



The National Foundation for Celiac Awareness (NFCA) drives diagnosis of celiac disease, improves quality-of-life for children and families adhering to a gluten-free diet and advances science by facilitating collaborations within the healthcare community.

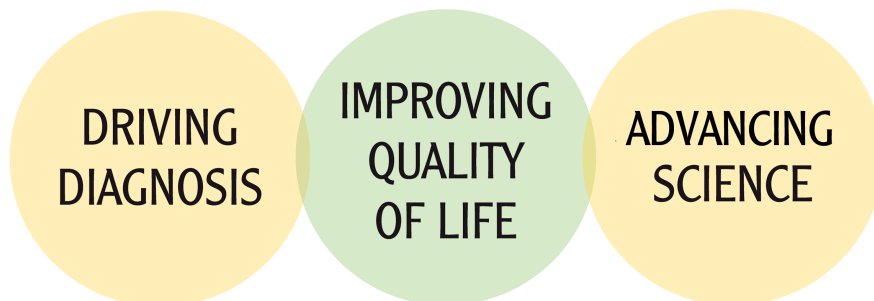
NFCA is a leading resource for celiac information. NFCA's website offers free, comprehensive information and support materials for celiac patients, their families and health care providers (including a comprehensive **Symptoms Checklist** and a **Getting Started Guide**), accredited training for **healthcare and food industry professionals** and the latest **news, recipes, videos** and **blogs** to promote quality of life without compromise.

Key accomplishments for 2009:

- Organized community events in Washington D.C., Northwest Arkansas, Philadelphia and San Francisco and provided more than 2,000 people gluten-free food and educational programming.
- Educated more than 1,000 chefs, dieticians, physicians and medical professionals about celiac disease diagnosis and treatment through on-site trainings and events, webinars and accredited e-learning opportunities.
- Addressed audiences of more than 500 industry leaders at two national food service conferences and spent more than 100 hours consulting with Wal-Mart, Wegmans, ShopRite, Whole Foods and other supermarket chains to help solidify their respective gluten-free initiatives.
- Advanced a patient advocacy agenda that includes the proper labeling of gluten in medication.

Goals for 2010:

- **NATIONAL AWARENESS CAMPAIGN:** Secure diagnosis for 1 million Americans over the next five years, *saving the healthcare sector \$10 billion annually.*
- **GLUTEN-FREE INDUSTRY:** Double the size of the gluten-free marketplace *to \$5 billion by 2011.*
- **PATIENT AND HEALTHCARE SERVICES:** Create model cities where hospitals, schools and local institutions are equipped to meet the needs of the celiac community, and patients are empowered to demand integrated, high-quality care.



www.CeliacCentral.org