



**ausEE Inc.**

a charity dedicated to improving lives  
affected by an eosinophilic disease

**NEOSW**

**National EOSinophilic Week**

**Promotion Kit  
2025**

# National EOSinophilic Week

raising awareness for eosinophilic diseases

3-9 August

#NEOSW2025

**National Eosinophilic Week (NEOSW) is held 3-9 August 2025 to increase community awareness and understanding of eosinophil-associated diseases.**

This promotion kit contains information and resources to help raise awareness about eosinophilic diseases. These resources and additional resources can be found on the EOS Aware [website](#).

Please help to promote National Eosinophilic Week by sharing about eosinophilic diseases on your social media pages, website or newsletter, and/or by printing and displaying our resources.

Please tag ausEE Inc. on your social media so we can find your posts and/or use our hashtags #NEOSW2025 and #EOSaware. We will be posting on our social media leading up to and during National Eosinophilic Week (3-9 August 2025), which incorporates Top 8 Challenge day on Friday, 8 August. You can also help spread the message by liking and sharing our posts:

@ausEEInc on [Facebook](#)

@Top8Challenge on [Facebook](#)

@ausee\_inc on [Instagram](#)

@ausEEorg on [X](#)

@ausee-inc on [LinkedIn](#)

Thank you for your help in raising awareness of eosinophilic diseases.

## Contact Us

ausEE Inc.

**Tel** 1300 923 043

**Email** [admin@ausee.org](mailto:admin@ausee.org)

[ausee.org](http://ausee.org)

[eosaware.com](http://eosaware.com)



# National EOSinophilic Week

raising awareness for eosinophilic diseases

3-9 August

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## NEOSW Resources

Click on the images to download. Find suggested copy below for social media. Please feel free to edit to suit your purposes.

National Eosinophilic Week (NEOSW) is taking place from 3-9 August 2025. Eosinophils are a type of white blood cell, and NEOSW aims to increase community awareness and understanding of eosinophil-associated diseases.

Find resources and ideas on how you can get involved at [www.eosaware.com](http://www.eosaware.com)  
#NEOSW2025 #EOSaware



NEOSW Social Media Badge/Tile

Do you know what an eosinophil-associated disease is? We're helping ausEE Inc. raise awareness of eosinophilic diseases during National Eosinophilic Week (NEOSW), 3-9 August 2025.

Learn more at [www.eosaware.com](http://www.eosaware.com)  
#NEOSW2025 #EOSaware



NEOSW Banner

It's National Eosinophilic Week (NEOSW), 3-9 August 2025. Eosinophils are a type of white blood cell involved in certain immune responses. When too many eosinophils build up in parts of the body, this can cause inflammation and tissue damage. This may indicate an eosinophil-associated disease (EAD). Diagnosis usually depends on where the eosinophils are found and the symptoms present.

Find out more: [www.eosaware.com](http://www.eosaware.com)  
#NEOSW2025 #EOSaware



# National EOSinophilic Week

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## Top 8 Challenge Resources

On Friday 8 August, take the ausEE Inc. #Top8Challenge by not eating any top 8 common allergenic foods (that's no milk, wheat, egg, soy, peanut, tree nut, fish or shellfish) to help raise awareness and funds for eosinophilic disease research.

Sign up at [www.top8challenge.com](http://www.top8challenge.com)  
#NEOSW2025 #EOSaware



[top8challenge.com](http://top8challenge.com)

Help raise awareness and funds  
for eosinophilic disease research

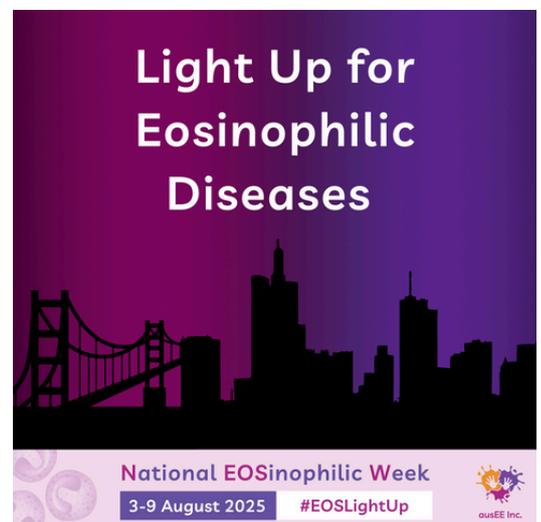


Top 8 Challenge Social Media Tile

## Light Up Resources

We are supporting National Eosinophilic Week (NEOSW), taking place from 3-9 August 2025, by illuminating our landmark in pink and purple (the colours representing eosinophils) to help raise awareness of eosinophilic diseases. Eosinophils are a type of white blood cell, and NEOSW, hosted by ausEE Inc., aims to increase community awareness and understanding of eosinophil-associated diseases.

Find out more at [www.eosaware.com](http://www.eosaware.com)  
#EOSLightUp #NEOSW2025 #EOSaware



Light Up Social Media Tile

Landmarks, buildings, and bridges across Australia and New Zealand will light up in pink and purple, the colours representing eosinophils, during National Eosinophilic Week, 3-9 August 2025.

See the list of participating #EOSLightUp locations at [www.eosaware.com](http://www.eosaware.com)  
#NEOSW2025 #EOSaware



# National Eosinophilic Week

raising awareness for eosinophilic diseases

3-9 August

#NEOSW2025

## Community Resources

Click on the images to download.

