



For Immediate Release

## **New State law raises the bar for how daycare centers keep kids with food allergies safe from harm**

*The Elijah-Alavi Foundation and Belay partner to help daycares conform with the new guidelines.*

NEW YORK – November 22, 2019: On September 12, 2019, Governor Cuomo signed the Elijah Bill into law. It mandates that all New York daycares implement food allergy preparedness programs. The legal guidelines call for both Anaphylaxis and Epinephrine Training for all staff and a food allergy protocol for emergencies.

The law is named after Elijah Silvera, a 3 year-old boy who died because his daycare didn't prevent exposure to a food to which he was allergic and then did not respond properly or in time when he experienced anaphylactic shock. Elijah unfortunately passed away in the hospital. A wholly avoidable tragedy.

This new law is the culmination of the relentless efforts of Elijah's father, Thomas Silvera, raising awareness of the need to ensure that what happened to his son would not happen to another child and advocating for government action to ensure it doesn't.

"This legislation is a major step in the right direction," says Thomas. "Next, we've got to do everything it takes to get the city's daycare centers to comply with the law as quickly as possible. There's no time to waste. There are over 3,000 licensed daycare centers in NYC who need to get the right programs in place."

In aid of helping daycare centers to comply, The Elijah-Alavi Foundation has joined with Belay, a company devoted to working with childcare centers to keep children with food allergies safe and secure, to provide access to the gold standard in childcare center allergy preparedness programs. With this program in place daycare centers can be assured that they meet the State's standards as established in the Elijah law,

Daycare centers and their personnel will be trained and then certified by Belay. This is the only entity to be accredited and to provide this level of training and to be endorsed by the New York Allergy and Asthma Society. "The New York Allergy and Asthma Society is proud to endorse the Belay and Elijah-Alavi Foundation initiative, which has created the first and only in-person food allergy training program for daycare centers, schools and childcare organizations. "

"Only once every daycare in New York has the right program in place can we be assured that what happened to Elijah will not happen again, says Thomas. "The Foundation is committed to encouraging daycares big and small to move as quickly as possible in the right direction."

For its part, Belay is determined to train and certify as many daycares as possible as quickly as possible. As of the week of November 18, the rollout of the Belay initiative has begun. At this writing the inaugural Belay program is in place. Ten others have already signed on and a deluge expected in the next few months. Belay's goal is to have 300 daycares certified by the end of 2020.



“Yes, we consider daycares and schools job one,” says Founder and CEO Dr. Abby Herzig, “But that’s just the start. “We’re already in discussion with child care organizations throughout the state and other regions of the country. There is a plan in place to launch a Canadian initiative in Toronto next year and to subsequently roll out a national undertaking up there as well.”

“This is a truly unique partnership between us, a Foundation dedicated to advocating for the protection of children with food allergies from harm in public settings and Belay, a social enterprise determined to advance the highest standard of preparedness for those with responsibility for the health and safety of children in their care. Together, we’re going to make the world a safe place for these kids. It makes me very proud to be a part of this initiative.” About the Training Initiative: [www.BelayTraining.com](http://www.BelayTraining.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. The most imperative aspect of such a partnership is the shared interests in the diverse communities we serve, as every demographic represented among them depends upon us for our commitment to public health and overall well-being.

To find out more information on the Elijah-Alavi Foundation

Website <https://www.elijahalavifoundation.org>

Instagram [@elijahsecho](https://www.instagram.com/elijahsecho)

Facebook [@Beelijahsecho](https://www.facebook.com/beelijahsecho)

### **About Belay**

Belay was founded to help families, daycares, and schools manage life-threatening food allergies. Our 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.

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

To find out more information on Belay

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

Instagram [@WeBelay](https://www.instagram.com/webelay)

Facebook [@WeBelay](https://www.facebook.com/webelay)

### **Contact Information**

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# The Issue

NEW YORK- November 2016, Elijah, 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 allergy reaction and did not give Elijah the life-saving injection of epinephrine that he needed. Elijah went into anaphylactic shock and died in hospital.

Currently, there is no standard training given to child care providers and workers on food allergy safety, nor are there 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.



