

RED SNEAKERS FOR OAKLEY

*Red Sneakers for Oakley is a 501(c)(3)
nonprofit committed to educating and
advocating for food allergy awareness to
save lives.*



Days Program: University

OUR STORY

Oakley was the 11-year-old son of Robert and Merrill, and twin brother of Olivia Debbs. In November 2016, we tragically lost Oakley due to a fatal anaphylactic reaction to walnut extract.

Shortly after Oakley's death, we decided to publicly share Oakley's story to help raise awareness about the dangers of food allergies.



We immediately saw a need for education and awareness and founded the non-profit organization Red Sneakers for Oakley to prevent what happened to Oakley from happening to another child.

Oakley wore red sneakers in the multiple sports he played, they were his favorite. Red Sneakers have now become a powerful symbol to represent food allergy awareness around the world.

We hope you will put on your red sneakers in support of food allergy awareness and help prevent life-threatening anaphylactic reactions.

-The Debbs Family

**To read Oakley's full story,
visit redsneakers.org/oakleys-story.**



BECOME A RED SNEAKER AMBASSADOR

**THE RED SNEAKER AMBASSADOR
PROGRAM IS AN OPPORTUNITY TO
EDUCATE AND PROMOTE AWARENESS
ABOUT THE MANY DANGERS
ASSOCIATED WITH FOOD ALLERGIES**

Ambassadors inspire, educate and empower their peers to understand the physical and social impact of food allergies.

They teach peers how to confidently take action during an allergic reaction, and advocate for safety and acceptance for those who suffer from food allergies.

Being a Red Sneaker Ambassador not only provides the opportunity to advocate for a meaningful cause, but it also features exciting benefits.

[Sign Up To Be An Ambassador Here](#)



AMBASSADOR BENEFITS & REQUIREMENTS

Red Sneaker Ambassadors will receive:

- A pair of Red Converse Sneakers
- RSFO Ambassador Merchandise
- Exclusive access to discounts from RSFO sponsors & partners
- The opportunity for recognition on the RSFO website and social media
- Materials to support your food allergy awareness and education initiatives

Program Requirements:

- Annually organize and lead at least one Red Sneaker Day (RSFO will provide support as needed)
- Celebrate International Red Sneakers Day (May 20th) by posting educational content on social media and sharing why you wear red sneakers
- Become an advocate in your community and bring awareness to RSFO's mission for the food allergy community
- Set yourself an annual fundraising goal



WHAT IS A RED SNEAKER DAY?

Red Sneaker Days are designed to engage and inspire students, parents and school staff to become informed about the importance of food allergy awareness.

Our Days Program provides education on how to properly prepare for and respond to anaphylaxis.



This program also provides flyers, article recommendations, posters and on-campus activities to help build community, compassion, and understanding for those who have food allergies.



Red Sneaker Program Objectives

- Promote food allergy awareness
- Provide a safe environment for those with food allergies
- Inform and educate
- Create a community that supports those with food allergies





MAY 20TH

PARTICIPATE IN INTERNATIONAL RED SNEAKERS DAY

for food allergy awareness



Take a photo of yourself in red sneakers (or anything red).

On May 20th, post your photo on social media to help spread food allergy awareness!

Tag us! @redsneakersforoakley on Facebook and Instagram.
Tag @oakley_red on Twitter.

Use hashtags:
#redsneakersforoakley
#foodallergyawareness
#internationalredsneakersday

VISIT [REDSNEAKERS.ORG/IRSD](https://redsneakers.org/irsd) FOR MORE INFO



@RedSneakersForOakley



@redsneakersforoakley



@oakley_red



HOST A RED SNEAKER DAY

Suggested Red Sneaker Day Events:

Host a Presentation on Campus

Bring Allergy Expert Speakers

Host a Fundraiser

PSA Viewings on Campus

Organize a Sports Day

Participate in International Red Sneakers Day

Partner With a University Club or Organization

Write an Article in School Newspaper

Create a Food Allergy Safe Restaurant List



Articles

- [College To-Do Checklist with Allergies](#), Allergic Living Magazine This article has a thorough checklist for food allergic students going to college or university for the first time. It includes a "Before Arriving" and a "Once On Campus" checklist.
- [How the Media Portrays Food Allergies](#), FARE. This article describes the way the media's portrayal of food allergies can negatively effect views of those living with food allergies.
- [Study Finds Doubling of Adult Food Allergy: 5 Important Takeaways](#), Allergic Living Magazine. This article gives 5 important takeaways for adults living with food allergies.
- [Preparing for College](#), FARE This article provides tips and questions to ask when going to college.
- [Guiding Your New College Student to Success](#), FAACT This College Toolkit includes where to start, Food Allergy Management Checklists, podcasts, support groups and more.



Videos

- [Dining Out With Food Allergies](#) This short film conveys the critical and integral relationship that must exist between a restaurant and a diner who suffers from food allergies.
- [Dr. Mike: The Truth About Food Allergies](#) "Many of my patients come to see me as a result of their allergy symptoms. But at times, they also confuse intolerances with allergies. I decided to sit down with a leading pediatric allergist Dr. Dave Stukus and chat all things allergy."
- [Navigating Food Allergies in College](#) In this video, you will hear the perspective of students with food allergies at University.
- [Food Allergies on School Campus](#) In this video, you will hear the perspective of students with food allergies at University and how the campus dining hall at Northwestern University has created a food allergy safe environment.



More Resources

- [Public Access to Epinephrine, FARE](#) Here you will find links to current statute that allows entities to stock undesignated stock epinephrine.
- [Guidelines for Managing Food Allergies in Higher Education, FARE](#) This resource includes a guide on how to establish an individual's food allergy as a disability, a dining service guide and more.
- [Leaving the Nest: Improving Food Allergy Management on College Campuses, Annals of Allergy, Asthma & Immunology](#) This is a Powerpoint deck you can offer to the campus administration for tips on helping their food allergy allergic students.
- [What is a Food Allergy?, Red Sneakers for Oakley](#) This is a presentation that addresses the basics of food allergies and anaphylaxis.



CLUB O!



FOOD ALLERGY CLUB

redsneakers.org

Club O! is a safe space for people with food allergies. Club O! provides a community for people with food allergies and food allergy allies to come together with one purpose: awareness. It is designed to alleviate the anxiety associated with food allergies while at school and provide a better understanding of what it is like living with a food allergy. Club O! will also provide opportunities for non-allergic people to learn how to support a friend with food allergies.



CLUB O! CONTINUED

Start a Club O! at your school to help raise food allergy awareness. Everyone is welcome! Club O! members will work together to accomplish the following:

- Plan a Red Sneaker Day
- Plan a fundraising event
- Share Oakley's story
- Create a community for those with food allergies at your school
- Share food allergy facts and resources at your school
- Educate your school on what it is like living with food allergies





CONTACT US



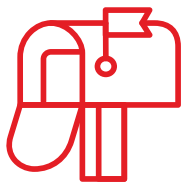
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