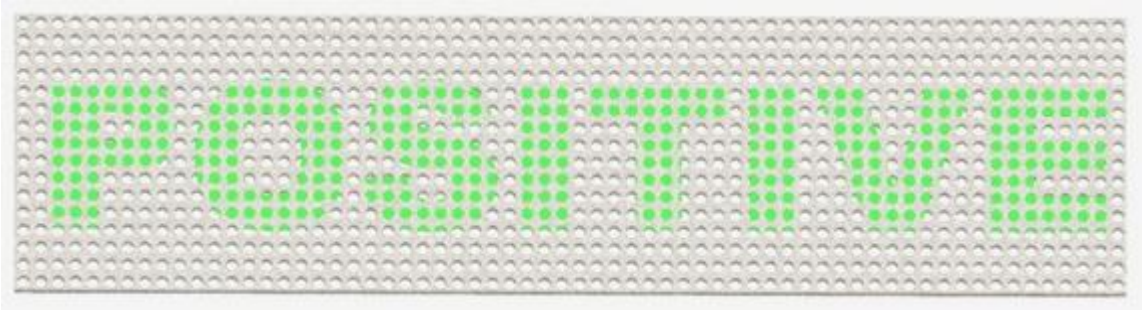

Project Number: 257401

A highly integrated and sensitive POrous SIlicon based lab on a chip for multiple quantitaTIVE monitoring of food allergies at point of care.

Specific Targeted Research Project

Information Society Technologies

Deliverable D11.3: Creation and distribution of promotional material announcing the start of the Positive project consisting of a 2/3 slide project presentation, a printed (and electronic) project brochure and a project poster.

Due date of deliverable: **November 30 2010**

Actual submission date: **March 01 2011**

Start date of project: 2010-09-01 Duration: 3 Years

Organisation name of lead contractor for this deliverable: **KTH**

Revision **[1.0]**

Project co-funded by the European Commission within the Seventh Framework Programme		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

1 About this deliverable

1.1 Introduction

This document contains a copy of the press-release announcing the start of the Positive project. It was sent out on the 10th December 2010. A simple oversight is the result of this late reporting.

1.2 Scope of the deliverable

The deliverable really just provides a copy of the press-release and reported followups.

1.3 Structure of this deliverable

The report is laid out according to the tasks defined in WP11 as follows:

T11.3: Press release announcing start of project (KTH)

2 Description of work performed

2.1 T11.3: Press release announcing start of project (KTH)

This task covers the creation and distribution of the press-release by the KTH news office announcing the start of the Positive project. It also reports on the picking up of this press release by various organisations and individuals and their approaches to the consortium.

2.1.1 The press release:

“Quick food allergy test - just a drop of blood

Over 15 million people in Europe – including eight percent of all children - suffer from food allergies, and this number is growing steadily. Currently, children who portray mild symptoms may undergo a skin prick test that is not only lengthy but particularly painful and usually very traumatic. Researchers from the Positive consortium are about to change all that by putting a food allergy machine on every pediatrician's desk, a machine that produces test results in 15 minutes from a miniscule drop of blood.

Today’s food allergy tests can be very expensive, take a long time, as well as being both difficult to administer and quite painful. This is especially true for the common skin prick test on young children whose arms are not large enough to take the regular test made on adults. Instead they have to be held face down for long periods of time while the pediatrician scratches food extracts into different marked patches on the skin of the child’s back.

Daniel Hill, Project Coordinator of Positive and researcher at Microsystems Technology at KTH

"For a one-year-old child this could be a very traumatic experience, and even more so for the parents. They are held face down and typically cry throughout the whole frightening experience. What if the pediatrician suspects a severe allergy to certain foods? Then they have to undergo blood tests which require a sizeable extraction which is not only difficult to undertake is also very traumatic. Then, the tests can take several days at considerable cost." says Daniel Hill, Project Coordinator of Positive and researcher at Microsystems Technology at KTH.

The Positive consortium is opening the door to a new scenario. Together with industrial partners, researchers from six universities and research institutes, and with a SEK 29 million grant from the EU, they are aiming to put a diagnostic platform, using a biosensor, on every pediatrician’s desk. This machine will be able to test for multiple food allergies very quickly, safely and painlessly from a tiny drop of blood.

