was founded to help families, daycares, and schools keep food-allergic children safe and to empower those around them with the necessary tools to be prepared for a food-allergic reaction. The company has been developing an ecosystem of both hardware and software to address the unmet needs of this growing health epidemic. For more information about Belay, please visit:

<https://www.webelay.com>.

### **About The Elijah-Alavi Foundation**

The Elijah-Alavi Foundation was founded to ensure that all infants and children with severe food allergies and asthma have safe spaces to learn and socialize in daycare centers and schools. We intend to achieve this mission by partnering with a network of organizations and professionals to provide the training, resources, and counsel for educators and school administrators to implement policies that reduce the risk of life-threatening allergic reactions in children. For more information about the Elijah-Alavi Foundation, please visit: <https://www.elijahalavifoundation.org>.

# The Issue

NEW YORK- November 2017, Elijah Silvera, a child with a known and documented dairy allergy is fed grilled cheese. Recognizing their mistake, a daycare worker scoops the food out of Elijah's mouth. Unfortunately, the daycare workers failed to recognize the signs and symptoms of a severe food allergic reaction and did not give Elijah the life-saving injection of epinephrine that he needed. Elijah went into anaphylactic shock and died in hospital.

Until recently, there hasn't been standardized training given to child care providers and workers on food allergy safety, nor have there been proper tools in place to ensure the safety of children in early education centers and daycares.

Everyday, children like Elijah are at risk because their daycares are inadequately prepared to deal with a food allergy crisis.



# The Elijah Law

## S.218B/A.6971B

Elijah's Law was signed by Governor Cuomo on September 12th 2019.

It amended the Public Health Law to extended the life saving protections that are currently in place for schools, to all early child care programs.

It requires all child daycare programs in New York to adhere to guidelines for preventing and responding to food allergy anaphylaxis.

The new law is named after 3-year-old Elijah Silvera from New York City, who was given a grilled cheese sandwich at his daycare, despite having a known severe dairy allergy. Elijah went into anaphylaxis and was not given an epinephrine injection. Elijah died in November 2017.

Daycares are now required to implement proper guidelines for the prevention and recognition of anaphylaxis. This includes training, individualized health care plans, communication, and strategies to reduce allergen exposure.

Illinois and Pennsylvania are among the states echoing Elijah's Law, with momentum building as the Childhood Anaphylactic Policy Act (HB 102) was unanimously approved by the Illinois House in April of this year. In Pennsylvania, an expansion of the Elijah's Law bill (HB 1259) was recently introduced to the legislature for review.



# Food Allergies: The Threat is Real

The reality is that Elijah's incident was a consequence of a systemic gap in our daycare system.

**25%**

of first time  
anaphylactic reactions  
occur in school

**64%**

of allergic reactions that  
occur in school settings  
**happen in daycares  
or preschools**

**Pre-  
Schoolers**

are **highest risk** for  
having an anaphylactic  
reaction in school

**1 in 13**

children have  
life-threatening food  
allergies; that's  
**2 in every  
classroom**

**5.6  
million**

children in the  
United States suffer  
from **life-threatening**  
food allergies

# The Elijah-Alavi Foundation and Belay Partnership

The **Elijah-Alavi Foundation** and **Belay**, a for-profit company and non-profit organization respectively, have come together in partnership forged by common concern, cause, and commitment to elevate food allergy preparedness.

The mission of the alliance is to provide the gold standard in educational, and practical training for all staff in childcare and daycare settings. The program will provide hands on, comprehensive training for the management of food allergies and prevention of anaphylactic emergencies among children in daycares by both Belay and the Elijah-Alavi Foundation.

Daycare centers and their personnel will be certified under Belay — the only entity accredited by the **International Association for Continuing Education and Training (IACET)** to provide this level of training and food allergy preparedness.



# Mission of the The Elijah-Alavi Foundation

**The Elijah-Alavi Foundation** was founded to ensure that all infants and children with severe food allergies and asthma have safe spaces to learn and socialize in daycare centers and schools.

