

# **2020 CCA Executive Director's Report**

**#CeliacUnited**

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## **Our Vision**

**Every Canadian with celiac disease diagnosed and empowered.**

## **Our Core Values**

**Empathy – Integrity - Adaptability**



# Our Priority Areas



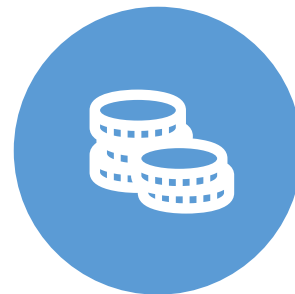
Promote evidence-based solutions



Strengthen Standards



Increase awareness and education



Ensure financial sustainability

# Our Impact – By the numbers

- 555K pieces of CCA information consumed **(+11%)**
- 200K visitors to CCA's website **(+17%)**
- \$31,000 invested in celiac disease research
- 29K people received CCA's newsletters and updates **(+13%)**
- 14K+ strong Facebook Peer Community **(+25%)**
- 14K viewed 19 educational sessions
- 4K individuals reached out to CCA's Client Support Desk.
- 2,000+ pounds of GF food donated
- 1,700 Growing Up Celiac Workbooks delivered
- 1,300 Living Gluten Free guidebooks downloaded to help individuals master the gluten-free diet.

A hand wearing a blue nitrile glove holds a test tube containing a red liquid. The test tube has a purple cap. In the foreground, three other test tube caps are visible: one blue, one purple, and one yellow. The background is a plain white surface.

**Promote Evidence-based  
solutions**

# Promotion of evidence-based solutions

## Maintain

- Maintain a functional and effective PAC with diverse representation

## Stay

- Stay abreast of national and scientific trends

## Ensure

- Ensure events and materials rooted in science

## Publish

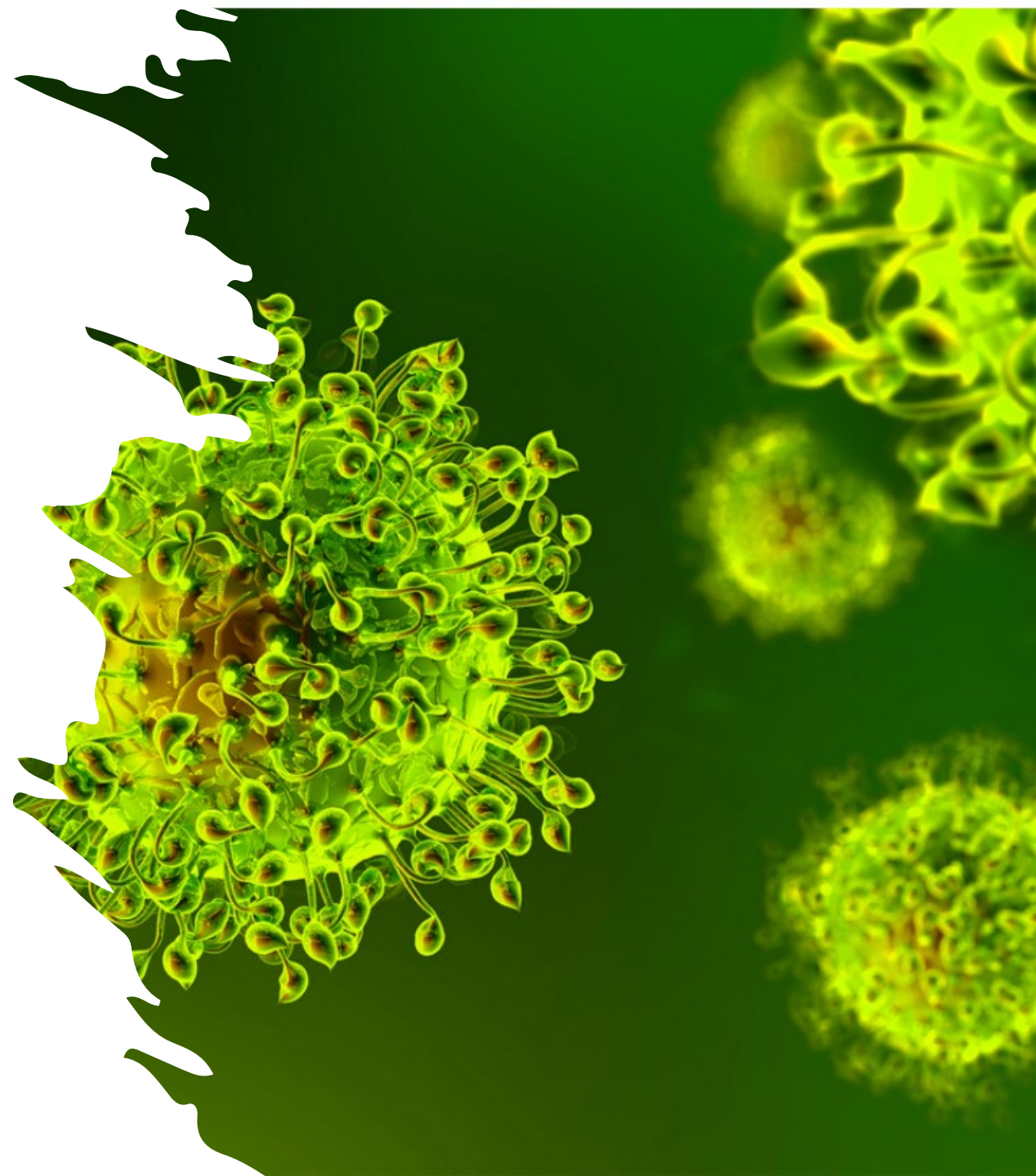
- Publish statements through PAC on important issues

