



**An Overview of the Food Allergy & Intolerance
Management Training and the
PAC R.D. Consultant Certification Program**



The Eating & Educating, Living Life (ELL) Foundation supports the rights of every child to eat safe foods, to learn in safe environments and to live safer lives with food allergies and anaphylaxis.

As part of its primary mission, the ELL Foundation provides education and training services on food allergy safety to schools, camps, child care facilities and to food allergic families. Specific training services are offered as part of the Protect Allergic Children (PAC) Program.

Having a food allergy or intolerance requires the elimination of specific foods from the diet. Currently, little assistance or guidance exists for individuals to replace nutrients lost from foods eliminated from the diet to ensure that a nutritionally balanced intake is achieved. Families currently struggle to locate resources capable of providing this type of assistance.

Furthermore, educational and recreational facilities continue to struggle to provide “safe” food substitutes for those with food allergies and intolerances. Challenges exist to avoid cross contamination with allergens in the kitchen and to create well-balanced, nutritionally sound meal options incorporating allergy-friendly food products.

The PAC Program addresses these unmet informational needs and support services by leveraging the expertise of Registered Dietitians and certifying them as PAC Food Allergy & Intolerance Specialists capable of delivering the following PAC services to clients in need.

PAC Program Educational/Recreational Facilities	PAC Program Food Allergic Families
<ul style="list-style-type: none"> • Food Allergy Safety in the Cafeteria (“Safe” Cooking Techniques & Menu Planning) 	<ul style="list-style-type: none"> • Nutritional Assessment & Dietary Planning for Food Allergic Families



The PAC Food Allergy & Intolerance Specialist Training

The PAC Food Allergy & Intolerance Specialist Training is a web-based, on-demand course that is presented as 2 separate sessions which will be available to view starting on Friday, December 11th, 2009.

Session I: Becoming an R.D. Food Allergy & Intolerance Specialists

The curriculum for Session I: Becoming an R.D. Food Allergy & Intolerance Specialist includes the following informational areas for comprehensive review:

- Food Allergies Today: A Growing Epidemic
- Epidemiology of Food Allergies and Intolerances: What We Know and Where We Go From Here
- Medical Diagnosis and Treatment of Pediatric Food Allergies and Intolerances
- Nutrition Assessment and Treatment of Food Allergies and Intolerances
- Food Service: Safety in the Cafeteria
- Tools to Assist the R.D. Food Allergy & Intolerance Specialist

A thorough understanding of the information supporting the topics listed above will enable R.D.s to effectively deliver the content included within Protect Allergic Children (PAC) food allergy safety training modules provided to educational/recreational institutions and to food allergic families.

As part of the training session, information will be further highlighted through several activities and case studies designed for PAC R.D. candidates to complete.

All PAC candidates completing Session I module will be provided a Question/Answer exam to assess the degree of comprehension of the information presented.

Session I will require ~3.5 hours to complete. Following the completion of Session I, PAC R.D. candidates will receive access to proceed to Session II which is required for completion and full certification as a PAC R.D. Food Allergy & Intolerance Specialist.



Participation at the live taping of the Food Allergy & Intolerance Management Training on December 6th, 2009 in Chicago, IL is open to any paid R.D. who is interested and able to attend. To obtain additional details please contact Kathleen Silverman at ksilverman@ellfoundation.org.

Session II: An Overview of the Protect Allergic Children (PAC) Program & R.D. Services

Once an R.D. submits a completed Q&A exam to ELL, he/she will gain access to the second portion of the PAC R.D. Food Allergy & Intolerance Specialist Training Program.

Session II is designed to provide an in-depth review of the PAC Program, the services exclusively available through PAC certified R.D.s and the specific PAC service modules. The informational components of Session II include the following:

- Overview of the PAC Consultant Team
- Review of the PAC Services
- Sales & Marketing Initiatives
- Sales Process
- Sales Tools – PAC Service Presentations
- Sales Support
- Fees & Compensation Model

Following a review of the information listed above, Session II will primarily focus on a review of the specific modules developed for PAC R.D.s to deliver to educational/recreational institutions and to food allergic families.

The elements included within the PAC R.D. service modules are presented in the chart on the following page.