We intend to achieve this mission by partnering with a network of organizations and professionals to provide the training, resources, and counsel for educators and school administrators to implement policies that reduce the risk of life-threatening allergic reactions in children.

The most imperative aspect of such a partnership is the shared interests in the diverse communities we serve, as every demographic represented among them depend upon us for our commitment to public health and overall well-being.

**The Elijah-Alavi Foundation** understands the importance of consulting reliable knowledge, expertise, and guidance in developing the most comprehensive programs to help educators and school administrators provide a safe and healthy learning environment for infants and children.

<https://www.elijahalavifoundation.org>



# Mission of Belay

**Belay** wants to change the way the world lives with food allergies. Integrating the best of technology and design, Belay has created a platform consisting of a mobile app and several connected hardware devices developed to help keep children safe and ease parents' anxiety, improving the family's quality of life.

Belay's mission is to keep food-allergic children safe and empower those around them with the necessary tools to be prepared for a food-allergic reaction. Having just launched the only accredited food allergy training program by the International Accreditors for Continuing Education and Training (IACET), Belay is bringing the gold standard of food allergy training to schools and childcare centers.

Belay offers daycare centers, schools and restaurants a system of safeguards to effectively avoid and manage a severe allergic reaction. This management system consists of authorized training personnel, providing emergency stations housing epipens, legal guidance, parent guidance and resources, low-cost auto-injectors, signage and other consulting services.

Since inception, Belay has been rooted in science and medicine. The Belay Medical Advisor Board, co-ordinated by Belay Co-Founder Dr. Sam Herschkowitz, includes some of the nation's leading allergists including Dr. Payel Gupta, President of the New York State Asthma and Allergy Society. The Society has endorsed the Belay training program.

Belay believes that protecting the health, safety, and lives of children should be a recognized societal responsibility.

<https://webelay.com>

<https://training.webelay.com>



**RISE ABOVE FOOD ALLERGIES, TOGETHER**



**belay**

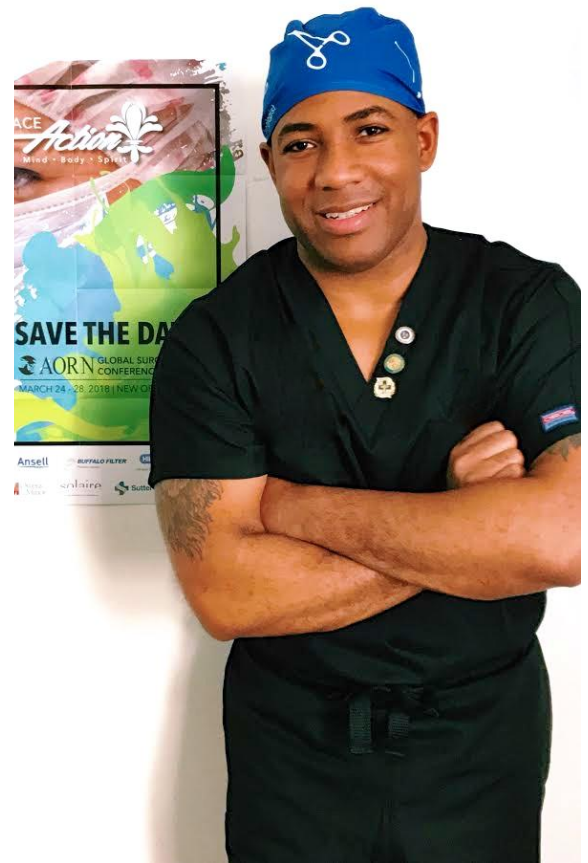
# About Thomas Silvera, CST

## Co-Founder and President of the Elijah-Alavi Foundation.

Thomas Silvera holds a degree in Surgical Technology and is currently pursuing his Bachelor's Degree in Health Education & Sciences. Following this, he is looking to obtain a Master's Degree in Public Health & Epidemiology.

