

# the gluten: freevolution



CAMPAIGN PACK



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# JOIN OUR GLUTEN FREEEVOLUTION

Coeliac UK is on a mission to improve gluten free food and, with your support, we can make living gluten free easier.

We want to drive more choice for people on a gluten free diet when they're eating out and to make sure the experience is a good one. So whether you're eating out or grabbing something quick on the move, no matter where you are, we want you to have a better and safe experience with more choice.

But we can't do it without you. Improving gluten free is about showing demand and increasing awareness and knowledge of what gluten free means so that the food you get is safe and meets your needs. Your help will really make a difference, so thank you for requesting a pack to get involved.

To guide us, we asked our members to share their thoughts on eating out and from the results of that survey, we have shaped key areas of the most challenging environments to find gluten free food, based on your feedback.

## WE WANT TO SEE:

- more gluten free options from small and medium sized food businesses, especially independent restaurants, pubs, local cafes and takeaways
- a wider range of reasonably priced packaged gluten free food for those on the move, but particularly when at work, college or university or having fun at sports or entertainment venues
- gluten free options for your journey whether by train, plane or ferry
- nutritious gluten free food when you're staying or visiting hospital, when in need of nursing care or residential support, and when being looked after at school
- more options from Asian cuisines: there is high demand for Chinese, Thai and Indian food, as well as the cuisines that traditionally contain gluten such as Italian, British and American fare.

And while we'll be working on these aims too, your help will mean we can make more impact.

## Your pack contains:

### feedback postcards

let restaurants know what you think about their food

### duck flags

use these to take a photo of your next great gluten free meal and share with us on social media [@Coeliac\\_UK](#) and at [facebook.com/CoeliacUK](#) – [#glutenfreeevolution](#)

### public sector leaflet

tell schools, hospitals and care homes what you need

### on the go leaflet

make changes to the gluten free food available when you're out and about

### venues leaflet

tell restaurants, cafes, pubs and other eateries about the Gluten Freeevolution.



# WHY THE DUCKS?

We want to introduce you to our new quacktivists: Cyril the coeliac duck and his friends Sophie and Sam. They're here to help us spread the word about eating out gluten free

Our campaign looks bold and with Cyril the coeliac duck and his friends Sophie and Sam, we wanted to create a campaign identity that would resonate with people to help garner interest in the campaign and what we have to say.

One of the biggest hurdles with the campaign was making it interesting to business owners

who have so far not responded to our other campaigns or the interest around gluten free.

Our experience tells us that unless there is a family connection or some more personal reason to want to deliver gluten free, often the message is difficult to get through.

So we came up with a creative way to get our point across. We all remember feeding the ducks bread when we were children, and it turns out, that feeding them gluten containing bread (in fact all bread is bad for ducks) is just as bad for them as it is for people with coeliac disease.