**CCA  
Professional  
Advisory  
Council**



# Promoting Evidence-based Standards: CCA's COVID-19 Response

- Professional Advisory Council issued statement on risk of COVID and CD
- Worked with McMaster University on development of COVID-19 celiac patient outcome survey
- Expanded CCA's Client Support Desk to respond to emergency inquiries
- Developed mental health resources
- Issued statement on COVID-19 vaccinations and CD
- Annual Holiday Guide contained pandemic sensitive material to support community.



# 6 Position Statements

## Published by CCA's Professional Advisory Council

Our PAC is known world-wide for its leading clinical and science-based approach to key issues that impact quality of life.

- Early Gluten Introduction and Celiac Disease
- Alcohol statement
- Gluten in Medications
- Oats Statement
- Gluten in Lotions and Cosmetics
- CCA Labelling Guidance

[Read these and other statements here.](#)



# Evidence-based Investigations Oh Nuts!

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CCA undertook an extensive ingredient surveillance survey.

- 466 nut products, 65 brands
- 50% of the nut brands on the Canadian market offer safe options for individuals with celiac disease.

Conclusion:

The recent CCA's reclassification of nuts to a low-risk group have expanded the number of choices available and affordability.

The investigation was shared with Health Canada as part of their own food surveillance work.



# Evidence-based investigations

## Oats and You! Survey

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The purpose was to gain a better understanding of what type of information individuals on a gluten-free diet received about the use of oats, as well as their current consumption of regular and gluten-free oats.

### Survey Results (3,000 respondents)

The majority of individual with celiac disease consumed gluten-free oats. However, there are still a proportion of individuals that consumed regular oats, leading to higher risk of presenting symptoms at follow up. Education on the gluten-free diet and consumption of oats was missing in more than half of respondents, which may explain the variability on type and timing of oats introduction in our survey.