He and his wife, through their grief, created The Elijah-Alavi Foundation in honor of their son Elijah-Alavi who had passed away on November 3rd, 2017 due to a food allergen that was given to him while attending an NYC daycare. As a food allergic parent with another son with food allergies, Thomas has been working to create lasting change in the food allergy community and beyond.

Thomas has been working tirelessly to create change in legislation. He aided in the passing Elijah's Law, named after his son Elijah-Alavi Silvera, which was signed by Governor Andrew Cuomo on September 12th, 2019.



# About Dr. Abby Herzig

## CEO and Co-founder of Belay.

Dr. Abby Herzig developed her career around the drive to help children in need. After receiving her doctorate degree in clinical psychology, she continued to study child development and parent-child mental health at NYU Medical Center and Columbia University in New York City. Abby spent many years actively involved with UNICEF, traveling to Southeast Asia and Africa visiting hospitals, schools, and orphanages, and advising UNICEF in child development and proper interventions for children and families at risk. A native Torontonians, Abby moved her family back to Toronto a few years ago and became a proud supporter of the Innovators Program at SickKids Hospital. Inspired by her son, who lives with life-threatening food allergies, Abby closed her psychology practice to build Belay and find solutions for the unmet needs of children and families affected by the food-allergy epidemic.

She believes that “every child with food allergies should feel safe and empowered.



# Food Allergy Training & Preparedness Program



## The Belay Approach (E.P.I.)

Improving Food Allergy Safety & Preparedness

E

EDUCATE



P

PREVENT



I

INJECT



# Objectives of the Belay Program

- To **certify** daycares and their staff on food allergy management through our accredited training program by the Belay and Elijah-Alavi foundation;
- Increase teacher **preparedness**: prevent, identify, and respond to allergic reactions and emergencies;
- Increase teacher **confidence** to know when and how to respond to an allergic reaction;
- **Reduce risk** & occurrence of allergic reactions in childcare settings (increasing safety);
- Increase **parent confidence** in daycare management of food allergies and in their children's safety;
- **Improve efficiency** in daycare settings of food allergy management.



# EDUCATE

## Accredited Food Allergy Training

- An **initial assessment** of all daycare personnel in order to assess pre-training knowledge on food allergy management.
- **In person** training will run approximately 90 minutes in length and will result in **certification** of the daycare center and its personnel.
- The course will ensure that all daycare staff are able to recognize the **signs and symptoms** of an allergic reaction and understand **anaphylactic emergency protocols**, including when and how to use an **epinephrine auto-injector** (e.g. Epipen and/or AuviQ).
- **A follow up assessment** will be conducted following the course.
- The training and daycare certification will help daycares **adhere** to the new guidelines introduced by the Elijah bill and uphold the **highest standards** to promote the health and safety of children.

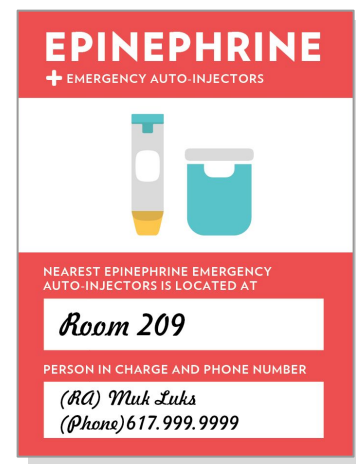




# PREVENT

## Food Allergy Preparedness Plan

- **Perform an audit** of safety needs and gaps within daycare facilities.
- Assess current **documentation system** and **record-keeping** for food-allergic children, including accuracy and location of documents.
- Assist with **epinephrine management and storage**.
- Help improve **communication** between parents and daycare.
- Guide facility on **food safety preparation**
- Belay and Elijah-Alavi will provide **ongoing support** to daycares
- Provide fun and **interactive teaching tools and educational materials** to daycares to help teach children about food allergy safety, awareness, and acceptance.
- Provide **literature** for daycares to share with parents to engage the community and help keep food-allergic children safe both **at home and in the classroom**.