**National Eosinophilic Week**  
raising awareness for eosinophilic diseases  
3-9 August #NEOSW2025

Eosinophils are a type of white blood cell involved in certain immune responses. When too many eosinophils build up in parts of the body, this can cause inflammation and tissue damage. This may indicate an eosinophil-associated disease (EAD). Diagnosis usually depends on where the eosinophils are found and the symptoms present.

Eosinophilic diseases can significantly impact quality of life and often require ongoing monitoring and long-term management.

To raise awareness, landmarks, buildings, and bridges across Australia and New Zealand will light up in pink and purple, the colours representing eosinophils, during National Eosinophilic Week, 3-9 August 2025.

Help shine a light on eosinophilic diseases by visiting a local #EOSLightUp location, taking a photo, and sharing it on social media.

Eosinophilic oesophagitis (EoE) is a type of eosinophilic disease. One treatment option is an elimination diet, which removes common allergenic foods.

Take the Top 8 Challenge on 8 August to raise awareness and support research into eosinophilic diseases.

ausEE Inc. a charity dedicated to improving lives affected by an eosinophilic disease

Find out more and get involved at: [eosaware.com](http://eosaware.com)

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National Eosinophilic Week and the Top 8 Challenge are corporate sponsored and discretionary initiatives of ausEE Inc, a registered Australian charity. The information is general information and support purposes only and is not intended as a substitute for medical advice from your doctor or other health professional.

NEOSW Poster

**National Eosinophilic Week**  
raising awareness for eosinophilic diseases  
3-9 August #NEOSW2025

#MyEADStory

Learn more about eosinophilic diseases at: [eosaware.com](http://eosaware.com)

ausEE Inc. a charity dedicated to improving lives affected by an eosinophilic disease

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My EAD Story Template

**TOP 8 CHALLENGE**  
Milk, Eggs, Wheat, Fish, Peanuts, Tree Nuts, Soy, Sesame, and Corn

8/8

Sign up at: [top8challenge.com](http://top8challenge.com)

Take the Top 8 Challenge on 8 August by not eating any top 8 common allergenic foods and raise awareness and funds for eosinophilic disease research.

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Top 8 Challenge is a community sponsored and discretionary initiative of ausEE Inc, a registered Health Promotion Charity and not as a deductible gift recipient (DGR). Funds raised will be used to fund Australian research into eosinophilic diseases.

Top 8 Challenge Poster

**NEOSW**  
National Eosinophilic Week

pink and purple are the colours of eosinophils

eosinophils are a type of white blood cell

**WEAR PINK & PURPLE**

Date:

Wear pink and purple in August to raise awareness for eosinophilic diseases.

Gold coin donations will support eosinophilic disease research.

[eosaware.com](http://eosaware.com)

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Wear Pink & Purple Poster

**COULD IT BE EOE? THE SIGNS AND SYMPTOMS**

Eosinophilic oesophagitis (EoE) is a chronic and progressive disease that can occur at any age. EoE is caused by an underlying inflammation, which can damage the oesophagus the tube that takes food from your mouth to your stomach.

Other linked with a personal or family history of allergic conditions, or symptoms that waking and/or can affect your entire body. These can sometimes occur, or all of symptoms, which may vary depending on age. As EoE is a diet condition, understanding behaviours that help people with EoE cope with symptoms both personally and professionally is important. This guide will help you better understand the possible associated symptoms of EoE and common coping mechanisms to look out for.

<b>EoE warning symptoms and associated signs may include:</b> <ul style="list-style-type: none"><li>Swallowing, choking or blocking</li><li>Feeding difficulties in young children</li><li>Feeding to EoE associated symptoms, people may display three signs and eating behaviours as coping mechanisms</li></ul>	<b>Other linked with a personal or family history of allergic conditions, or symptoms that waking and/or can affect your entire body. These can sometimes occur, or all of symptoms, which may vary depending on age. As EoE is a diet condition, understanding behaviours that help people with EoE cope with symptoms both personally and professionally is important. This guide will help you better understand the possible associated symptoms of EoE and common coping mechanisms to look out for.</b>	<b>Other linked with a personal or family history of allergic conditions, or symptoms that waking and/or can affect your entire body. These can sometimes occur, or all of symptoms, which may vary depending on age. As EoE is a diet condition, understanding behaviours that help people with EoE cope with symptoms both personally and professionally is important. This guide will help you better understand the possible associated symptoms of EoE and common coping mechanisms to look out for.</b>
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The symptoms and coping mechanisms of EoE can look a little different in children and adolescents.

Selection or 'fussy' eating  
Feeding difficulties  
Feeding to EoE associated symptoms, people may display three signs and eating behaviours as coping mechanisms

If you notice any of these signs, symptoms or behaviours, talk to your doctor about EoE.

ausEE.org

Supported by:

Could it be EoE?  
The Signs and Symptoms Guide

**National Eosinophilic Week**  
**ACTIVITY BOOK**

This belongs to:

eosinophil

ausEE Inc. a charity dedicated to improving lives affected by an eosinophilic disease

**TOP 8 CHALLENGE**

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NEOSW Activity Book

Hashtags: **#NEOSW2025 #EOSaware #EOSLightUp #Top8Challenge**

Find more information and resources at [eosaware.com](http://eosaware.com)