# 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 on-site, in-person, 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 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.

# Mission of Belay

**Belay** was founded to help families, daycares, and schools manage life-threatening food allergies. Our 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.

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

It begins with equipping non-medical personnel, educational staff, and family members with the knowledge and tools to understand and most effectively manage life-threatening medical conditions, such as food allergies.



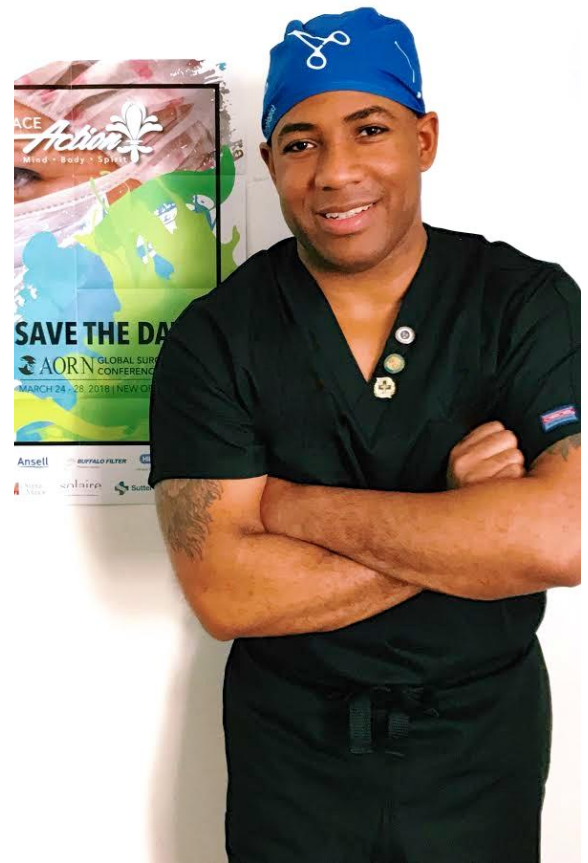
# About Thomas Silvera, CST

## 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.

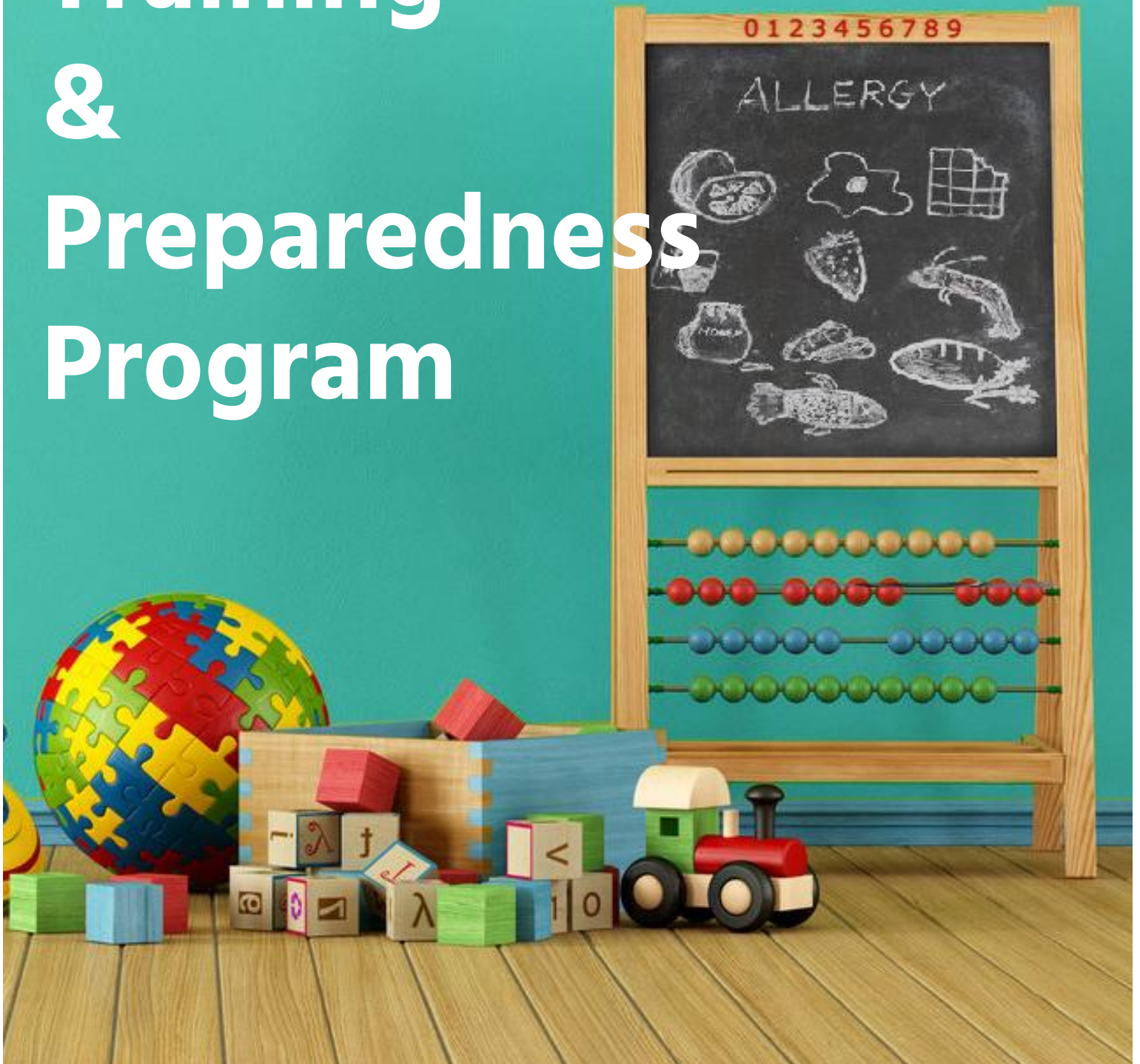
Dr. Abby Herzig spent her professional life working with children as a clinical psychologist. Over the 10 years of practice, she worked in psychiatric hospitals, special schools, the court system, her own private practice, and with UNICEF.

