

The Asthma and Allergy Foundation of America/Kids with Food Allergies

Situation Asthma and Allergy Foundation of America (AAFA) is the nation's leading non-profit patient organization for people suffering from asthma and allergies. In recent years, its flagship AAFA brand platform was becoming increasingly outdated as well as outshined by other asthma and allergy organization brands. In addition, a sub-branded division of AAFA—Kids With Food Allergies (KFA)—was also in need of a brand overhaul to keep pace with other food-allergy non-profits. Furthermore, both AAFA and KFA website properties had become challenging to use as a result of many add-on functions and navigation changes over the years that lacked strategic focus.

Following an RFP process to solicit bids for revitalizing the AAFA and KFA brands and rebuilding their respective websites, AAFA awarded the assignment to TDC.

Solution Our first step was to conduct comprehensive brand discovery/research and website evaluations. To gain a deeper understanding of AAFA's brand challenges and stakeholder perceptions (confusion about the relationship between the mother brand and sub-brand, inconsistency in brand presentation, lack of user-friendly pathways to important content, etc.), we interviewed and coordinated focus groups with AAFA board members, senior leadership, staff, and community members. From this discovery, we developed a report that identified key findings and opportunities to build a stronger primary brand/sub-brand relationship and address various other issues. Concurrently, we conducted a wide-ranging audit of virtually all branded communications assets of AAFA and KFA. This included logos, printed materials, social media, email templates, e-newsletters, and other materials carrying the AAFA/KFA brand. We delivered another report that presented our findings from this discovery and ways to proceed with new branded materials.

Immediately following the brand research and audit, we turned our attention to the website properties and implemented audits of both sites, evaluating them from both visual design and functionality perspectives. We assessed home pages and key sub-level pages on both desktop and mobile versions, noting areas where features could be optimized for better visual appeal and faster access to popular content areas. In addition, we created a new sitemap and more user-friendly navigation pathways for both sites.

Our SEO audits for both AAFA and KFA sites examined potential issues across critical search performance categories; these included speed & crawlability, indexation & navigation, and content ranking. The audits helped identify major issues with both sites that would be addressed going forward.

While AAFA decided to retain its current primary logo (with a small type refinement we suggested), it asked TDC to create a new, more modern-looking, and arresting identity for KFA. This can be seen on the following pages along with a supporting theme line and message platform.

Today

The AAFA and KFA sites were launched recently and have been enthusiastically received by AAFA/KFA leadership and staff. We are currently under contract to perform monthly maintenance on the sites.

- website engagement research
- AAFA website audit
- KFA website audit

Allergy and Asthma Foundation of America

AAFA & KFA BRANDING/ WEBSITE USER ENGAGEMENT

Discovery | Insights | Takeaways

The Design Channel
March 18, 2022



Discovery Overview

From February 8-28, 2022, TDC conducted a series of interviews and focus groups among internal and external AAFA and KFA stakeholders to gather general insights into the following:

- Perceptions of the AAFA and KFA brands
- Perceptions of the AAFA and KFA website user experience
- Areas of strength and opportunities for improvement
- Perceptions of similar-like-minded organizations
- Opportunities for advancement in branding and website user experience

The purpose of this qualitative discovery was to gain a deeper understanding of how AAFA and its KFA division can move forward in being a more appealing, engaging, scientific, and overall more valuable resource to members and prospective audiences through its website presentations.

Interview and Focus Group Participants

A total of 22 individuals participated in either an individual interview or a small focus group. Both were conducted over Zoom; participants comprised representatives of the following groups:

- Board members
- Senior leadership
- Chapter directors
- Staff members
- Community partners

Main Takeaways/Opportunities

Website/User Experience

- **The volume and organization of information on the site and the challenging navigation are the biggest barriers to user engagement.**
These issues were mentioned by nearly every interviewee/focus group participant and will be addressed by TDC.
- **Engaging newly diagnosed patients should be the highest priority.**
Establishing immediate, highly visible outreach to newly diagnosed patients was seen as critically important - for making a strong first impression on new visitors and for beginning to create the trust and pathway to longer term loyalty and community engagement.
- **Creating a series of highly visible, differentiated content pathways on the homepage will help visitors find the information they seek more quickly.**
There was widespread desire for the site to immediately present visitors with a well-identified pathway to various types of content they may be searching for. Whether the visitor is newly diagnosed, looking to donate, seeking community connection, searching for the latest news and research, or visiting the site for other purposes, presenting a set of established pathways can help visitors find the information they seek more quickly.


