

NATIONAL FOUNDATION FOR CELIAC AWARENESS

2011 Highlights: Activities and Accomplishments

PROVIDING PUBLIC AWARENESS AND EDUCATION

NFCA provides free comprehensive resources to the general public and patient and healthcare communities to increase awareness of celiac disease and provide information about its symptoms and the process for testing and diagnosing this autoimmune condition. NFCA provides a wide range of educational resources on our well-trafficked website CeliacCentral.org, which serves as the focal point for NFCA's outreach.

National Media



NFCA has reached over 115 million viewers, readers and subscribers with nationwide media attention in wellness supplements distributed through USA Today, Los Angeles Times and Chicago Tribune, as well as over 200 radio and television appearances through a satellite media tour and desktide media briefings.

CeliacCentral.org



NFCA's website provides an abundance of free information for patients, caregivers, healthcare professionals and the media. In 2010, CeliacCentral.org was rated as one of "10 Great Websites with Accurate Information" on celiac disease and gluten-free foods, as well as a "#1 Resource for Celiac Facts." In 2011, NFCA launched Kids Central, featuring recipes, articles, stories and advice for gluten-free kids and their parents.

REDUCING TIME TO DIAGNOSIS

With only 5% of the 3 million Americans with celiac disease accurately diagnosed and the U.S. primary care community remaining largely uneducated about the condition, it is imperative that medical providers have the tools to learn how to recognize, diagnose and manage celiac disease. NFCA aims to secure a diagnosis for 1 million Americans by 2015.

Continuing Medical Education (CME)



NFCA's free online education modules for primary care providers, featuring expert faculty members from Beth Israel Deaconess Medical Center (BIDMC), Mayo Clinic and USC's Keck School of Medicine, has trained more than 270 primary care providers. In 2010 and 2011, nearly 60 dietitians have completed accredited online and in-person training programs. In 2011, NFCA launched GREAT Pharmacists to offer free online training for community and national retail pharmacists (including those at Rite Aid and Walgreens), an often overlooked but important partner in the diagnosis and management of celiac disease.

IMPROVING QUALITY OF LIFE

Once diagnosed, the work is not over. Children and families affected by celiac disease and gluten sensitivity look to NFCA as the go-to resource on how to live a happy and healthy gluten-free life. NFCA also works with food industry leaders to ensure that gluten-free food is affordable, accessible, safe, tasty and understood.

Athletes for Awareness



NFCA has collaborated with 4 professional sports teams, helping to create gluten-free menus in stadiums and generate awareness among 85,000 visitors! We also work with 6 individual athletes who act as NFCA ambassadors through blogs that share how they build endurance, and also provide recipes, gluten-free news and photos!

Patient and Dietitian Webinars



In 2011, NFCA hosted four hour-long webinars for dietitians and those adhering to a gluten-free diet. Sessions focused on managing the mature celiac population, training as an athlete on a gluten-free diet, preparing parents to send gluten-free kids back to school, and teaching gluten-free kids healthy eating behaviors. Utilizing industry experts, webinars are free and are archived for easy download any time.

School, Restaurant and Foodservice Training



In collaboration with our manufacturing partners, NFCA is training 150 K-12 schools nationwide that are introducing gluten-free pizza to the lunchroom. Through our work with Aramark and other leaders within the food industry, NFCA will also provide training to colleges and universities throughout the U.S. To date, more than 350 restaurants, chefs and corporate dietitians have been trained through GREAT Kitchens and several colleges and universities have trained their dining halls through its sister program, GREAT Schools.

Industry Development and Advocacy



NFCA panels spoke to audiences of more than 500 industry leaders at four national foodservice conferences. To date, we have spent more than 300 hours consulting with Walmart, Wegmans, ShopRite, Tree of Life, Whole Foods Market and other supermarket chains, manufacturers and restaurants to help solidify their gluten-free initiatives. We have also stepped up our work with national distributors, broadening our impact on the entire supply chain.

Food Safety



In 2011, NFCA developed a program in partnership with the organic certifier, Quality Assurance International, to offer a new science-based third party certification program. This program has stringent food safety standards. NFCA is also working diligently to ensure that the U.S. Food and Drug Administration (FDA) finalizes its ruling on gluten-free food labeling, as promised, in 2012.

FACILITATING RESEARCH

Understanding the causes, mechanisms and treatment of celiac is critical to the cause. Led by a distinguished Scientific/Medical Advisory Board, NFCA supports collaboration and partnership among scientists and institutions to optimize research potential with the goal of improving the quality of life for those who have celiac disease.

Data Collection



NFCA surveyed patients experiencing “brain fog,” a common symptom of gluten exposure. NFCA, BIDMC, and Lankenau Institute for Medical Research (Main Line Health) also collaborated on a study of trends in celiac symptoms and associated illnesses, using data from NFCA's online Symptoms Checklist. Most recently, the FDA awarded NFCA a landmark grant to study the impact of gluten in medication on the celiac population.



www.CeliacCentral.org/donate