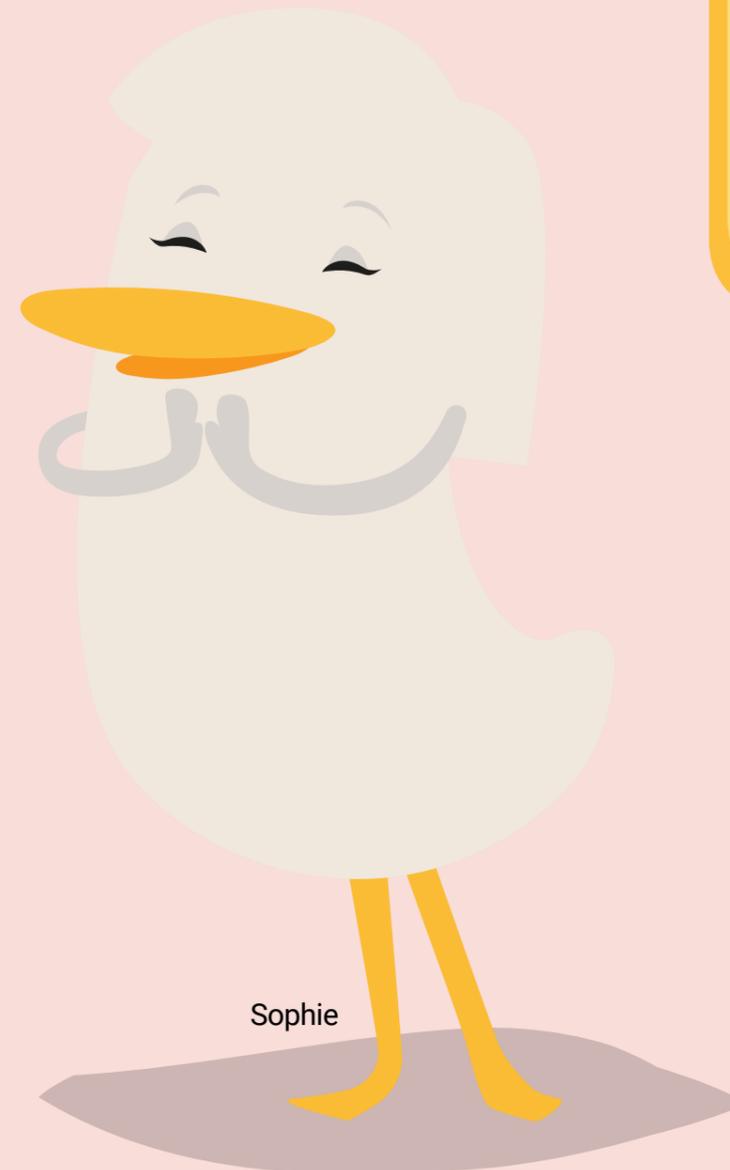
Using this parallel of shared experience and our animated video characters as our centre piece to the campaign, we have developed Cyril the duck, who is feeding the campaign and spreading the message.

In running with this idea, we hope we can reach a new audience who know nothing or very little about coeliac disease and gluten free, so we hope we've achieved that.

We are so grateful to have had the support of our wonderful patron, **Caroline Quentin**, who has voiced the videos and really brought our messages to life.



Cyril



Sophie



Sam

# GET INVOLVED AND HELP US DO MORE

There are so many different ways you can help, whether it be sharing information online or giving information to a restaurant. No matter how much time you have to give, we would love to have your support. Our community is brilliant and we're really pleased to have you along.

We need you to demonstrate why people need a safe gluten free diet, and how achievable it can be with the right information. We're producing animated films and guidance to provide a gateway for those who are new to gluten free. With your help, we can get this information to more people so that more understand your needs.

## HELP US FROM YOUR PHONE OR TABLET

Share our **animated films** far and wide so that more people understand coeliac disease and the gluten free diet.

[www.youtube.com/user/UKcoeliac](http://www.youtube.com/user/UKcoeliac)

Share our **social media statuses** with key messages about what you need

[@Coeliac\\_UK](https://twitter.com/Coeliac_UK)

[Facebook.com/CoeliacUK](https://www.facebook.com/CoeliacUK)

Promote our **new catering guidance**, kindly endorsed by the Food Standards Agency to businesses [www.coeliac.org.uk/glutenfreeevolution](http://www.coeliac.org.uk/glutenfreeevolution) so they can better understand how to deliver gluten free food within the law

Check out our **Facebook and Twitter** pages and get involved in the dialogue.

[@Coeliac\\_UK](https://twitter.com/Coeliac_UK)

[Facebook.com/CoeliacUK](https://www.facebook.com/CoeliacUK)

Share information online about our **training and accreditation** so that those learning gluten free can go forward and get reach that standard.

[www.glutenfreetraining.org.uk](http://www.glutenfreetraining.org.uk)



# GET OUT THERE GLUTEN FREE

Make a difference and raise awareness with our top activity ideas

Take out our gluten free **duck flags** next time you eat out, stick them in a great gluten free meal, take a photo then post to social media, using **#glutenfreeevolution**

Drop a **campaign postcard** into local places you want to eat out, telling them what you like and what could be better to secure your custom

Talk to local pubs, cafes, restaurants and takeaways that currently don't serve gluten free and give them **one of our leaflets**

Drop into your local school, hospital or care home with our **public service leaflet** so you can get good gluten free when you need it most

Take our **on the go leaflet** next time you travel by plane, rail or ferry so more providers understand the demand

Plan a small **event or fundraiser**, maybe by getting a gluten free takeaway and asking for contributions whilst you show our animated films

## DON'T FORGET TO TELL US HOW YOU GET ON

We want to say thank you and give you the credit you deserve, but to do that we need your feedback. Email us your story and photos at [campaigns@coeliac.org.uk](mailto:campaigns@coeliac.org.uk) to let us know what you're doing as part of the Gluten Freevolution.