Both also need a more modern design and mobile experience to compete with similar organizations and attract a wider audience. Both sites, while conveying warmth and friendliness, were broadly seen as outdated in design and needing a more modern presentation, especially given the attractive sites of Allergy & Asthma Network, FARE, and the American Lung Association. Again, TDC will be developing a more engaging look-and-feel that will extend to the mobile experience, which will be especially important for appealing to younger audiences.

Some older content will continue to have value if its accessibility can be improved. While there is acknowledgment that some old content on the AAFA site should be updated or eliminated, many believed that most of it is still valuable. This content would benefit from a reorganization or pathing for easier access.

The Asthma and Allergy Foundation of America (AAFA)

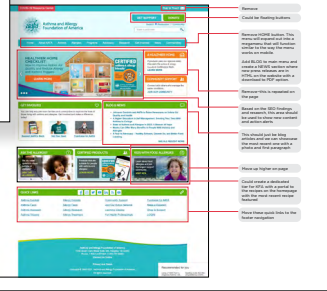
WEBSITE AUDIT

The Design Channel
March 2022



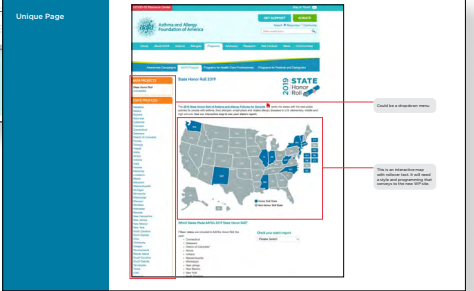
Style Two

NOTES:
The style identified here is internal site use on the left hand side with multiple color schemes.



- Consider modifying buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Add KFA to main menu and consider the placement of the KFA logo.
- Research on a separate page
- Keep on the 600 content area.
- This content is not the best.
- Please do higher on page
- This is the only content that is not on the KFA page. It should be moved to the KFA page.
- Please do higher on page
- This content is not the best.
- Please do higher on page
- This content is not the best.

Unique Page




- Consider to update the menu
- This is an outdated page with content that is not relevant to the current mission of the organization.

Kids With Food Allergies (KFA)


WEBSITE AUDIT

The Design Channel
March 2022



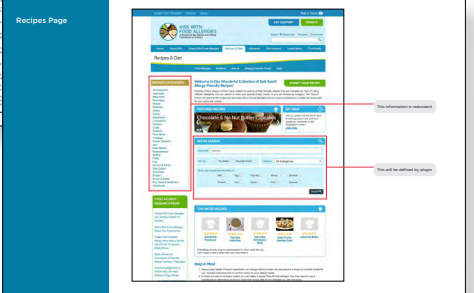
Style Three

NOTES:
All color combinations are a 1:1 ratio. Consider the use of a 1:1 ratio in all pages.



- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.
- Research on the "Find" and "Filter" buttons
- Consider the content area. This is very cluttered and needs to be simplified and organized into sections.