# Staying abreast of research and trends

CCA published a research news page

PAC provided a research update at the annual conference, in the Canadian Celiac magazine

Annually briefings to the National Board by participating in November meetings

# CCA joined the UN Sustainable Development Goals (SDG) Campaign

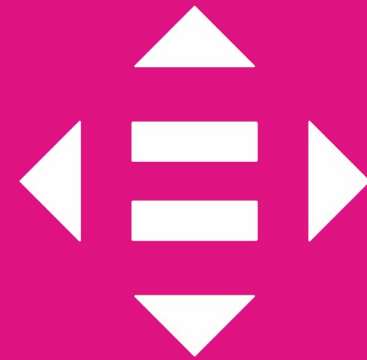
**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**10** REDUCED INEQUALITIES





# **Strengthening Standards**

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# Strengthen standards

Advocate for GF food and medicine safety and standards in Canada

Advocate for improved standard of care

# Strengthening standards through advocacy

CCA warned consumers and alerted Health Canada and Canadian Food Inspection Agency over misleading information presented on company websites including outdated photos of the products and false gluten-free claims. CCA will continue its work into 2021.

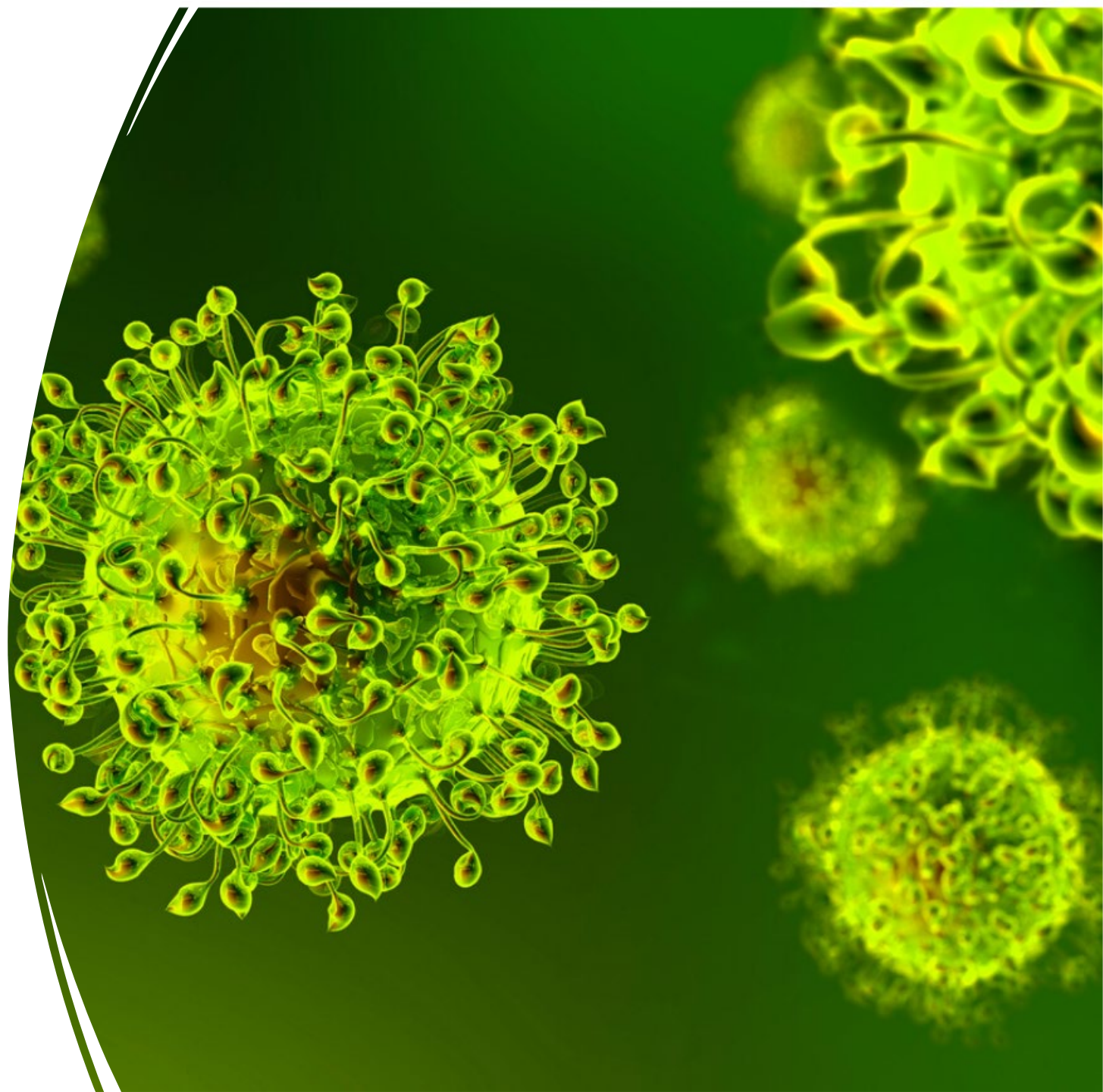
CCA continued to advocate for the Canadian gluten-free consumer on precautionary labelling, medications and natural health supplements.