# HOW WILL WE KNOW IF WE'VE BEEN SUCCESSFUL?

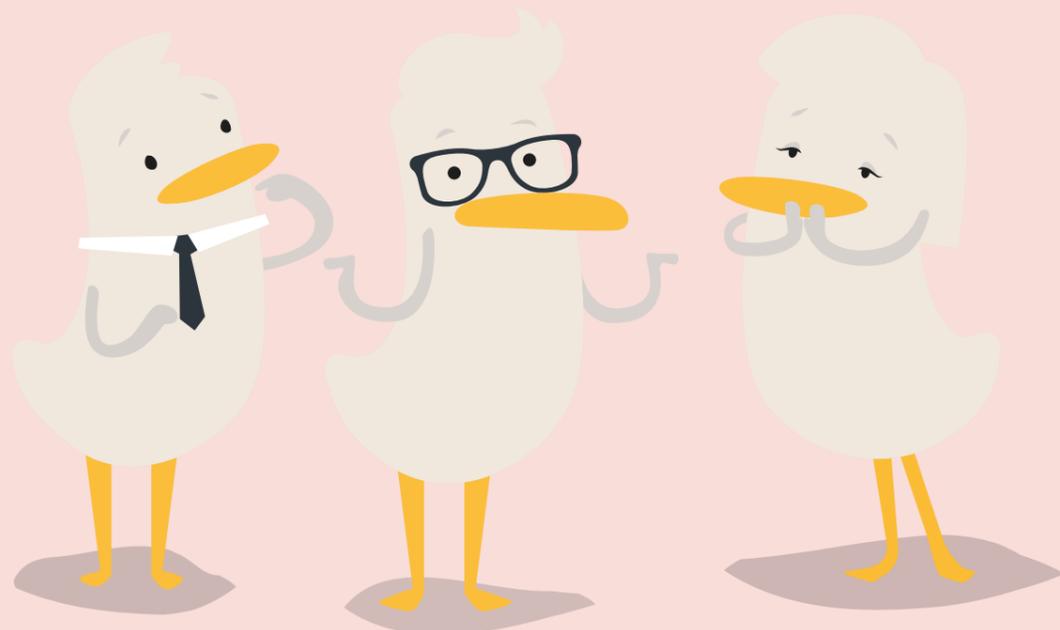
All of this effort isn't just about awareness, we want to see a measurable uplift in the provision of gluten free food whilst eating out.

To keep track of the changes we're working towards, we'll be measuring how the campaign has gone and hoping to see:

- improved skills of catering and service staff by achieving **20,000 views** of our new gluten free animated video and **1,200 downloads** of our new guidance by next year's Awareness Week
- improved access to gluten free food by **increasing the number of gluten free menu options** by 20% by next year (Baseline: Horizons Menurama 2015 reported 1,650)
- **increase the number of restaurant brands with gluten free menu choices** by 25%, rising from 50% to 75% by Awareness Week 2018 (Baseline: Horizons, Menurama 2015).

We'll be keeping an eye on any changes that show that the campaign is working and adjusting our tactics to make sure we can deliver these ambitious targets.

**We can't do it without you, so please do make sure you stay up to date and keep in touch with our activities.**



## HELP US SAY THANK YOU

We know so many of you are doing brilliant things, so we want to say thank you.

Send us your photos and let us know what you did to get involved. We'll have a gallery on our website and we want to see you on there!

