



May

CELIAC DISEASE
AWARENESS **MONTH**

S O C I A L M E D I A T O O L K I T

#MAYCELIACDISEASEAWARENESSMONTH

OVERVIEW

Every May, the Celiac Disease Foundation engages our community near and far to raise awareness and funds for celiac disease during May Celiac Disease Awareness Month. This toolkit provides simple instructions and tools to help you participate and activate your community to support the campaign.

RESOURCES

- Celiac Disease Fact Sheet
- How to Use Each Platform
- Social Media Templates
- Social Media Graphics

OFFICIAL HASHTAG

#MayCeliacDiseaseAwarenessMonth

TAG US!

 @CeliacDiseaseFoundation

 @CeliacDotOrg

 @CeliacDiseaseFoundation

Let's spread the word!

FACT SHEET

CELIAC DISEASE

- Celiac disease is a genetic autoimmune disorder affecting 3 million Americans, and 1 in 100 people worldwide.
- It is estimated that 60-70 percent of Americans who have celiac disease remain undiagnosed. For people with celiac disease, eating gluten (a protein found in wheat, rye, and barley) causes the immune system to create antibodies that attack the small intestine.
- The prevalence of celiac disease has increased significantly (5-fold) since 1950 for reasons not understood.
- On average, it takes 4 years to be correctly diagnosed.
- There is no medication or cure for celiac disease – the only treatment to avoid intestinal damage is a lifelong, strict gluten-free diet.
- Studies show that 30-50% of people on a gluten-free diet continue to experience symptoms, revealing the ineffectiveness of the gluten-free diet as a treatment.
- As little as 50 mg/day of gluten triggers symptoms – the amount that could fit under your pinky fingernail – a normal diet contains >10 g/day of gluten.
- Having celiac disease increases the mortality risks for other diseases, including cancer, cardiovascular disease, and respiratory disease.
- Beyond mortality risk, celiac disease is also associated with an increased risk of other chronic illnesses including additional autoimmune diseases and cancers, including intestinal malignancy and lymphoma.

THE CELIAC DISEASE FOUNDATION

- The Celiac Disease Foundation is the nation's leading patient advocacy organization for celiac disease.
- We drive diagnosis, treatment, and a cure for celiac disease through research, advocacy, and education to improve the quality of life for all those affected.
- Through iCureCeliac, our national patient registry, and iQualifyCeliac, our patient recruitment platform, we collaborate with researchers and clinicians to better understand – and ultimately cure – celiac disease.
- Since our founding in 1990, the Celiac Disease Foundation continues to champion many battles: federal funding for celiac disease research and labeling standards for gluten-free foods, widespread patient and provider education, access to mainstream gluten-free products, improved diagnostic tools, and accelerated development of therapeutic treatments and a cure.

HOW TO USE

EACH PLATFORM

Be sure to follow the Celiac Disease Foundation on the social platforms that resonate with you for updates, resources, and community support.



Follow us [@celiacdiseasefoundation](https://www.facebook.com/celiacdiseasefoundation) to receive updates in your newsfeed. **Select** share to let your community know about our page, too!



Mention us in your tweets [@celiacdotorg](https://twitter.com/celiacdotorg). **Retweet** our updates, **ask** us questions, **use** our hashtags, and **share** your stories.



Join our Instagram community by following us [@celiacdiseasefoundation](https://www.instagram.com/celiacdiseasefoundation). **Tag** us in your posts and Instagram stories.

Share your story!

SOCIAL MEDIA

TEMPLATES

May is Celiac Disease Awareness Month - the perfect time to join the **@CeliacDiseaseFoundation** in generating support for research to improve the lives of the 3 million Americans with celiac disease. Please support the Celiac Disease Foundation in its mission to drive diagnosis, treatments, and a cure for celiac disease.

#MayCeliacDiseaseAwarenessMonth www.celiac.org/mcam

I am supporting the **@CeliacDiseaseFoundation** during May for **#MayCeliacDiseaseAwarenessMonth**. Celiac disease is a genetic autoimmune disorder estimated to affecting 3 million Americans and 1 in 100 people worldwide – but only about 30% are properly diagnosed. To learn more about how you can raise awareness during **#MayCeliacDiseaseAwarenessMonth**, visit www.celiac.org/mcam.

May is Celiac Disease Awareness Month, and I'm proud to support the **@CeliacDiseaseFoundation** in its mission to drive diagnosis, treatments, and a cure for celiac disease. Join me by supporting the **@CeliacDiseaseFoundation** and visit www.celiac.org/mcam to get involved. **#MayCeliacDiseaseAwarenessMonth**

May is Celiac Disease Awareness Month and there are many ways you can make a difference. Go to www.celiac.org/mcam and join the **@CeliacDiseaseFoundation** to accelerate progress toward diagnosis, treatments, and a cure for celiac disease.

#MayCeliacDiseaseAwarenessMonth

SOCIAL MEDIA

GRAPHICS

Graphics are available *here*.

Thank you

for partnering with the Celiac Disease Foundation!

QUESTIONS?

Email Janie Magill at Janie.magill@celiac.org