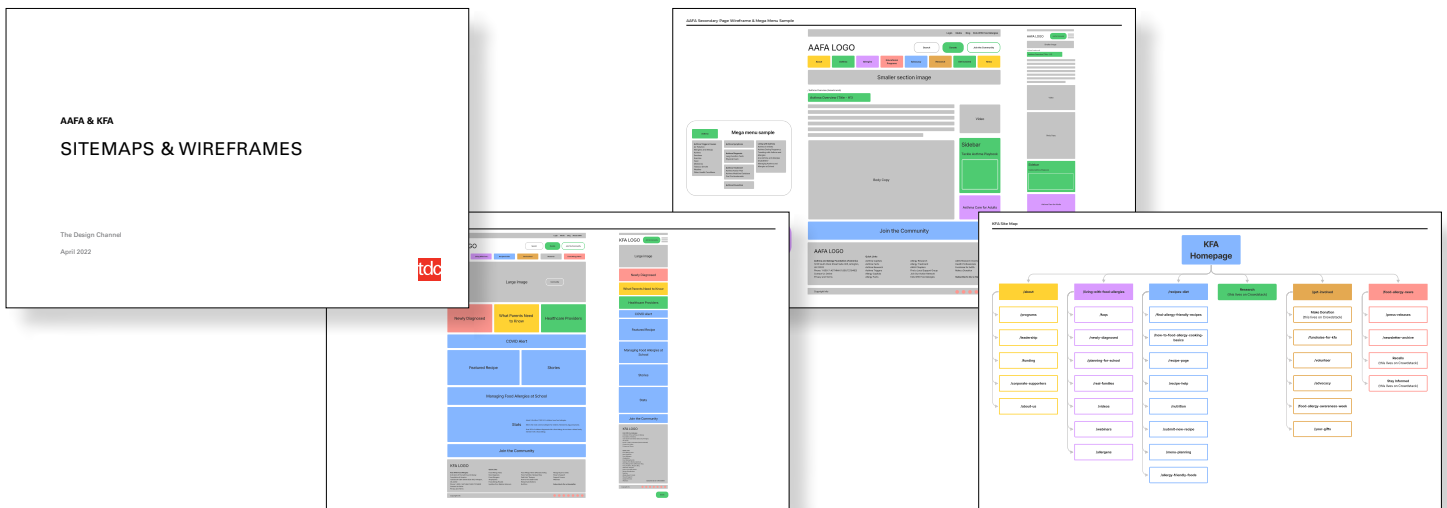
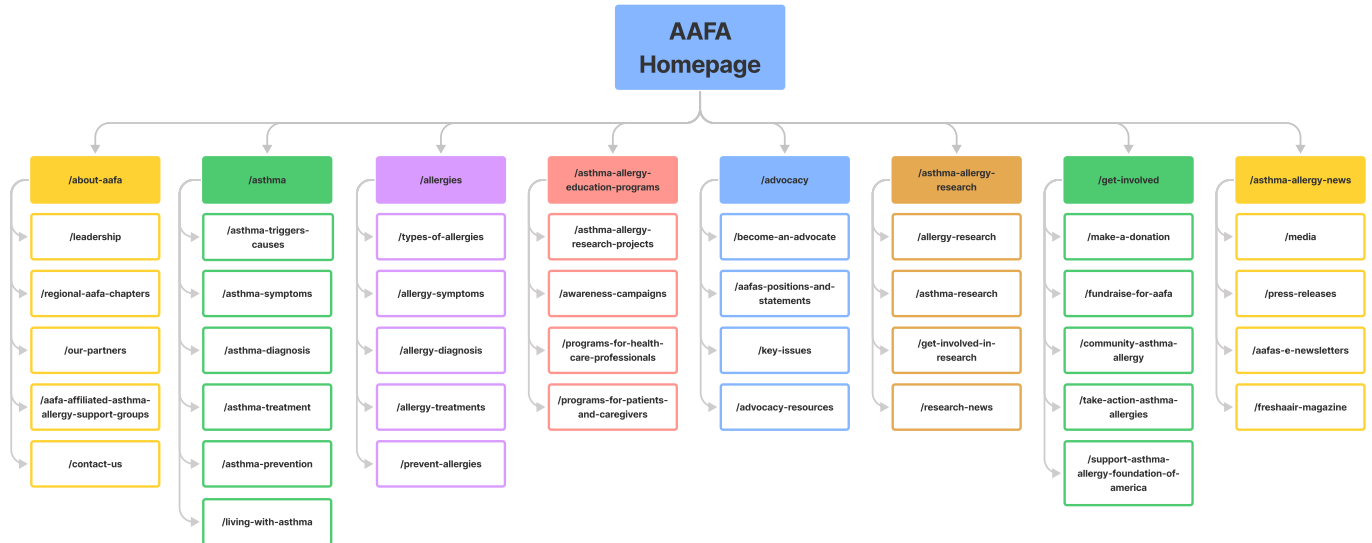
Recipes Page