Unfortunately, as we were gearing up for another push to affect change in the lack of primary care coverage of the celiac blood screening test in Ontario, we had to put our campaign efforts on hold but continued to participate in budget consultations.

# Strengthen Standards: CCA COVID response

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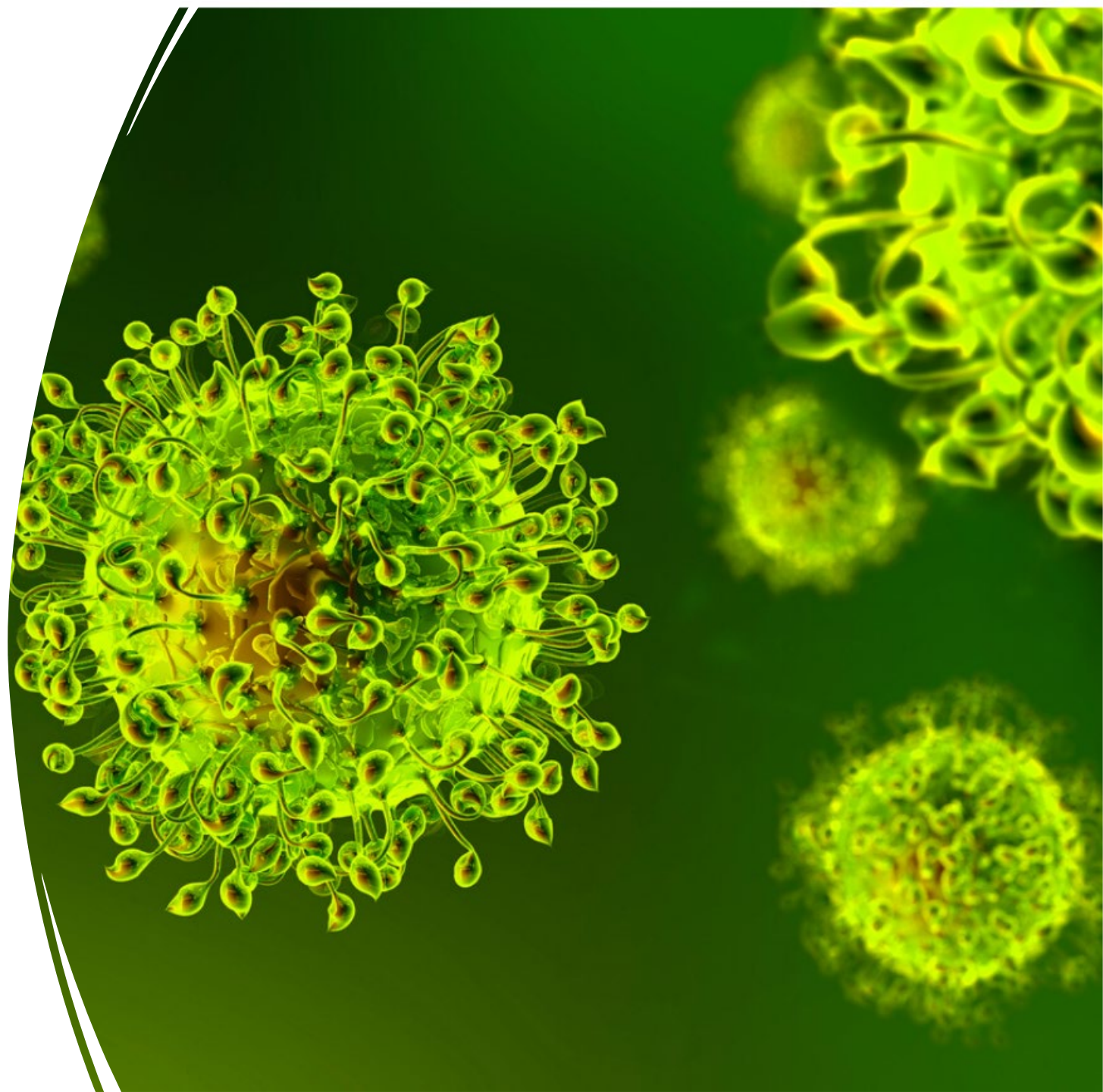
- Participated in COVID stakeholder meeting with Health Canada on access to food and food safety
- Alerted Health Canada to issues with labelling of containing barley on US food re-directed to Canadian shelves
- Surveyed major brands on impact of COVID on food supply



