

Awareness Week 2016

IS IT
COELIAC
DISEASE?
AWARENESS WEEK / 9-15 MAY

Welcome to our special Awareness Week newsletter

Join in and help us improve diagnosis of coeliac disease

We're always working towards improving diagnosis rates and freeing people from the uncertainty of their coeliac disease symptoms, and from 9-15 May we'll be focusing our efforts through our Awareness Week to get people to ask themselves 'Is it coeliac disease?'

To all of you getting involved and helping us spread the message – thank you! We couldn't do it without you and your support means the world to us.

If you haven't got involved yet, then please do – your support can still make a difference.

Sign up to our Thunderclap and help us reach the half a million people living with symptoms of coeliac disease

Thunderclap is a programme that allows social media accounts to all say the same thing at the same time. Why don't you join us at 12.30pm on 9 May where we kick off Awareness Week with one loud message with one loud voice? It only takes a minute to sign up using your Facebook, Twitter or Tumblr account, [pledge your support now](#).



Is it coeliac disease?

#anaemia? #fatigue? 500,000 UK people with undiagnosed coeliac disease
#isitcoeliacdisease
isitcoeliacdisease.org.uk



Help us reach as many people as possible, sign up to our Thunderclap now



Put yourself at the heart of the campaign with a selfie

What could be easier than sharing a selfie online? Simply strike a pose that explains your coeliac disease symptoms, and upload your picture to social media with #isitcoeliacdisease. You can [order one](#) of our exclusive selfie frames on our website – not only will we be sharing the best ones on our Facebook and Twitter accounts, but there's also a chance to win a copy of Phil Vickery's Essential Gluten-free!

National Coeliac UK Leafleting Day

On Saturday 14 May, our brilliant Coordinators and Leafleteers will be taking to high streets up and down the country to spread the word about coeliac disease. With support from Marks & Spencer offering up its stores throughout the UK as leafleting locations, there's probably something going on near you – keep an eye out!



Pop up Event in Manchester

Come and say hello at our pop up event in central Manchester, which is on throughout Awareness Week from 10am-6pm starting Monday 9 May. We'll be talking to people about the symptoms of coeliac disease, handing out leaflets and offering on the spot testing to those at risk.



What else is going on?



Awareness Week Walks

A big thank you to everyone who came out to support this year's Awareness Week Walks, which were once again run in partnership with HF Holidays. The walks were well attended and aim to match the £15,000 raised last year. Walkers of all ages took part, helping to raise funds and the profile of Coeliac UK's '*Is it coeliac disease*' campaign.

If you would like to take on an event to support Coeliac UK please visit our challenges webpage: www.coeliac.org.uk/challenges



Anaemia and coeliac disease

Up to 50% of people with coeliac disease have anaemia at diagnosis so we welcomed Members Hazel Fleming and David Johnstone, both of whom had unexplained anaemia as part of their diagnosis story, as new faces of our awareness campaign. Hazel and David have been added to the suite of campaign designs alongside our other fantastic Members who last year lent us their faces and stories. It's amazing that through sharing these stories we're seeing real impact.



TV advert

Following the resounding success of last year's campaign, we will once again be airing our TV ad in May, so keep your eyes peeled. The ad, which draws attention to the most commonly reported symptoms of coeliac disease, will also be playing in GP waiting rooms all over the country.

Haven't seen it? [Watch the advert online now.](#)



Awareness Week offers for you

This Awareness Week we have some very exciting offers for you from our Commercial Partners. Offers are available for [tasty meals out](#) and on your [favourite gluten-free products](#).

This year we have offers from:

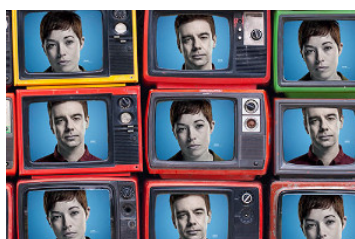
[Beyond Bread](#)
[Côte Brasserie](#)

[Frankie & Benny's](#)
[La Polenteria](#)
[Niche](#)
[Bakels](#)
[Goodfella's](#)
[Honeybuns.](#)

With so much going on and so many ways to get involved, there's no reason not to join in. Have any questions? Then don't hesitate to get in touch at awarenessweek@coeliac.org.uk or 01494 796129.

And most of all – thank you and good luck!

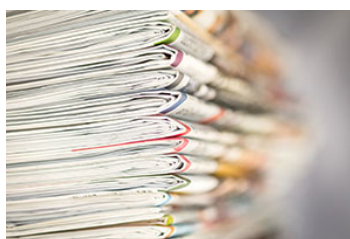
To everyone getting involved, no matter what you're doing, thank you. Your support is helping us make a real difference.



Up to 50% of people with undiagnosed coeliac disease have anaemia

Thanks to a new survey undertaken in association with YouGov, almost a quarter (23%) of British adults recalled being told they were anaemic following a blood test.

[Read more.](#)



Awareness Week in the press

Our media work is a big part of what we do to raise awareness of coeliac disease and the gluten-free diet.

We're always working hard to secure pieces in the press, see the latest monthly round up of some of our [key media coverage](#).



Win a pair of tickets for the BBC Summer in the City Show

[Enter our prize draw](#) to win a pair of free tickets to the show, simply provide us with your name, address and Membership number and your number one tip for cooking and baking gluten-free by 5pm on Thursday 12 May. Four lucky winners will be drawn at random on Friday 13 May at 12.00 noon. T&Cs apply.

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