

## Coeliac awareness month 2017

SMAP - Celíacs de Catalunya is celebrating the Coeliac Awareness Month coinciding with our 40<sup>th</sup> anniversary. With that purpose our #coeliacmay is full of activities.

**The first** was a **solidarity campaign to raise funds to promote research of diseases related to the intake of gluten**. Consisted on a bike tour in which every km coursed by participants was counted. Proceli, a gluten-free food industry made a donation for every km. More info: <http://bit.ly/2pDhymn>

**The second** was a presentation and press conference for the announcement of the **awareness campaign** called #lestracescompten (in English #tracescount) with different purposes:

- To concern the **public administration** about the extra cost that implies maintaining a gluten-free diet.
- To concern the **Health System** about the delay in diagnose. We want to raise awareness in Healthcare Professionals to update their knowledge according to the new diagnosis protocols.
- To inform **about eating-out project and** to involve restorers to acquire good habits in preparation of gluten-free products.
- To concern **food industry professionals** about the risk for the health of non-declared traces and to encourage the industry to declare them.
- To encourage the **coeliac community** to struggle against trivialization of the adherence to the gluten-free diet. We developed leaflets to aware about cross-contamination and the consequences of traces ingestion.



The campaign has received major coverage on radio, television and in the written press. Link to the leaflet [#lestracescompten](#)

**The third** will be the next Sunday 21 May. A major event took place in Barcelona, where we expect 4000 celiac and their families together to celebrate the International Coeliac Day. We have prepared a great day familiar with different activities and a lunch to celebrate together our 40 years of work to improve the welfare of people living with celiac disease, a day yet also **revindicative** that will allow us to expose our making demands to representatives the Catalan government.