# Strengthen Standards: CCA COVID Response

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- Verified food safety audits for certification program during COVID
- Surveyed national food banks for gluten-free food availability and shared educational materials
- Task Force developed to respond to growing food insecurity
- Created an online list of gluten-free home delivery options to support vulnerable individuals or under quarantine



# Leading world standards

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CCA is proud to lend its name to those gluten-free manufacturers who take the extra step of certification and third-party verification to give our community and their family members peace of mind.

- 230 companies
- 5,000+ products





**Increase awareness  
and education**

# Increasing Awareness and Education

## Continue

Continue to be the trusted resource with CD and NCGS

## Engage

Engage with health care community regarding diagnosis and management

## Engage

Engage food service industry regarding food safety

## Improve

Improve outreach to culturally and socio-economic communities.



#CeliacUnited

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International Celiac Disease  
Awareness Day featured 8 iconic  
locations across Canada  
illuminated in 'celiac green'

#GetYourGlowBack

# Celiac Disease Awareness Month



cca CANADIAN CELIAC ASSOCIATION PROMISE GLUTEN FREE

**HOW DO YOU  
Sandwich?**  
SOCIAL MEDIA CONTEST

**CLICK HERE TO LEARN MORE**

Celiac Disease  
Awareness Month  
**CCA and Promise Gluten  
Free teamed up to drive  
awareness**

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- 57K media impressions
- 18K website views during May





# Empowering through education

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- 2 virtual conferences
- 17 webinars
- 14,000 viewers
- 1,000+ questions answered
- [Click to view recordings and other CCA online education.](#)

A chef in a white uniform and hat is working in a kitchen. The chef is looking down and smiling slightly. The background is a kitchen with various equipment and another person in a white uniform working in the background. The text is overlaid on the image.

# Engaging food service during pandemic

#TakeOutWednesdays



**Inclusion is a priority.**

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Inclusion is a Priority: Indigenous Health Survey