# INJECT

## Anaphylaxis Training and Preparedness

- Empowering child care workers with the **skills, knowledge, and confidence** to administer a life-saving injection of epinephrine.
- Every daycare will have a **food allergy management plan** in place.
- An **emergency protocol** for each child will be visible and readily accessible in classrooms.
- Epinephrine will be **readily accessible and visible** in childcare facilities
- Anaphylactic emergency posters will be **visible** and easily understood



## FOOD ALLERGY

EMERGENCY PROTOCOL - *Learn When to Inject*

**Mild symptoms:** if there more than one symptom occurs, inject epinephrine.



**Nose**  
Itchy/runny  
nose, sneezing



**Mouth**  
Itchy mouth



**Skin**  
A few hives,  
mild itch



**Gut**  
Mild nausea,  
discomfort

**Severe symptoms** if any symptoms occur, inject epinephrine.



**Skin**  
Many hives over body,  
widespread redness



**Gut**  
Repetitive vomiting,  
severe diarrhea



**Heart**  
Pale, blue, faint,  
weak pulse, dizzy



**Mouth**  
Significant swelling  
of the tongue, lips



**Throat**  
Tight, hoarse, trouble  
breathing/swallowing

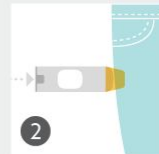


**Lung**  
Short of breath, wheezing,  
repetitive cough

**INJECT EPINEPHRINE IMMEDIATELY** - *You've Got This*



**1**  
Pull off safety cap.  
Position end about  
10 cm away from  
outer mid-thigh.



**2**  
Swing & jab tip into  
thigh at 90° angle.  
Firmly hold in place  
for 10 seconds.



**3**  
Remove injector  
and massage  
injection site for  
10 seconds.



**4**  
**CALL 911.**  
Request an  
ambulance with  
epinephrine.

**NOTE:** The most recent medical guidelines state not to hesitate in administering Epinephrine auto-injectors on any individual believed to be experiencing anaphylaxis.

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RISE ABOVE FOOD ALLERGIES

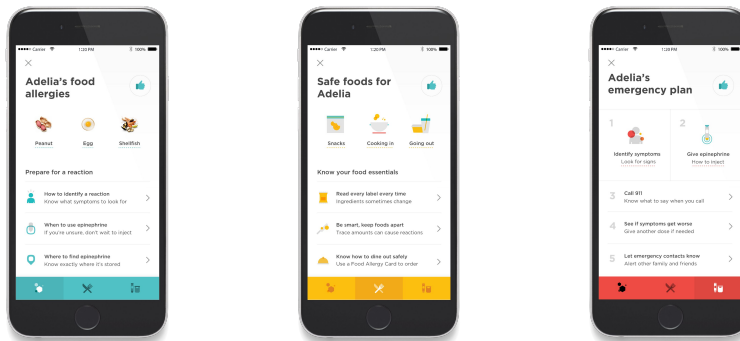
#WEBELAY

# The Program Checklist

	belAy	 American Red Cross	Other Programs
Initial Assessment			
Educational Materials			
Emergency Protocol			
Online Training Program			
Daycare Center Certification			
Personnel Certification			
Periodic Re-Certification & Follow Up			
Preparedness Program			
Software & Hardware Technology			

# The Belay Mobile App Built by Parents. For Parents.

Belay is the first app that connects parents and caregivers including teachers and counselors, to protect children with food allergies. The app, accessible for download on both the App Store and on Google Play, addresses the pervasive problem of having to transfer critical and time-sensitive information about a child's medical needs between parents and caregivers.



## 1. CREATE YOUR CHILD'S PROFILE

Effortlessly organize the critical information related to your child's food-allergic needs.

## 2. BUILD YOUR NETWORK

Build a network of informed caregivers around your child (because it always takes a village, right?).

## 3. SHARE CRITICAL INFORMATION

Seamlessly transfer your child's essential information to any caregiver's smartphone.