"This will be a convenient test, made right there in your pediatrician's office, that will give test results within 15 minutes at low cost levels as no samples have to be sent to a laboratory. The doctor places the tiny drop of blood on a cartridge containing several sensors containing food extracts, and places the cartridge inside a machine the size of a shoe box on the desk," explains Daniel.

So far, alternatives to the skin prick and blood-based lab tests have not been able satisfy all three desired parameters: to test all food allergies at the same time, to do it quickly and to do it painlessly. Current alternatives that can cover hundreds of food allergies are very expensive and take more than five hours to produce the test results necessitating another scheduled visit to the pediatrician with all the inconvenience, additional cost and cramming of the busy practitioners' agenda this entails. Even then the test only says whether there is an allergy or not without saying how severe it might be.

"We have tested the material the sensors will be made of and we have determined that it will be able to get up to ten different measurements of food allergies at a time in our eventual prototype, which will tell us to what degree the person is allergic. The first step afterwards will be to scale it up for hundreds of food allergies in order to be able to test all the food allergies at the same time."

With time Daniel Hill is hoping for a change of attitude towards the routine testing of food allergies in children.

"Today at birth all children immediately undergo several tests including Apgar and the heel test and as they grow parents take them to be weighed, measured and vaccinated. Instead of only testing children when they are showing symptoms, sometimes of life-threatening reactions, the screening of food allergies might be included within these general checkups. This way not only will all children be able to avoid potentially fatal reactions to certain foods but also not have to undergo the slow, painful, difficult, somewhat limited and sometimes costly current diagnostic tests – potentially substantial socio-economic savings! Ultimately of course this is dependent on the willingness of countries' public health systems and authorities to include this in their general battery of tests."

The consortium is pushing to present a commercial product within two years of project conclusion. Innovative and commercially relevant research is ensured by the consortium's two technological companies' clear vision of what the market is and what is needed of the product if it is to be successful.

"Our vision is that all pediatricians should have this machine on their desk, whether they work in a hospital or in general practice. The companies' knowledge of the market really provides us with an excellent road map for innovation, making sure that we will able to exploit our results fully."

- Read more about the project on Positive's homepage

For more information, contact Daniel Hill, danhill@kth.se"

2.1.2 The pick up:

This press release was picked up by KTH and posted on its webpages:

- http://www.kth.se/en/aktuellt/supersnabba-allergitest-snart-har-1.74636
- http://www.kth.se/en/ees/omskolan/organisation/avdelningar/mst/news/quick-food-allergy-test-just-a-drop-of-blood-1.73580
- The press-release was also picked up by the partner Farfield who announced the project start in the Farfield Periodical NewsLetter, Illuminations 14: http://www.farfield-group.com/pdfs/Newsletter_Issue_14.pdf

The original press release was also picked up by:

- Swedish National Radio who interviewed Prof. van der Wijngaart http://sverigesradio.se/sida/gruppsida.aspx?programid=406&grupp=12718&artikel=4290223
- Swedish National Television who interviewed Prof. van der Wijngaart http://www.tv4play.se/nyheter_och_debatt/tv4nyheterna?title=blodchip_kan_avsloja_allergier&videoid=1215225
- An enquiry came from the Aftonbladet Swedish Tablet
- NYTEKNIK (the number one technology newspaper in Sweden) http://www.nyteknik.se/nyheter/innovation/forskning_utveckling/article3063070.ece
- From two Swedish highschool (natural da Vinci in the Kattegat High School in Halmstad) girls for a school assignment.
- The Illinois-Sweden Program for Educational and Research Exchange (INSPIRE) http://illinois.edu/lb/imageList/3833
- http://www.righthealth.com/topic/scratch_tests_allergy/BlogPosts
- Ann Göransson Nyberg, the project manager from EU project MASH "Mass casualties and Health care following the release of toxic chemicals or radioactive material" for a tie up between the two FP7 projects.
- Per Matsson, Chief Technology Officer of Phadia AB and Associate Professor, Uppsala University. He wishes

3 Conclusions

A press release was made in early December 2010 announcing the start of the Positive project. The release was very successful with a number of interested parties contacting the consortium. As a result a lot of media interest was generated including broadcast interviews on Swedish national radio and television.

4 Near future planning/Future work/

Future press-releases will be made when significant finds are made.

5 Bibliography

None