PAC R.D. Food Allergy Safety Modules

Food Allergic Families: Nutritional Assessment/Dietary Planning	Schools/Camps/Daycare: Food Allergy Safety in the Cafeteria & Substitute Dietary Planning
Food Allergies Today: A Growing Epidemic <ul style="list-style-type: none"> • Background & data • Signs & symptoms 	Food Allergies Today: A Growing Epidemic <ul style="list-style-type: none"> • Background & data • Signs & symptoms
The Critical Role of a Registered Dietitian: Replenishing an Avoidance Diet <ul style="list-style-type: none"> • Implications of poor nutrition 	The Critical Role of a Registered Dietitian: Assistance in the Cafeteria <ul style="list-style-type: none"> • Risks to food allergic children • Supports compliance of institution with federal legislation
Nutritional Assessment & Recommended Dietary Plan <ul style="list-style-type: none"> • History of intake tracking and assessment • Recommended substitute plan to achieve a balanced dietary intake of foods 	Safety in the Cafeteria <ul style="list-style-type: none"> • Avoiding Cross Contamination <ul style="list-style-type: none"> ○ Surface ○ Cooking ○ Tracking food service products/ingredients ○ Procedures in monitoring food allergic student selections • Interpreting the ingredient label
Safety in the Kitchen <ul style="list-style-type: none"> • Avoiding cross contamination 	Substitute Dietary Planning <ul style="list-style-type: none"> • Food & menu options
Beyond the Ingredient Food Label <ul style="list-style-type: none"> • Recommended food products (dedicated processing techniques) 	Beyond the Ingredient Food Label <ul style="list-style-type: none"> • Recommended food products (dedicated processing techniques)
Outcome Tracking with Clients	

Information will be further highlighted through several activities and case studies designed for PAC R.D. candidates to complete.

American Dietetic Association (A.D.A)

Application approval is pending from the A.D.A. to recognize the ELL Food Allergy & Intolerance Management Training & PAC R.D. Consultant Program as fulfilling continued education units (CEUs) for participating R.D.s



All PAC Candidates completing the Session II module will be provided with a Question/Answer exam to assess the degree of comprehension of the information presented.

Upon submission of an accurately completed exam, each candidate will receive a certificate of recognition as a PAC Certified Food Allergy & Intolerance Specialist.

Session II will require ~3.0 hours to complete.

R.D. Food Allergy & Intolerance Management Training Fees

The following fees are required to participate in the Food Allergy & Intolerance Management Training & PAC R.D. Consultant Certification Program.

Program Element	Fees
Content Licensing Fee & PAC Training & Presentation Materials	\$220
Figurefacts.com: PAC Supporting Program Tool. Online nutrition tracking tool allows R.D.s to view client intake records between sessions and to identify appropriate foods and daily needs for those with food allergies and intolerances. www.figurefacts.com	\$49.95 (50% off of current 1-year subscription price)
“The Party is at the Safe House”. A collection of menu plans, entertaining tips, steps to creating a "safe" home and 50+ allergy-free recipes.	\$15.00
Total Due	\$284.95

The above itemizes the required fees to participate in the Food Allergy & Intolerance Management Training. The tools are incorporated to support the PAC R.D. food allergy safety service modules.

Payment is due prior to obtaining access to the Food Allergy & Intolerance Management Training and PAC R.D. Consultant Certification Program.

Payment options include the following:

- Payable via check submitted to ELL, 756 Fox Run Drive, Geneva, IL 60134
- Payable via PayPal on ELL website at www.ellfoundation.org



Getting Started!

- Formally register by submitting payment for participation in the PAC Food Allergy & Intolerance Management Training & PAC Consultant Certification Program
 - Payable via check submitted to ELL at 756 Fox Run Drive, Geneva, IL 60134
 - Payable via PayPal at ELL website www.ellfoundation.org
- Once payment is received, a confirmation email will be submitted and should be filed for tax purposes. ELL will forward an email including the link to the PAC Food Allergy & Intolerance Management Training with login information and the training presentation materials.
- As part of the Session I training module, the Question/Answer exam will be included. Upon completion of the session, instructions will be provided to submit the completed form to ELL for review. Acknowledgement of an accurately completed exam will be forwarded to each candidate along with the link and login information to access Session II and the presentation materials.
- As part of the Session II training module, the Question/Answer exam will be included. Upon completion of the session, instructions will be provided to submit the completed form to ELL for review. Acknowledgement of an accurately completed exam will be forwarded to each candidate along with notification of certification (Certificate included). Also included as part of the Question/Answer exam will be a PAC Consultant territory registration and request form. This form will allow PAC Consultants to designate areas in which they prefer to fulfill PAC service requests.
- All questions regarding the content presented as part of the Food Allergy & Intolerance Management Training after participation in the session should be forwarded to Roberta Jenero at roberta@figurefacts.com.
- All questions regarding registering for participation in the session and/or the PAC Consultant Program should be forwarded to ksilverman@ellfoundation.org.



Speaker/Expert Biographies

Kathleen A. Silverman, Founder/President, Eating & Educating, Living Life (ELL) Foundation

As the Founder and President of ELL, Kathleen Silverman launched the national not-for-profit organization in response to the many challenges involved in ensuring safety in the foods that allergic children consume and the environments in which they learn.