Inspired by her son who lives with life threatening allergies, Dr. Herzig closed her psychology practice to build Belay.

She believes that “every child with food allergies should feel safe and empowered. We are all in this together”.



# 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 in-person training 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

## In-Person Training

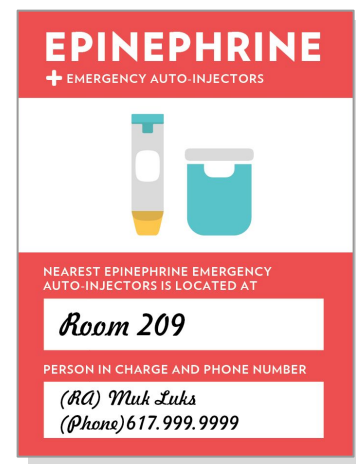
- An **initial assessment** of all daycare personnel in order to assess pre-training knowledge on food allergy management.
- **In person** training will run approximately 90 minutes in length and will result in **certification** of the daycare center and its personnel.
- The course will ensure that all 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 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

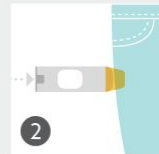


**Lung**  
Short of breath, wheezing,  
repetitive cough

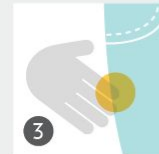
**INJECT EPINEPHRINE IMMEDIATELY** - *You've Got This*



**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.

belay

RISE ABOVE FOOD ALLERGIES

#WEBELAY

# The Program Checklist



American Red Cross

Other Online Programs

Initial Assessment



X

X

Face to Face Training



X

X

Educational Materials



X

X

Emergency Protocol



X

X

Online Training Program



Daycare Center Certification



X

X

Personnel Certification



X

Periodic Re-Certification  
& Follow Up



X

X

Preparedness Program



X

X

Software & Hardware Technology



X

X

# 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

 belāy



## For More Information:

[www.BelayTraining.com](http://www.BelayTraining.com)

[www.ElijahAlaviFoundation.org](http://www.ElijahAlaviFoundation.org)

[www.WeBelay.com](http://www.WeBelay.com)



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