

## **New Brunswick Community a Leader in Allergy Emergency Preparedness Local Team Implements Program with Support from Allerject®**

**Sussex, NB, Sept. 2, 2015** - The Town of Sussex and surrounding area (population: approximately 35,000) in New Brunswick might well be the very first community in Canada – and perhaps North America – where epinephrine auto-injectors are strategically located and publicly available for the emergency treatment of anaphylaxis.

The Allerject® auto-injectors, both adult and children's dosages, are stored in wall-mounted cabinets similar to those used for AEDs (automated external defibrillators). About 30 locations around the region have been equipped and their personnel trained, including restaurants, schools, arenas, seniors' homes, the civic centre, golf course, ski hill, fire station and public health.

It's all due to the vision and determination of Kelly Dunfield, a nurse practitioner in Sussex and formerly an emergency room nurse in Saint John. In her personal and professional life, she has encountered severe allergies. Her husband has a serious food allergy, she has attended to people arriving at the emergency department in full-blown anaphylactic shock, and she's counselled many patients who are at risk.

What really hit home, however, was a local New Year's function when one of the guests died of a severe allergic reaction after eating from the buffet. Kelly was nearby but unaware of the unfolding tragedy. "With the right medication on hand, perhaps it could have been prevented," she notes.

Attending a Nurse Practitioner conference where allergies were discussed, she found herself thinking that epinephrine auto-injectors, like AEDs, should be publicly available and quickly accessible when needed. *Anaphylaxis is a condition that can escalate in minutes, and the immediate injection of epinephrine is the indicated treatment.*

*Kelly was joined by her son Robert, a first year medical student, and local allergist Dr. Andrea Canty, both of whom shared her enthusiasm for the idea. They developed a proposal for the production of the cabinets, which was funded by the Sussex and Area Community Foundation. Sanofi Canada provided an 18-month supply of Allerject® auto-injectors and educational materials, and Anaphylaxis Canada provided extra training to the team.*

*Over the past year, the team has recruited about 30 sites in the area. The cabinets have been installed, site personnel have been given education sessions, and the project is now operational.*

*"The Town Council and the community have been nothing but positive about the project," Kelly observes. "What we hear is that this is needed everywhere because it could save lives."*

*She emphasizes that severely allergic individuals should still carry their own auto-injectors at all times, and the public units now available in the Sussex region should be considered a backup. "They're there in the event someone has forgotten their auto-injector, or needs a second injection."*

*Kelly first learned of Allerject® shortly after Sanofi Canada introduced the product on the Canadian market in 2013. The first and only 'talking' epinephrine auto-injector, its automated voice instructions guide users step-by-step through the injection process.*

*"That's a great feature because, like an AED, it's designed to give people a level of confidence and comfort in dealing with what can be a very stressful, frightening, and potentially life-threatening situation," she explains. Allerject® is her team's product of choice for the public units, and it is also the auto-injector she herself carries for possible emergencies.*

*The team is now developing a 'how to' manual for other communities wishing to implement a similar program. For further information, contact: Kelly Dunfield at 506-432-3277 or [kelly.dunfield@horizonNB.ca](mailto:kelly.dunfield@horizonNB.ca); or Robert Dunfield at [rjdunfield@gmail.com](mailto:rjdunfield@gmail.com).*

To learn more about Allerject®, visit [www.allerject.ca](http://www.allerject.ca).

Allerject® is indicated for the emergency treatment of anaphylactic reactions in patients who are determined to be at increased risk for anaphylaxis, including individuals with a history of anaphylactic reactions. After injection seek immediate medical attention. All individuals receiving emergency epinephrine must be immediately transported to hospital, ideally by ambulance, for evaluation and observation. This product may not be right for you, always read and follow the label.

Media contact:

Niki Kerimova  
[niki@prpost.ca](mailto:niki@prpost.ca)  
647-278-3375

---