

Celiac Disease News



Celiac Disease Awareness Campaign • www.celiac.nih.gov
 A service of the National Institute of Diabetes and Digestive and Kidney Diseases, NIH

Fall 2006

Celiac Disease Awareness Campaign Update

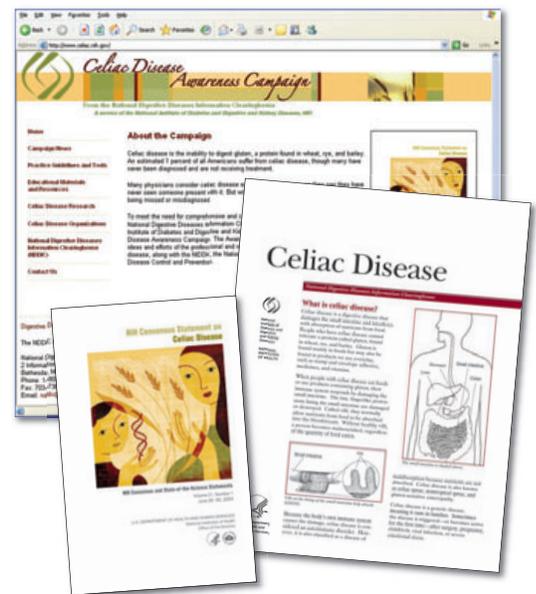
The word is out! Since the official launch of the Celiac Disease Awareness Campaign on July 18, promotion efforts through partner organization activities, the website, and the newsletter continue. Many thanks to our partners who helped promote the Awareness Campaign through their own websites, newsletters, or other communications vehicles.

More than 7,100 visitors logged on to the Awareness Campaign website in August and September. The most frequently visited pages on the site were

- celiac disease organizations
- newsletter subscription
- practice guidelines and tools for health care providers

In August, the National Digestive Diseases Information Clearinghouse (NDDIC) received 359 requests for information about celiac disease and 262 subscriptions to the *Celiac Disease News* e-newsletter. In addition, the NDDIC disseminated 1,324 copies of the *Celiac Disease* fact sheet and 136 copies of the *NIH Consensus Statement on Celiac Disease*.

A July 18 press release from the National Institutes of Health (NIH) generated media interest and was promoted on MedlinePlus and the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) website.



Go to www.celiac.nih.gov for information about celiac disease and the Awareness Campaign.

With the Awareness Campaign in full swing, here's the latest news:

Public Service Announcements (PSAs)

The NIDDK created three PSAs about celiac disease for its XM Satellite Radio Spanish Project. The spots aired in September and will continue through October.

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Exhibits

The NDDIC staffed an exhibit booth featuring materials from the Awareness Campaign at the following meetings:

- American Dietetic Association Annual Meeting in Honolulu, September 16 to 19
- American Academy of Family Physicians Scientific Assembly in Washington, D.C., September 27 to October 1

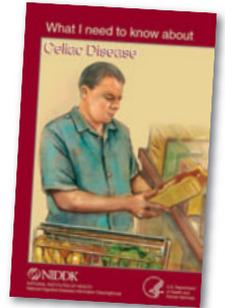
Staff also will operate a booth at the American College of Gastroenterology Annual Scientific Meeting in Las Vegas, October 20 to 25.

Speaking Engagements

Frank Hamilton, M.D., NIDDK digestive diseases program branch chief, presented on celiac disease and the Awareness Campaign at the 29th Annual Celiac Sprue Association Conference in Green Bay, WI, October 6 to 8. Dr. Hamilton also was interviewed about the Awareness Campaign and its goals by NIH Radio on August 11.

Celiac Disease Booklet

The NDDIC is creating an easy-to-read booklet, *What I need to know about Celiac Disease*. The booklet will include updated dietary information from the American Dietetic Association and facts about symptoms, diagnosis, complications, and treatment. Look for it on the Awareness Campaign website soon. ■



Subscribing to Celiac Disease News

It's easy to sign up for *Celiac Disease News*—just go to <http://catalog.niddk.nih.gov/newsletter.cfm> and subscribe. You can subscribe to other newsletters from the National Institute of Diabetes and Digestive and Kidney Diseases at the same time, including *Digestive Diseases News* and *Diabetes Dateline*. Tell a friend or a colleague.

Resources

From the NIDDK Reference Collection

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) Reference Collection has added a newsletter



article to its database to help readers with celiac disease understand the importance of working closely with a dietitian to create a nutritionally sound, gluten-free diet. “Look at Dietitians” describes the training and credentialing of dietitians, the role of state regulations and board certification, American Dietetic Association practice groups, the settings where dietitians work, medical nutrition therapy (MNT), health insurance reimbursement for MNT, and the differences between dietitians and nutritionists. The article, which appeared in the Celiac Sprue Association’s newsletter, *Lifeline*, concludes with suggestions about how to find a dietitian who specializes in diets for people with celiac disease.

