



CELIAC SUPPORT ORGANISATION (CSO)

OBJECTIVES

CREATE NON-STIGMATIZED AWARENESS OF CELIAC DISEASE AMONG ALL SECTIONS OF SOCIETY.

Information about Celiac Disease, its signs, symptoms, diagnosis and treatment will be provided to the public through schools, open seminars and mass media. Our experts will hold information sessions and disseminate information through recorded sessions and directly via popular audiovisual media ensuring that no stigma is attached to celiac disease and food allergies in general.

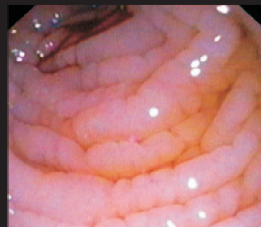
INCREASE AND IMPROVE ACCESS TO EARLY AND AFFORDABLE DIAGNOSIS AT BOTH TERTIARY AND PERIPHERAL HOSPITALS FOR TREATMENT OF CELIAC DISEASE.

The Celiac Support Organisation (CSO) will work with central and state governments, policy makers and industry for easy low cost diagnostic tools to be used at peripheral hospitals. CSO will provide streamlined channels for endoscopy. The organisation will maintain an updated database of physicians and facilities that are capable of managing Celiac disease at the peripheral hospitals. This will be frequently updated and will be available on its website and on phone.

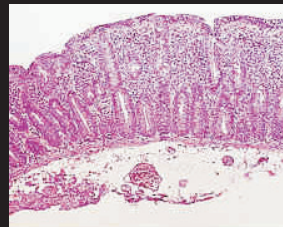
3 Pillars of Diagnosis



Screening



Endoscopy



Histology



PROVIDE DIETARY, MEDICAL AND ALL-ROUND SUPPORT TO CELIAC DISEASE PATIENTS AND THEIR FAMILIES.

Keeping in mind the need for constant counselling, a telephonic hotline service would be available during the day.

Callers can speak to nutritionists and dieticians, mental health counselors and physicians who will provide all possible help to them. These include guidance on Gluten-Free foods, recipes, products etc.



Emails can also be sent to our experts who will respond ASAP. Video clips of 'gluten free' cooking will be available. Seminars will be hosted for medical personnel and patients all over India on Celiac Disease. These seminars will use a two pronged strategy -

- (i) Educate the medical community on early identification and treatment
- (ii) Enable patients and their families cope with the disease and manage their diets and lifestyles to use **locally available** and **culturally acceptable** diets.

LIASON WITH MEMBERS OF THE FOOD INDUSTRY, PATIENT GROUPS AND THE GOVERNMENT TO MAKE LEGISLATIVE AND NON-LEGISLATIVE IMPROVEMENTS IN FOOD PROCESSING, LABELLING AND MARKETING PRACTICES.

All packaged food items to have mandatory label "contains Gluten" or "Gluten Free".

MAKE RESEARCH, NEWS AND INFORMATION ON CELIAC DISEASE AVAILABLE FOR THE PUBLIC THROUGH A WEBSITE AND PRINTED MATERIAL.

The CSO will post downloadable content on its website that provides evidence based research, news and information updates on Celiac Disease. Sections will include FAQs (Frequently Asked Questions), Expert reviews, Nutritional advice, Research and News. Downloadable information flyers and posters will also be available for use. The website and hotline will provide information about Celiac Disease events and seminars and a schedule of the organisation's public activities.

CREATE PLATFORMS AND CONDUCT EVENTS WHERE INDIVIDUALS WITH CELIAC DISEASE CAN INTERACT WITH EACH OTHER AS WELL AS WITH THE NON-DISEASED.



Frequent non medical interaction between individuals and families coping with Celiac Disease gives them a sense of belonging and hope. The CSO will host events which reach out to the poorest of the poor fostering interaction and togetherness. Personal stories of courage, hope and success can be shared, providing support and enthusiasm for newly diagnosed patients and those who are struggling to cope with Celiac Disease.