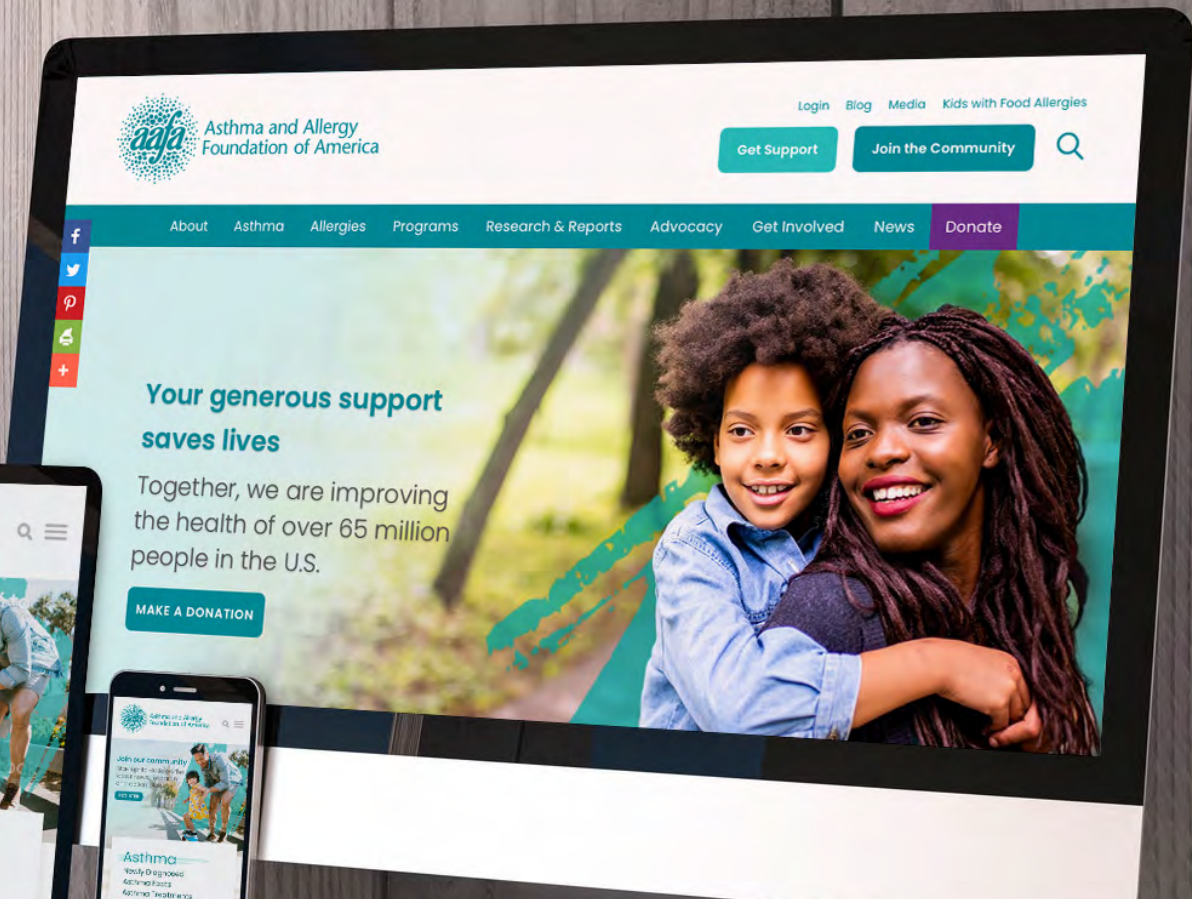
- This content is not the best.
- This content is not the best.

- site map and wireframes

AAFA and KFA Website Development



• AAFA website
www.aafa.org



- new KFA logo
- positioning statement
- tagline/themeline
- message platform



Kids with Food Allergies

Kids With Food Allergies is a comprehensive resource for families seeking information and guidance for understanding and managing their children’s food allergies. It provides support, advocacy, education, and research to improve quality of life as well as connection with others impacted by food allergies. It has long been and continues to be a leading national voice highly respected for its evidence-based and patient-centered information and programs.

Safe Choices. Safe Kids. Healthy Lives.

