

## Advocacy Action Calendar

Welcome Advocacy Ambassadors! Each month we provide you with action items to strengthen your advocacy. These are subject to change based on current events. We will occasionally email additional action items when legislation is moving and we need to make our voices heard.

**Questions?** Email [sierra.manning@celiac.org](mailto:sierra.manning@celiac.org)

### Activities For You Every Month:

- Share Foundation social media posts and our monthly newsletter
- Check the Eat! Gluten-Free App for the latest news
- Share our Participate in Research page for celiac disease clinical trial opportunities

### Activities For Us Every Month:

- Post a monthly Advocate Spotlight on social media highlighting an extraordinary advocate. Share details and pictures of your meetings to be considered!
- Send action alert emails reminding you of each month's activities

## Monthly Action Alerts

### January

- **Register for the 2021 Patient Education & Advocacy Summit.** Join us for an exciting online event featuring world-renowned researchers and drug-developers to learn about the latest in celiac disease innovations. Hear from congressional representatives and patient advocates about actionable strategies you can implement immediately to accelerate change. Attend one or more educational sessions or stay all day and leave prepared to make your voice heard as a valuable partner in research and advocate for the celiac disease community. Registration for this event is free and open now until February 24th, 2021.
- **Activate Your Network.** Use our Social Media Toolkit tips and tricks to promote awareness for the needs of the celiac disease community.

## February

- **Register for the 2021 Patient Education & Advocacy Summit.** Join fellow advocates and learn from experts about the latest in celiac disease research and how to effectively advocate for the celiac community. Registration closes on February 24th.
- **Welcome Members (Back) to Congress.** The 117th Congress has convened. Email your Members of Congress a “Welcome Letter” through our Take Action Center, encouraging them to support NIH celiac disease research.

## March

- **Attend the 2021 Patient Education & Advocacy Summit.** Join fellow advocates on March 4th and learn from experts about the latest in celiac disease research and how to effectively advocate for the celiac community.
- **Rally Your Network.** Motivate your network to email their Members of Congress through our Take Action Center in support of NIH celiac disease research.

## April

- **Update Your Story.** Familiarize yourself with our policy asks for this Congress. If needed, update your story to tie your personal experiences as a celiac disease patient to these asks. Use our Crafting Your Celiac Disease Story as a guide.
- **Update Your 504 Plan.** Review the Managing Celiac Disease in Learning Environments Guide to develop or update your child’s Celiac Disease Management Plan. Share with your network and your school administration.

## May

- **Ask for a Proclamation.** May is Celiac Awareness Month and May 16 is International Celiac Awareness Day. Ask your elected official at any level of government for a proclamation to designate May as Celiac Awareness Month or May 16 as National Celiac Disease Awareness Day. (Check with your official to confirm the lead time for this.)
- **Promote Awareness.** Share our Raise It. Give It. Get It. Campaign to receive gluten-free goodies for donations received or made for celiac disease research. Make an even greater impact by sharing our May Celiac Awareness Month posts on social media.

## June

- **Prepare for August In-District Virtual Visits.** Familiarize yourself with our policy asks for this Congress and why NIH funding for celiac disease research is critical to finding treatments and a cure. Start [Crafting Your Celiac Disease Story](#).
- **Educate About School Accommodations.** Share the [Voluntary Recommendations for Managing Celiac Disease in Learning Environments](#) guide with your network.

## July

- **Practice Your Pitch.** Prepare for your Congressional meetings by sending your written or recorded meeting script to [sierra.manning@celiac.org](mailto:sierra.manning@celiac.org) for feedback. Keep your script focused on why NIH research funding for celiac disease is critical to finding treatments and a cure.
- **Update Your iCureCeliac<sup>®</sup> Data.** Researchers need to know how celiac disease affects patients over time. Complete the [COVID-19 and Celiac Disease](#) survey to show how the pandemic has affected you.

## August

- **Contact Your Members of Congress.** Contact your Members of Congress by phone, email, or participate in a virtual town hall meeting or other event and ask them to support NIH funding for celiac disease research. See [How to Set Up Meetings with Your Legislators](#).
- **Promote the Student Ambassador Program.** Share with your network how they can virtually promote celiac disease awareness in communities and classrooms by becoming a Student Ambassador.

## September

- **Inspire Your Network.** Share details of your Congressional meetings on social media and be considered for the monthly [Advocate Spotlight](#).
- **Register for the CDF Turkey Trot.** The CDF Turkey Trot 5K is our inspirational, annual fundraising event that supports celiac disease research. Join us on November 13 & 14 as we move for a cure together!

## October

- **Keep in Touch.** Maintain relationships with your Members of Congress after your virtual meetings or town halls by sending thank you notes and keeping in touch to make a greater impact. See Keeping in Touch with Your Legislators and Legislative Meeting Thank You Note Template for tips and examples. If you haven't met with your Members of Congress yet, see the Socially Distanced Advocacy section of the Advocacy Toolkit for resources to help you continue your advocacy while staying safe.
- **Share our Symptoms Assessment Tool.** The Celiac Disease Symptoms Assessment Tool documents your symptoms to help your doctor determine whether testing for celiac disease is necessary. Share this tool with your network to help them see if their symptoms may be consistent with celiac disease. Complete the Symptoms Assessment Tool and receive information and a gift from Proud Sponsor Dr. Schär.

## November

- **Vote in your Local Elections.** Local elections are held on November 2nd. See our Policy Priorities for a list of celiac disease advocacy goals that require your representative's support.
- **Support #GivingTuesday.** December 1 is the global day of unity and giving. Share our #GivingTuesday posts on social media and learn about the ways to give this giving season. Encourage your network to share our posts with the #GivingTuesday hashtag and to support charitable giving.

## December

- **Add Your Data to iCureCeliac®.** iCureCeliac® data, provided by patients committed to accelerating the discovery of better treatments, diagnostics, and, ultimately, a cure for celiac disease, empowers researchers to uncover disease patterns and answer questions most important to patients. iCureCeliac® leads to new research findings, as shown in three recently published studies that utilized iCureCeliac® data.
- **Give the Gift of Hope.** This holiday season, ask your network to donate to celiac disease research for treatments and a cure. Gifts this month make twice the impact with our dollar-for-dollar Board of Directors' Match.

**Tell us about your outreach! Email [sierra.manning@celiac.org](mailto:sierra.manning@celiac.org) if you had a positive phone call and/or meeting. We will follow up in Washington, DC!**