SAVE ME  
cca  
acmc  
for gluten-free

# Ensure financial sustainability

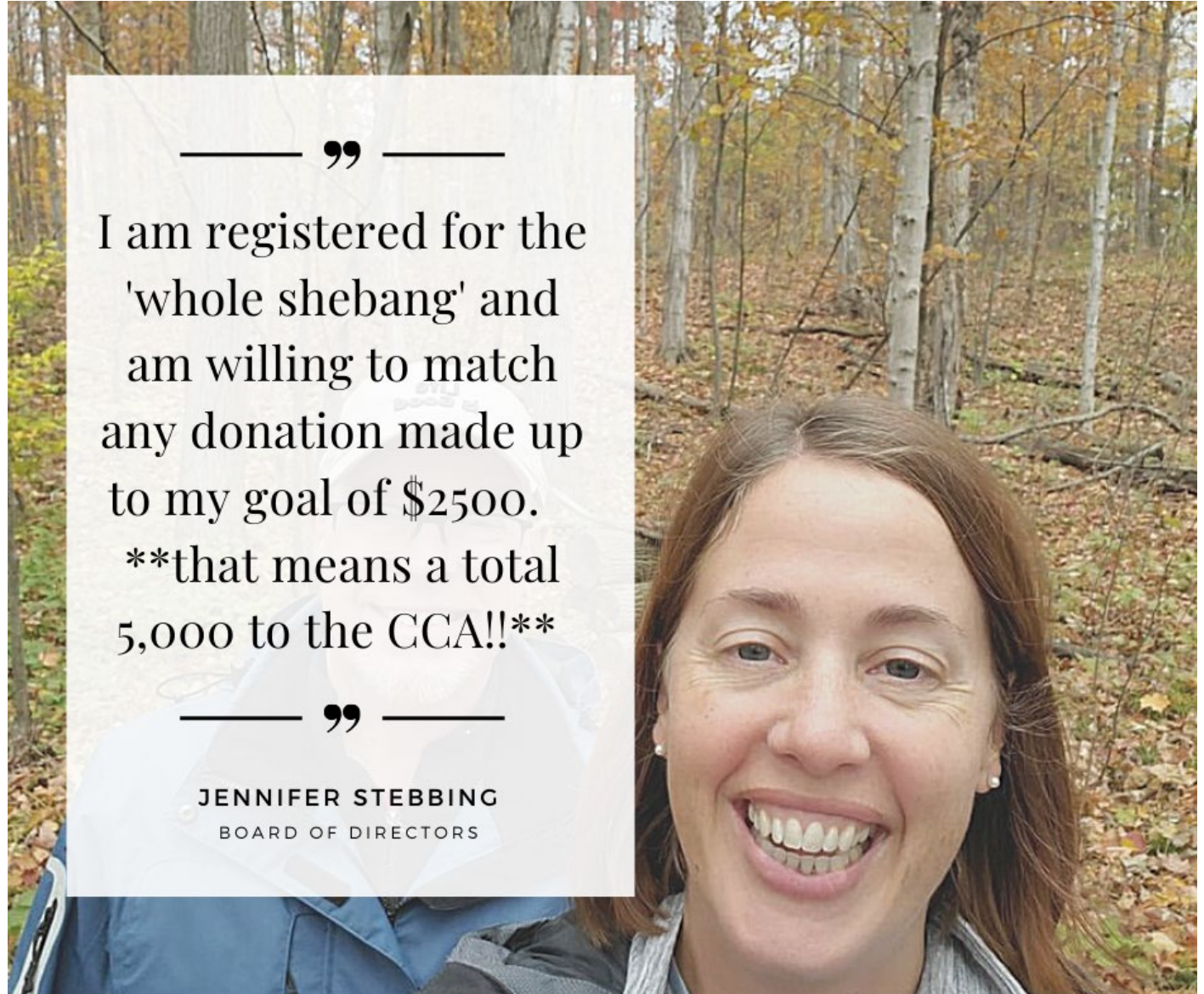
— ” —

I am registered for the 'whole shebang' and am willing to match any donation made up to my goal of \$2500.