KFA Brand Promise	Kids With Food Allergies is a comprehensive resource for families seeking information and guidance for understanding and managing their children’s food allergies. It provides support, advocacy, education, and research to improve quality of life as well as connection with others impacted by food allergies. It has long been and continues to be a leading national voice highly respected for its evidence-based and patient-centered information and programs.		
Tag/Theme	Smart Choices. Safe Kids. Healthy Lives.		
Character	Trustworthy We provide reliable, credible information and content that gives families confidence in our guidance and programs.	Friendly KFA has an approachable, informal persona that is inviting to parents, health care providers, and community.	Caring Our messaging, content, and programs are developed exclusively to help families find the solutions they need to optimally manage their children’s food allergies.
Core Values	Welcoming/Inclusive We continually look for ways to expand our appeal, access, and value to all families and populations as a resource to lean on without fear or judgment.	Factual KFA presents evidence-based information that has been carefully reviewed and is free of bias toward outside interests—we “tell it like it is.”	Patient Focused KFA always prioritizes the patient’s well-being and values their family’s participation in and contributions to our community.
Differentiators	Community Building KFA is a leader in providing connection, dialogue, and information sharing among its audiences to advance the safety and health of children.	History We are one of the earliest and most experienced national organizations formed to meet the unique needs of families raising children with food allergies.	Practical Value KFA is a preeminent source for readily applicable, useful information and day-to-day guidance for the management of children’s food allergies.
Benefits to Families	Education We offer a wide range of programs, tools, nutrition resources, and forums to keep our audiences informed and up to date on the latest developments affecting their children’s food allergies.	Quality of Life KFA is passionate about helping kids with food allergies stay safe and healthy, and thrive as participants in popular childhood activities and environments.	Voice/Advocacy We are a unifying and authoritative hub for expanding awareness and understanding of children’s food allergies, and advancing initiatives to further reduce the challenges and burdens faced by families.
Mission	Kids With Food Allergies (KFA) is a division of the Asthma and Allergy Foundation of American (AAFA), the nation’s oldest and leading asthma and allergy not-for-profit organization. With one in 13 children living with a food allergy, KFA services are needed now more than ever. We are a vital lifeline to families raising children with Food Allergies. KFA is dedicated to saving lives and reducing the burden of food allergies through support, advocacy, education and research.		



Logo Variations 1.4

There are several Kids with Food Allergies logo versions that can be used depending on the details and constraints of design.

Logo without AAFA Tagline
If the design has the AAFA logo as well as the KFA logo (i.e., both logos on a poster or the website), this is the preferred logo to use. This logo can also be used on small designs (i.e., a business card).

Logo with AAFA Tagline
This design is the preferred version when the logo is presented larger on the design.

Horizontal Logo with AAFA Tagline
This design should be used when there is minimal vertical space available (i.e., 728x90 banner ad).

2-Color Logo
This logo version is not preferred and should only be used when minimal color usage is preferred (i.e., a t-shirt).

KO Logo
This logo version should be used when placed on a dark background or image.

Children Illustrations 1.10

These custom illustrations of children's faces reflecting a diverse range of ages, ethnicities, personal styles, and gender identification are an additional visual element that can be used within the KFA look-and-feel. These illustrations were created by Florida Zeman, an artist whose work has been featured in children's books, posters, editorial art, stationery, and products around the world.

Color Palette

Primary Color Palette

CMYK 50, 100, 0, 0	CMYK 75, 100, 50, 0	CMYK 100, 50, 50, 0	CMYK 30, 50, 50, 0	CMYK 70, 0, 50, 0
RGB 146, 28, 143	RGB 194, 48, 124	RGB 37, 64, 143	RGB 76, 127, 127	RGB 179, 0, 127
HEX #9227B2	HEX #C45A3A	HEX #2E8B57	HEX #4682B4	HEX #B0E0E6

Secondary Color Palette

CMYK 25, 20, 50, 0	CMYK 51, 42, 42, 6	CMYK 65, 27, 56, 35	CMYK 58, 23, 61, 54
RGB 192, 162, 192	RGB 132, 112, 112	RGB 81, 100, 81	RGB 94, 56, 56
HEX #C0C0C0	HEX #808080	HEX #555555	HEX #333333

Color enhances the power of your branding. To ensure a color presentation that is consistently bold yet simple, we've developed primary and secondary palettes for use in all KFA marketing and communications.

Primary Color Scheme
The primary palette conveys a sense of spirit and energy to the color system.

Secondary Color Palette
The secondary color palette is a neutral palette that is designed to harmonize with and balance the colors of the primary palette.

Children Illustrations Usage 1.11

There are two versions of the custom illustrations that can be used. There is a full-color version that can be used as its own element or incorporated with the iconic KFA shape. There is also a line art version that can be used as is or screened back as a watermark or background element.

Full Color Version with KFA Shape

Line Art Version

Website Factorial Tier

Website Background Wallpaper

- kids with food allergies website

www.kidswithfoodallergies.org



KFA Kids with Food Allergies
Asthma and Allergy Foundation of America

Living With Food Allergies Recipes & Diet Get Involved Advocacy Research Food Allergy News Donate

Need Help Today?
KFA is a safe place to seek trustworthy information about food allergies and get support.

