

National Foundation for Celiac Awareness

2012 Activities and Accomplishments



Increasing Diagnoses

Non-Celiac Gluten Sensitivity

In response to research confirming the existence of non-celiac gluten sensitivity, NFCA created a web section dedicated to this lesser-known gluten-related disorder, complete with expert interviews, a printable guide and more.

Physician Education

More than 450 primary care providers have learned how to detect, diagnose and manage celiac disease through NFCA's free web-based continuing medical education program; its resources have been downloaded 4,400+ times. In April 2012, NFCA had the rare opportunity to speak at the National Institutes of Health conference on "Demystifying Celiac Disease."

I learned a tremendous amount...I have used that knowledge ever since in my clinical practice.
-CME participant

Family Member Education and Testing

Despite having an increased risk of celiac disease, family members are often reluctant to get tested. NFCA worked with a master's student from Emerson College and the Celiac Center at Beth Israel Deaconess Medical Center (BIDMC) to create digital and printed materials to encourage family testing.

Social Media Outreach

NFCA uses social media as a tool for driving awareness. NFCA has more than 17,000 fans on Facebook and 10,000 followers on Twitter. Close relationships with gluten-free bloggers expand our network to more than 1.78 million people.

Improving Quality of Life

Free Patient Resources

CeliacCentral.org

NFCA's main website provides an abundance of free information for patients, caregivers, healthcare providers, foodservice professionals and the media, attracting more than 840,000 people per year.

Monthly Webinars

NFCA's free webinars provide critical information on the most pressing topics in the gluten-free community. Each month, hundreds of attendees log on to hear from NFCA's noted speakers.

Thank you for the webinar. I'm fascinated that after 6 years of living gluten-free, I continue to learn.
-Webinar attendee

National Media

In addition to being regular contributors to *Allergic Living* magazine (U.S. and Canada) and Vitacost.com (online health and wellness retailer), NFCA has appeared in *US News & World Report*, *USA Today* and *The Huffington Post*.

Gluten-Free Pantry Raid

Promoting affordable and accessible gluten-free food, NFCA's nationwide drawing offered the chance to win a gluten-free shopping spree at Walmart – a first for the retail giant and for the gluten-free community. NFCA will film the spree in early 2013 as part of a new educational video for gluten-free families.

Patient Advocacy

Patient Representatives

NFCA's Alice Bast and Kristin Voorhees began to serve as representatives for celiac disease for the U.S. FDA Patient Representative Program, which helps to ensure that patients have a voice in FDA regulatory decision making.





School, Restaurant and Gluten-Free Industry Training

Pre-FNCE Gluten-Free Workshop

In advance of the 2012 Food & Nutrition Conference & Expo (FNCE), the annual meeting for members of the Academy of Nutrition and Dietetics, NFCA hosted an interactive educational activity for 50 dietitians in the food and culinary sector. The event gave the dietitians real-life experience in the challenges of gluten-free living, including shopping, baking and keeping kids safe.

GREAT Kitchens Expansion

NFCA embarked on a major update to GREAT Kitchens, the organization's web-based gluten-free training program for foodservice professionals. The new version features engaging content, interactive presentations and a user-friendly e-learning platform.

National Restaurant Association (NRA) Show

NFCA presented a session on gluten-free menus at the 2012 NRA Show. An NFCA survey at the show revealed how little chefs and restaurateurs know about gluten-free, reinforcing the need for education on safety protocols and cross-contamination avoidance.

Gluten-Free in College

As NFCA works to train cafeterias and dining halls through GREAT Schools, Colleges and Camps, the organization identified an immediate need among gluten-free college students looking for resources. NFCA created a new web section featuring a blog series and digital magazine, empowering real gluten-free students to actively contribute.

Multidisciplinary Education

Dietitian Webinars and Workshops

NFCA coordinated two in-person educational opportunities for dietitians: one at the Arkansas Dietetic Association 2012 Annual Meeting & Expo, and the other at FNCE 2012 (see "Gluten-Free Food Industry"). These activities were in addition to NFCA's free monthly webinars, which offer continuing education credits for this vital population.

**"This was a highlight of my FNCE experience. I loved the workshop."
-Registered Dietitian**

GREAT Pharmacists

More than 503 pharmacy professionals have completed NFCA's free continuing education program, which teaches how to recognize the signs of celiac disease, identify gluten in medications and assist gluten-free consumers in using medicines safely.

Research Collaborations

Gluten in Medication

NFCA began research into the potential effects of gluten in medication. A nationwide survey served as the first step in this landmark research funded by the FDA.

International Poster Presentation

NFCA presented an abstract at the 2012 International Meeting on Coeliac Disease in Florence, Italy. The abstract shared results from a collaborative study on self-initiated diagnoses by NFCA, BIDMC and the Lankenau Institute for Medical Research.

Restoring Health, Reclaiming Lives

Through empowerment, education and advocacy, the National Foundation for Celiac Awareness (NFCA) drives diagnoses of celiac disease and other gluten-related disorders and improves the quality of life for those on a lifelong gluten-free diet.

NATIONAL FOUNDATION FOR CELIAC AWARENESS

www.CeliacCentral.org

