

Organizational Accomplishments



We're showing gains in diagnosis.

NFCA and its partners have educated millions of people through our national awareness campaign. As a result, diagnosis of Celiac Disease is increasing by over 150,000 people per year!

- Feature articles in *Good Housekeeping*, *Newsweek*, *USA Today*, *US News and World Report* and stories on *CNN*, *KYW Newsradio*, *Comcast* and *The View* were accessible to over **112 million viewers, readers and subscribers**.
- Nearly **50,000 medical professionals** have been educated about celiac disease.
- NFCA's website (www.CeliacCentral.org) receives **31,000 unique visitors per week**, and **140,000 unique page views per month**. The website features the most up-to-date research, information and news and includes blogs like "Ask the Chef" and "Athletes for Awareness."
- Nearly **50,000 website visitors** have completed the interactive symptoms checklist.
- Over **800,000 "Do I Have Celiac" brochures** have been distributed in partnership with Quest Diagnostics, Sonora Quest, Wegmans, Whole Foods Markets and NFCA volunteers.
- **Celiac Awareness Nights** with major sports team bring awareness to a broad spectrum of the general public and introduce gluten-free food to these major stadiums. The NFCA works with the local support groups to unify our efforts.

The gluten-free marketplace is growing.

Despite the economic downturn, the **gluten-free marketplace grew 28%** in 2008. Through our activities, NFCA provides exposure to gluten-free products and promotes competition.

- NFCA has introduced the gluten-free marketplace to the mainstream food industry. This past year, our staff has led gluten-free programs at prestigious conferences and trade shows presenting workshops to the **National Restaurant Association**, the **Research Chef Association** and **Expo East**. **This audience of nearly 100,000 industry leaders have the power to drastically improve the cost, quality and availability of gluten-free foods.**
- We've partnered with national grocery chains – including Wegman's, Walmart, Whole Foods and Shoprite – to improve access to gluten-free foods.
- Last month, we launched **GlutenFreeHotProducts.com** to highlight new products within the gluten-free industry. On the day of its launch, the site was rated the "fastest growing blog" by wordpress.com.
 - We have trained over **160 restaurants** in gluten-free food preparation. Over 324 restaurants, hotels and private chefs have attended NFCA events and contributed gluten-free food. **82% of participating chefs have created gluten-free protocols or menus** within their restaurants.
 - Nearly 100 vendors have participated in NFCA's **Gluten-Free Cooking Sprees**.
 - Through our monthly meet-ups at local restaurants, we are demonstrating that there is an **economic benefit to serving gluten-free patrons** who tend to be loyal consumers that spread the word about where celiacs can eat safely and comfortably.



Science is advancing.

NFCA works directly with doctors, researchers and diagnostic companies to facilitate research and promote collaboration within the medical community. Through our events, NFCA has provided the celiac community with the opportunity to hear about the "state of celiac disease" from the international experts in field of celiac diagnosis, treatment and research.

- Clinical trials are currently underway in Australia for a vaccine that would desensitize celiac patients to gluten. The developer of the vaccine, Dr. Bob Anderson, is a strong supporter of NFCA's work and **believes that the only way the United States can compete on an international stage with celiac research is to increase diagnosis through awareness and collaboration.** Dr. Anderson addressed the celiac community at two NFCA events this spring to talk about his promising work.
- Dr. Linda Arterburn from Alba Therapeutics shared her progress on a therapy that would **reduce the risk of cross-contamination from gluten** with attendees of our Washington DC Gluten-Free Cooking Spree.
- Not only have we introduced the work of notable doctors and researchers at a wide variety of events throughout the year, but NFCA was invited to present a poster at the **International Coeliac Symposium**, highlighting our work to drive diagnosis to a prestigious group of internationally acclaimed scientists.
- NFCA's Scientific and Medical Advisory Board is populated by over 20 doctors and researchers who are **deeply engaged in celiac research.** They represent a broad range of disciplines and they are connected with institutions that are **leading the way in the diagnosis and care of celiac patients.**



A peek into 2010.

With your help, NFCA can continue to increase its impact on a national stage.

- Our GREAT Healthcare initiative is ready to launch an **accredited e-learning program** with specialized modules for family practitioners, nurses, mental health providers, pharmacists, allied health professionals and dieticians.
- Our professional educators and GREAT guides are providing **accredited training for hundreds of restaurants and food service providers** who are interested in better serving their gluten-free patrons.
- Our social networking community is growing into a movement of activists poised to advocate for better quality of care. Our pages on Facebook, Twitter, MySpace and Link'd In continue to grow with nearly 10,000 active users. As we continue to expand our technology, we look to increasing our impact and **engaging a new generation in innovative ways.**
- Our Medical and Scientific Advisory Board is poised to develop new ways of collaborating across disciplines, breaking down traditional barriers and promoting **a new way of thinking about health and wellness.** They are helping us to create **Centers of Excellence** around the United States that are able to successfully diagnose and treat patients with Celiac Disease.
- Through our Women's Health Initiative, we will be working with clinicians to create protocols that will enable OBGYN practices to recognize Celiac Disease, thereby **increasing reproductive health** in women suffering with "atypical" celiac symptoms.

Together we have made significant strides in restoring health and reclaiming lives!