\*\*that means a total 5,000 to the CCA!!\*\*

— ” —

**JENNIFER STEBBING**  
BOARD OF DIRECTORS



# Ensure financial sustainability



Generate, diversify and maintain revenue streams



Enhance donor engagement



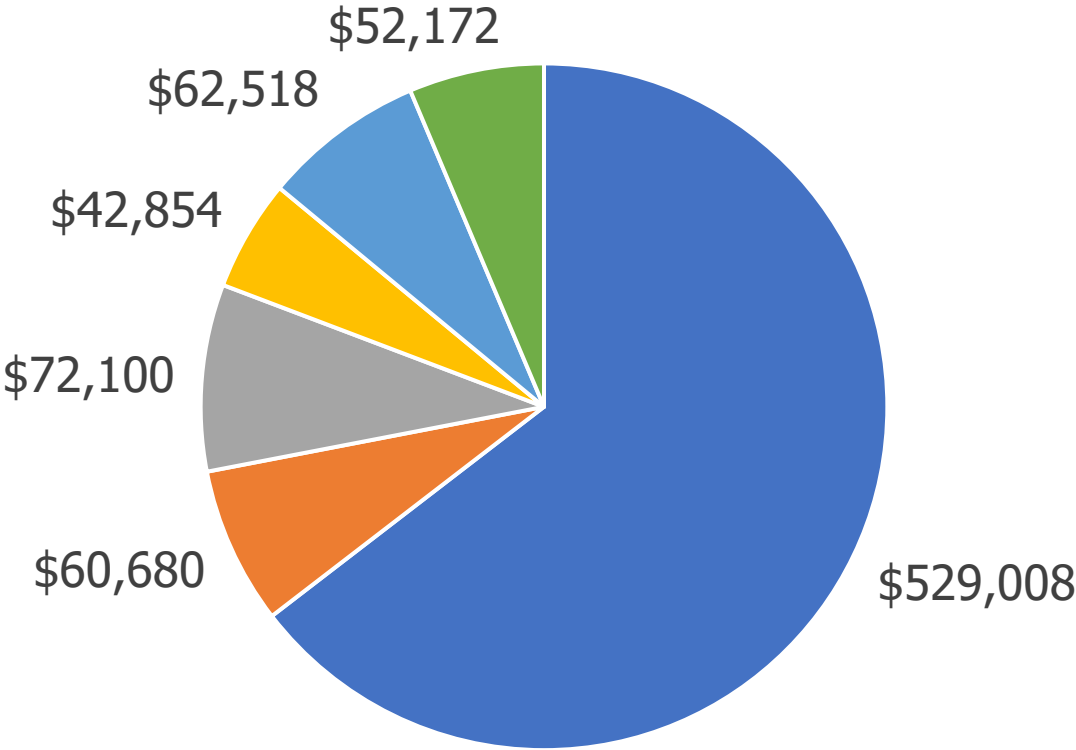
Strategically fund advocacy, education and research



Build a high-performance team to meet operational goals

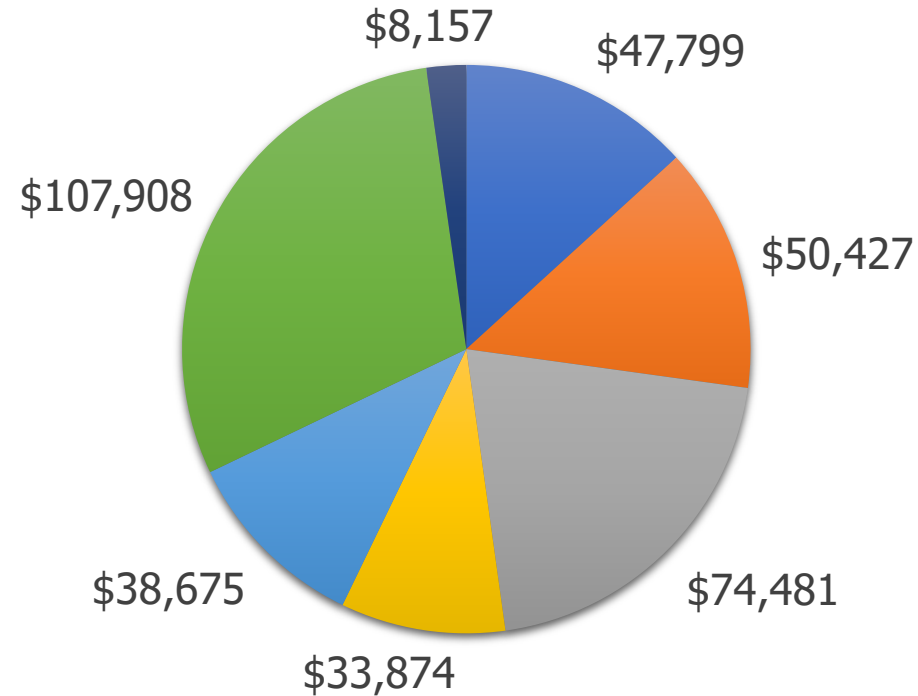
# Generate, diversify and maintain revenue streams