POST YOUR QUESTIONS

Newly Diagnosed | **What Parents Need to Know** | **Schools and Educators**

Featured Recipe
Hip Dip
Free From: Milk, Peanut, Egg, Wheat, Soy, Sesame, Shellfish, Dairy

Determined 5th Grader Makes a Big Difference by Creating a Food Allergy Awareness Team at Her School
READ CHARA'S STORY

Managing Food Allergies at School
To prepare for each school year, Kids With Food Allergies (KFA) recommends you follow certain steps.

FOR EDUCATORS | **FOR PARENTS**

Get the latest food recalls and product change alerts.

Read the KFA Blog

About 5.6 million U.S. children have food allergies.

Milk is the most common allergen for children, followed by egg.

Over 50% of children diagnosed with a food allergy do not have a direct family member with a food allergy.

KFA Kids with Food Allergies
Asthma and Allergy Foundation of America

Living With Food Allergies Recipes & Diet Get Involved Advocacy Research Food Allergy News Donate

Living With Food Allergies
Living with food allergies

Living With Food Allergies Is Not Easy!
Kids With Food Allergies (KFA) is here to help keep your family safe and healthy. KFA is part of the nation's oldest and largest asthma and allergy charity, the Asthma and Allergy Foundation of America (AAFA).

Top Food Allergies
PEANUT TREE NUT MILK EGG WHEAT SOY

Frequently Asked Questions
KFA offers a trusted source for learning how to live safely with food allergies. We want you to have the information and confidence you need to manage food allergies. We will also give you tools to teach your child to self-manage their food allergies independently. When dealing with a diagnosis of food allergy, many parents and caregivers have questions about how to keep their child safe. KFA will help you answer those questions. Everything we do from our website to our printable handbooks, is carefully reviewed by our medical advisory team. Best of all, our resources are free.

Recipes Substitutions for Food Allergies
Food Allergies
Diagnosing Food Allergy
Other Popular Food Allergy Topics

So What's the Big Deal About Food Allergies?
Many foods in children's diets can cause a serious allergic reaction. When children come into contact with the foods to which they are allergic, they can develop symptoms. This is an allergic reaction.

What is Anaphylaxis?
Anaphylaxis is a severe allergic reaction.

Food Classroom: Food Allergy Awareness Kit
DOWNLOAD

Featured Recipe
Hip Dip
Free From: Milk, Peanut, Egg, Wheat, Soy, Sesame, Shellfish, Dairy

12-Year-Old Releases Food Allergy Awareness Through Music
"I want to help food allergy organizations, because this would not only help me, but other kids like me."

READ LOUIS'S STORY

Join the Community
AAFA is dedicated to improving the quality of life for people.

KFA Kids with Food Allergies
Asthma and Allergy Foundation of America

Living With Food Allergies Recipes & Diet Get Involved Advocacy Research Food Allergy News Donate

Living With Food Allergies
Living with food allergies

Milk Allergy
Cow's milk allergy (usually just called "milk allergy") is a very common food allergy among children. About 1.0% of U.S. children have a milk allergy. It is also one of the most common food allergies worldwide.

A milk allergy is an immune system reaction to milk proteins. Milk contains many different proteins, but casein and whey are the two groups of proteins most likely to be allergenic. Milk allergy can be severe and life-threatening if not treated properly. There is no cure for milk allergy. With allergy care, milk allergy can impact a child's growth and negatively impact their emotional and mental health as well.

It is possible to lead a healthy life without milk. You can successfully manage milk allergy with knowledge, support, and resources. This guide will help you manage milk allergy with confidence.

What are the symptoms of milk allergy?
How do doctors diagnose milk allergy?
What is the difference between milk allergy, lactose intolerance, and cow's milk protein intolerance?
How can I prevent milk allergy reactions?
How can I make sure my child gets enough nutrition on a milk-free diet?
What formula options are available for my infant or toddler?
What can I substitute for milk when cooking and baking?

Safe Eats
Find thousands of different recipes that are free of tricky allergens.

Will my child outgrow a milk allergy?
Is there a treatment for milk allergy?

VIEW FULL GUIDE
VIEW DIET CARDS
DOWNLOAD
DOWNLOAD