## 4. EMPOWER CAREGIVERS

Every caregiver will now be prepared to safely feed your child, prevent an allergic reaction, and know how to respond in an emergency.



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# Belay Future Service Offering: Daycare Software

## Parents

Create & share  
child's allergy profile

**Build a network of caregivers around the child**

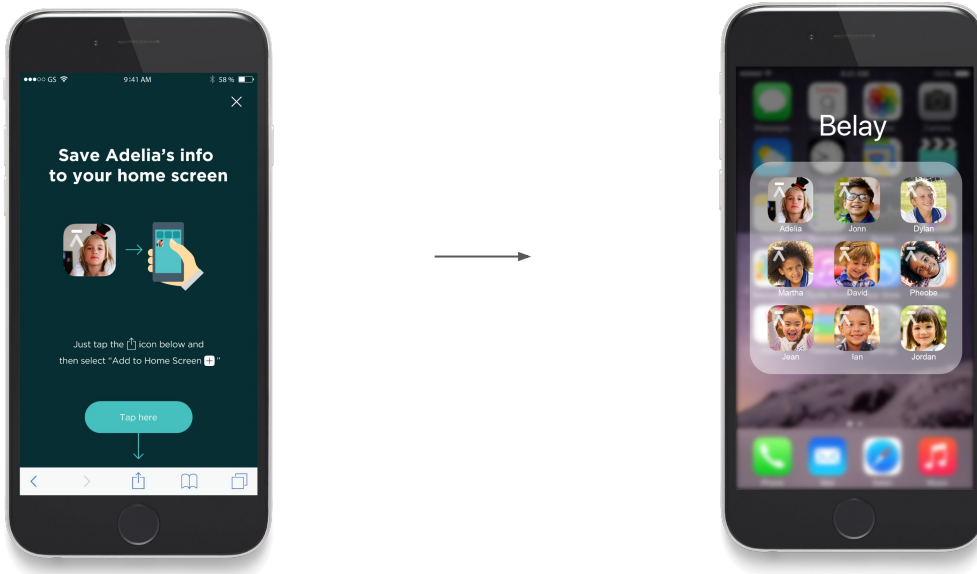
Profile Includes:

- Foods the child cannot eat.
- Safe alternative foods options.
- Emergency Plan.
- Where to locate an epinephrine injector.
- How to administer an epinephrine injector

## Daycares

Download child's profile from parent's  
phone to daycare dashboard

- Dashboard interface used to manage & access shared profiles of multiple children
- Printable formatting
- Enables parents to to easily share information with the daycare community



# Belay Future Service Offering: Epinephrine Auto-injector Stations for Daycares & Schools

- Epinephrine auto-injectors (Epipens and AuviQs) will be stored in secure yet accessible containers for immediate access in case of an emergency
- Each station will provide information on expiration and type of autoinjector to be used (e.g. junior vs infant dose)
- Emergency protocol posters will be visible alongside the stations

belāy

FOOD ALLERGY

+ EMERGENCY PROTOCOL

Key Symptoms

WHEN TO INJECT:

Mild

MORE THAN ONE

Nose Itchy/runny nose, sneezing

Mouth Itchy mouth

Skin A few hives, mild itch

Gut Mild nausea/discomfort

Severe

ANY

Lung Short of breath, wheezing, repetitive cough

Heart Pale, blue, faint, weak pulse, dizzy

Throat Tight, hoarse, trouble breathing/swallowing

Mouth Significant swelling of the tongue, lips

Skin Many hives over body, widespread redness

Gut Repetitive vomiting, severe diarrhea

Other Anxiety, confusion


INJECT EPINEPHRINE IMMEDIATELY

1 Pull off safety cap. Position end about 10 cm away from outer mid-thigh.

2 Swing & jab tip into thigh at 90° angle. Firmly hold in place for 10 seconds.

3 Remove injector and massage injection site for 10 seconds

CALL 911 Request an ambulance with epinephrine

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# BELAY MEDIA MATERIALS

<https://drive.google.com/drive/folders/belaymedia>