You can tag us online [#glutenfreevolution](#) or complete our feedback form [www.coeliac.org.uk/gfreevolution/tellus](http://www.coeliac.org.uk/gfreevolution/tellus)

### OUR TOP TIPS FOR TAKING GREAT PHOTOS

- **Keep the shot simple and uncluttered:** choose one subject as the 'hero' of your shot and keep the background to a minimum.
- **Get close to your subject and make them the main object of your photo:** this will reduce background clutter and ensure the sharpness and clarity of the photo is ensured – cropping is an option if this is difficult to achieve. Just make sure it's absolutely in focus. This also creates rapport with the viewer.
- **Take vertical and horizontal shots:** some shots will improve if your change the aspect from horizontal to vertical, and provides more flexibility for using in publications or elsewhere.
- **Limit the number of people in a photo:** If possible, have no more than 3-4 people in a shot. If more, make one the main subject to provide focus.
- **Make group shots active:** avoid shots of groups of people standing together awkwardly. Have them doing something and looking natural.
- Send your photos to: [campaigns@coeliac.org.uk](mailto:campaigns@coeliac.org.uk) so that we can include them in our gallery online.

# TOP 10 KEY MESSAGES OF THE CAMPAIGN

All of us saying the same thing is a powerful tool, so here are the key messages for the Gluten Freevolution campaign:

1 The gluten free market is booming, with the number of gluten free menu listings doubling in the last two years, it is growing rapidly from low base, now is your chance to get in on the ground floor. UK hospitality is missing out on around £100 million per year of gluten free business per year.

2 Over 90% of people on a gluten free diet ate out in the last month, yet issues with responsiveness of staff and food safety persist, with over 50% saying that the experience can be frustrating and 25% suspecting that they had been "glutened". We can help to make serving great gluten free safe and easy.

3 Accidentally ingesting gluten does not cause an instant or life threatening reaction in people with coeliac disease. It is not an allergy, so people will not suffer anaphylactic shock. If "glutened", people with coeliac disease are likely to experience symptoms like stomach pain, cramps, bloating and vomiting and diarrhoea over a number of hours or days.

4 Many small or independent food business often balk at the thought of gluten free, because of its perceived pitfalls, but it is not difficult or complicated, and there is lots of free help and guidance available for new entrants. You only need to make small, consistent changes, to make a big difference.

5

You will attract new and loyal customers by having clearly marked or labelled gluten free options and responsive front and back of house staff who know the gluten free basics. You can get all the gluten free basics by watching our new short animated films.

6 There is a huge demand for more gluten free food when on the move. We're calling on not only convenience retailers but also food services on railways, airlines and airports, entertainment and sports venues, and street food markets to provide more on the move options that cater for everyone, including people on a gluten free diet. We're also looking to pre-packaged food producers to expand the range of gluten free options for those who are busy and on the go.

7

For those on a gluten free diet, getting good, nutritious food when they're unwell, in care, studying or at work is really important, but also really difficult. 60% of people on a gluten free diet still find it difficult to get a suitable gluten free meal when staying in hospital. They also report having the most difficulty finding gluten free options when they are at school, studying or at work.

8 Over 85% of people on a gluten free diet say that the gluten free food on offer has really improved over the last three years, but we can do better. People on a gluten free diet are simply looking for more choice, when they want it, at a reasonable price.

9

People living without gluten seem to be without the taste of Asia, and they really don't want to; Chinese, Thai and Indian food are all in high demand. And proving that we often want the things we cannot have, gluten free versions of Italian, British and American fare are much sought after

10 Retailers and caterers can inspire loyalty amongst their new gluten free customers by having clearly marked gluten free options that are safe for people with coeliac disease, pair your offer with helpful and informed staff, and you'll have great gluten free that people will come back for, again and again.

# DO YOU NEED ANYTHING FROM US?

We have more leaflets, duck flags and balloons that you can order to keep the Gluten Freevolution going in your local area into 2018.

Simply order through our online form at [www.coeliac.org.uk/glutenfreevolution](http://www.coeliac.org.uk/glutenfreevolution)

Call us on **01494 796720**

Email [campaigns@coeliac.org.uk](mailto:campaigns@coeliac.org.uk)

## Thank you

We genuinely couldn't do this without you, so thank you so much for joining us in trying to make things better. If we can keep driving improvements, living well gluten free will be so much easier and we want to keep making things better for you. Thank you for helping us do this.



Whether you're eating out on the move, in restaurants, or shopping for gluten free food for you and your family, look out for our trusted symbols which mean we're working for you to make things better.



**coeliacuk**  
live well **gluten free**

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[www.coeliac.org.uk](http://www.coeliac.org.uk)