To review the full audited statements, visit [www.celiac.ca/annualreports](http://www.celiac.ca/annualreports)



■ Donations ■ Memberships ■ Sponsorships ■ Royalties ■ Government Funding ■ Other

# Strategically fund advocacy, education and research



- Administration
- Increasing Awareness and Education
- Evidence-based solutions
- Other
- Quality of Life and Diagnosis
- Research
- Strengthening Standards and Access to safe food

# Supporting Canadian Research

Since 2000, nearly \$375K in investments thanks to donor support of the JA Campbell Research Fund.



## James King

CCA James A. Campbell grant winner releases international meta-analysis on incidence of celiac disease

Learn more about these and other studies [here](#)

A photograph of a family of three sitting on a grassy lawn in a park. On the left, a man with glasses and a blue shirt sits with his legs crossed. In the center, a young child in a white dress stands holding a red object. On the right, a woman in a light-colored top and a dark polka-dot skirt sits on the grass. The background is filled with lush green trees and a clear sky.

# Thank You!

Donors and Corporate Supporters

In a challenging year, we are more grateful than ever before for the ongoing support.

whole snebang" and  
 am willing to match  
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 to my goal of \$2500.  
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JENNIFER STEBBING  
 BOARD OF DIRECTORS



"Let's make  
 the journey  
 for the newly  
 diagnosed as  
 stress-free as  
 possible."

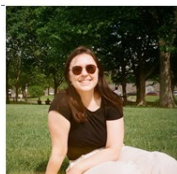
Wesley Wilson



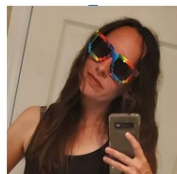
Samantha Maloney is aiming to complete her first marathon! [Help her reach her goal of \\$2,000!](#)



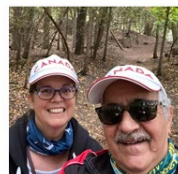
Sean Davis & his family have been extremely gracious supporters of the CCA for many years. [Please donate to Sean as he continues to support the gluten-free community!](#)



Kate Passingham is so close to her goal of \$150. [Can you help? Donate here!](#)



Deborah Bennett is running for her daughter who was diagnosed at age 6. She says her daughters strength and positivity is an inspiration to



It's Janet Hilson's first time participating in the Scotiabank run. [Please donate to Janet and encourage her in her journey!](#)



# Our Leadership

- Janet Bolton, President (July 1, 2020)
- Treena Duncan, Past President
- David Congram, Secretary
- Andrew Kotys, Treasurer
- Meredith Birchall-Spencer
- Tamara Close
- Jessica Danford
- Selena DeVries
- Jennifer Stebbing
- Ravil Veli (start July 1, 2020)
- Kathryn Djordjevic (start July 1, 2020)
- Lizbeth Wall (start July 1, 2020)
- Brian Whitehouse (to February 2020)



# 2020 Chapter and Support Group Donors

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- British Columbia Chapter
- Kelowna Chapter
- Victoria Chapter
- Manitoba Chapter
- Thunder Bay & District Chapter
- Rainy River Support Group
- Quebec Chapter
- Moncton Chapter
- Nova Scotia



# Platinum Corporate Sponsors



# 2020 Silver Partners

# **2020 CCA National Staff**

- Melissa Secord, National Executive Director
- Nisha Paul, Accounting Manager
- Gauri Bawa, RD, Client Support Desk
- Francis Fernandez, Client Relations/Database Coordinator
- Léa Saad, Social Media Coordinator
- Caleigh McAulay, Health Promotion Coordinator
- Jaya Mootoo, National Manager of Philanthropy



# Canadian Celiac Association

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[www.celiac.ca](http://www.celiac.ca)

Charity #10684 4244 RR0001