As part of a 25-year career in corporate marketing, Kathleen spent 11 years as Partner of a Chicago-based strategic marketing consulting firm assisting Fortune 500 clients. Following her son's diagnosis of severe food allergies and anaphylaxis, Kathleen redirected her entrepreneurial talents and efforts with the launch of a locally-based organization, Market Position Research (MPR), a strategic marketing research firm.

ELL was later launched in 2008 to provide education and training services to address the obvious shortcomings of current legislation regarding food safety and safety for food allergic children throughout US-based schools.

Kathleen continues to build the organization and manages the day-to-day initiatives of ELL including the Protect Allergic Children (PAC) food allergy safety training program for educational/recreational institutions and for food allergic families. The PAC Program is currently supported by >100 trained and certified consultants who deliver the food allergy safety modules.

Kathleen is the author of *The Party is at the Safe House*, a training guide to “safe” entertaining and creative cooking when food allergies exist.

Roberta H. Clarke Jenero M.S., R.D., L.D.

As the founder and CEO of Figure Facts, LLC, Roberta H. Clarke Jenero M.S., R.D., L.D. has achieved impressive credentials that will provide an invaluable contribution to the ELL Foundation. Roberta is the author of *Figurefacts for Life: Learn to Fuel Your Body for Health and Weight Management!*, the founder of Figurefacts.com and the PDA-compatible and mobile phone versions of *Figurefacts*.

Roberta is a registered dietitian with more than 20 years of expertise, including past experience as coordinator of The Nutrition Clinic at Rush University Medical Center and as clinical dietitian at University of Illinois Hospital in Chicago. Roberta received both her bachelor's degree and master's degree in nutrition and medical dietetics from the University of Illinois at Chicago.



Roberta holds a Director position on the ELL Board and will manage the ELL R.D. Consultant Network.

On a personal note, Roberta's management of her gluten intolerance for the past 20 years and the knowledge gained will contribute greatly to this training.

Dr. Lee Sonin, M.D., Specialist in Allergy Immunology

Dr. Lee Sonin, MD currently practices Allergy Immunology and Internal Medicine with Advanced Allergists Ltd., a reputable and highly recognized practice that operates multiple locations throughout the northwestern suburbs of Chicago, IL.

Dr. Sonin's educational credentials include the following:

- Medical School: University of Illinois, Chicago, IL
- Internship: Northwestern Memorial Hospital
- Residency: Northwestern Memorial Hospital
- Fellowship: Northwestern University, Chicago, IL

Dr. Sonin is board certified by the American Board of Allergy & Immunology and the American Board of Internal Medicine.

Lara Field, MS, RD, LDN

FEED is a privately owned pediatric nutrition counseling business founded in 2008 by registered dietitian Lara Field, MS, RD, LDN.

Lara always has had a passion for kids' nutrition. She has over seven years experience in clinical practice at two of the top ranked pediatric hospitals in the country, Children's Memorial Hospital in Chicago and University of Chicago Medical Center. She has specialized in pediatric nutritional care including the pediatric intensive care unit and pediatric gastroenterology and hepatology clinics.

Lara has been invited to speak at national nutrition and medical conferences including the American Society of Parenteral and Enteral Nutrition and the Crohn's and Colitis Foundation of America. She has been quoted in publications on her perspective on infant feeding practices.



As an advisory board and executive committee member of the University of Chicago Celiac Disease Center, Lara always has been active in the celiac disease community. She frequently educates patients, family members, and nutrition professionals on the gluten-free diet. Lara serves as a member of the American Dietetic Association and is a member of Dietetic Practice Groups including Nutrition Entrepreneurs, Pediatrics, and Medical Nutritional Therapy. Lara is very active locally with the Chicago Dietetic Association and recently was elected as the nominating committee chair.

Lara received her Bachelor of Science Degree from the University of Illinois at Urbana-Champaign. She completed her Master's of Science degree and dietetic internship from Rush University Medical Center in Chicago, Illinois. During her internship, Lara completed additional specialized pediatric training at Children's Memorial Hospital in Chicago and John's Hopkins in Baltimore.

Rose O'Connell, Owner Rose's Wheatfree Bakery

Rose O'Carroll is the Chairperson of Rose's Wheatfree Bakery, LLC, and herself requires a gluten-free diet since 1994. Rose began Rose's Wheatfree Bakery after she spent time in her own kitchen creating recipes for gluten free baked goods which were quality tasting products. Through a series of evolving recipes she developed herself, Ms. O'Carroll created the current line of baked goods offered by the company.

Rose attended Kendall College, a culinary college for several classes in 2006 and opened Rose's Wheat Free Bakery and Cafe in 2007.

Rose currently manages and trains her staff on avoiding cross contamination with allergens in food preparation in both her restaurant and bakery. In addition, Rose sells her products to restaurants and offers training for their staff in order to minimize cross contamination in their specific food service environment. In addition, some of her breads and cookies are available on Pea Pod.