

Coeliac Society of Ireland – Awareness Week 2017

The 'Faces of Coeliac Disease' is the theme of this year's campaign, highlighting the fact coeliac disease can affect people at any life stage. The 'faces' of the campaign are seven year old coeliac twins, Hannah and Alyson Scriven; recently diagnosed, 29 year old Aidan Keane, coeliac blogger, 29 year old Aoife Keane and former Society Board member, 60 year old Billy Mc Cann.

Posters featuring each of the 'faces' are displayed in SuperValu stores across the country. Their diagnosis stories are available online: <https://www.coeliac.ie/the-faces-of-coeliac-disease/>



Stories of diagnosis and life with coeliac disease are threaded throughout media.

Official Launch



Awareness Week was officially launched by coeliac surfer and chef, Finn Ni Fhaoilain. Finn recently launched a gluten free cookbook called Finn's World. She epitomises a healthy, active gluten free life.

Self –Assessment Tool

The Society launched an online self-assessment tool www.isitcoeliacdisease.ie. Users of the tool will be asked a number of questions relating to their current health. If the symptoms match to some of those of coeliac disease, they will be encouraged to seek a medical diagnosis and will be provided with supporting information to bring to their GP.

In-Store Events – SuperValu Stores

Over the course of the week and throughout the year, evening events will run in stores across the country. The event features a dietetic talk, advice from the Coeliac Society plus gluten-free food tastings.

Gluten Free Promise

As part of Awareness Week the Coeliac Society are calling on retailers to commit to stocking eight gluten free staples in store. The campaign is designed to improve availability of gluten free products regardless of location. SuperValu are the first retailer to sign up to this campaign.

<http://bit.ly/2pYxmSv>



Visit coeliac.ie for details