Visit www.catalog.niddk.nih.gov/resources to find out how to order this article. ■

Celiac Disease News

To meet the need for comprehensive and current information about celiac disease, the National Digestive Diseases Information Clearinghouse, a service of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), launched the Celiac Disease Awareness Campaign. The Awareness Campaign is the result of the combined ideas and efforts of the professional and voluntary organizations that focus on celiac disease, along with the NIDDK, the National Institutes of Health, and the Centers for Disease Control and Prevention.

Visit www.celiac.nih.gov to learn more about the Awareness Campaign.

International Celiac Disease Symposium

New York City, November 9 to 11



Stephen James, M.D., director of the National Institute of Diabetes and Digestive and Kidney Diseases' (NIDDK) Division of Digestive Diseases and Nutrition, will discuss the Celiac Disease Awareness Campaign, as well as celiac research funding opportunities and challenges, in a keynote speech during the XII International Celiac Disease Symposium at Columbia University.

With three program tracks, the symposium promises something for everyone:

- the International Symposium, for physicians and scientists
- the Clinical Forum, for patients, dietitians, nurse practitioners, nurses, physician assistants, and others interested in patient care
- Connecting Teens with Celiac Disease, for teenagers who have been diagnosed with celiac disease or are a first- or second-degree relative or friend of someone who has been diagnosed



Go to www.celiacdiseasecenter.columbia.edu to register.

NASPGHAN 19th Annual Meeting and 12th Annual Postgraduate Course

Orlando, FL, October 19 to 22

Members of the North American Society for Pediatric Gastroenterology, Hepatology and Nutrition (NASPGHAN) include clinical gastroenterologists and scientists from the United States, Canada, and Mexico with expertise in digestive, liver, pancreatic, and nutritional diseases in children.

Go to www.naspghan.org/sub/annualmeeting.asp to register for the meeting. ■



Did You Know?

NASPGHAN Offers a Celiac Disease CME Course

The North American Society for Pediatric Gastroenterology, Hepatology and Nutrition (NASPGHAN) is offering a continuing medical education (CME) course entitled "Overview of Pediatric Celiac Disease" through December 30, 2006. NASPGHAN's CME courses are designed for web browser presentation—such as Internet Explorer 5.5 or higher—with many courses in HTML format.

Go to <http://cme.naspghan.org/asp/Member/MemberLogin/MemberLogin.aspx> for more information.

Barriers to Diagnosing Celiac Disease

The Celiac Disease Awareness Campaign needs your input. What are some of the common—and not-so-common—barriers to diagnosing celiac disease?

If you're a health care provider, we need the benefit of your expertise to understand what leads health care professionals to consider a diagnosis of celiac disease and what prevents them from considering or making the diagnosis.

- Do the barriers begin in medical school?
- Are patients' communication skills a problem?
- What has been your experience?

Go to www.celiac.nih.gov/PracticeTools.aspx to post your comments on the Awareness Campaign website.

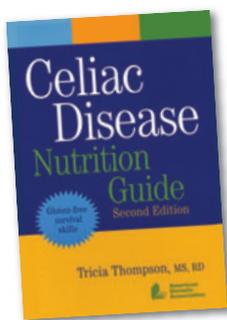
What Have You Done for Celiac Disease Lately?

We would like this newsletter to be a vehicle for the celiac disease community to share information about successful strategies to promote education about celiac disease.

- Do you have a media campaign success story?
- Has your organization recently been in the media spotlight? How did you do it? What worked? What lessons did you learn along the way?
- Where did your story appear?
- Did you get any calls, emails, or inquiries as a result of the exposure?

Tell us how you got celiac disease stories and information in the news by writing us at celiac@info.niddk.nih.gov. ■

Featured Book



Celiac Disease Nutrition Guide

Can I eat oats? How do I know I'm getting the nutrients I need? Anyone seeking comprehensive dietary information about celiac disease will find the *Celiac Disease Nutrition Guide* a useful resource. Produced by the American Dietetic Association, the second edition of this guide includes food guidelines for a gluten-free diet, sample menu ideas for main meals and snacks, tips for eating away from home, names and addresses of mail-order companies that sell gluten-free products, and a variety of resources for additional information. Go to www.eatright.org/cps/rde/xchg/ada/hs.xsl/shop_375_ENU_HTML.htm to order a copy. ■

Editor's Note: You are receiving this email because of your past commitment to the National Institutes of Health's celiac disease education efforts. We seek to keep stakeholders engaged as the National Institute of Diabetes and Digestive and Kidney Diseases proceeds with its initiative to educate health care professionals about the diagnosis and treatment of celiac disease. We welcome your story ideas and opinions, and occasionally may poll you about specific celiac-related topics. To offer your feedback, please write to celiac@info.niddk.nih.gov. You also may subscribe or unsubscribe to this newsletter by sending an email to the same address. Type "Subscribe" or "Remove" in the subject line.