

## Health Promotion Report YE24

Prepared from reports from Lisa Jury Health Promotion Manager and Suzanne Aitken Dietary Education Managers

The underlying premise of the five-year Health Promotion Plan 2020-2025 is to prompt diagnosis as early as possible and to improve the life experiences and quality of life for people with Coeliac Disease.

The Dietary Education Manager's key performance tasks over 2023-2024 was to support the delivery of the Health Promotion plan and to review the current Dining Out Programme to develop a strategy to help to support safe eating options for people with coeliac disease.

Our local volunteers are key to helping us deliver against our Key Outcomes.

**Current volunteers by region:** Auckland (Renee Jenkins), East Auckland (Sarah Kennedy), North Auckland – Rodney (Violet Allen), Hamilton (Marina Grantham Campbell & Ingrid Karsten), Thames Coromandel (Jan Autumn), Mercury Bay (Judi Foster), Tauranga (Catherine Garney), South Waikato (Anna Martyn), Whakatane (Fiona Hennessey), Palmerston North (Pip Meads & Jenni Fairey), Hawkes Bay (Sam Wemyss), Wellington (Emma Schrader & Indra Prasad & Grace Macquire), Nelson (Toni Chittendon), Marlborough (Leanne Hayes), Dunedin (Andrea Wynn-Williams & Becky Lazarevic), Canterbury (Emma Prestage), North Canterbury (Shivaun Smith), South Canterbury (Joy McNulty & Joan Simpson), Wanaka (Zoe Huggett), Invercargill & Gore (Becky Maarschalk & Wendy Shaw), Reefton, Westport and Karamea (Barry Chalmers) and Social Media -Instagram (Islay Quin).

Volunteers farewelled during this period – Dunedin Kids Club (Lisa Russel), Dunedin Adults (Heather Wilson), Jill Henson (South Waikato), Julienne Law (Rodney).

Throughout the year 73 events were delivered (these included 31 schools) for over 2k participants

### **Key Output 1: Improve Quality of Life for children and adults with Coeliac Disease and families and whanau.**

All ages are affected, particularly children, their parents/caregivers, and whanau.

Our initiatives have enhanced the quality of life for individuals of all ages living with coeliac disease and their families/whanau. From tailored dietary guidance to fostering supportive communities, our efforts strive to empower and uplift those affected by this condition.

- The living coeliac safe toolkits for schools and workplaces are available in a web-based form online via the CNZ website and in hard copy as requested.

- A back-to-school letter for coeliac members to inform a new teacher about their child's condition and the implications for the classroom including effective differentiation, so they are fully included in all activities safely during their school life.
- The wellbeing journal was created to help those with coeliac disease record important steps on their daily journey towards 'THRIVING' Living your best coeliac life. The well-being journal is distributed to new members when they join as part of their welcome pack and is offered for sale on the CNZ website and at events. It is also made available to Dietitians and health professionals upon request.
- A Schools Resource was developed to raise awareness initially during Coeliac Awareness Week 2023. It included a lesson plan, posters, a loop card game with instructions, and recipes. #classrooms39 around the country and over 1100 students
- Brea Marsh, an Auckland University student has developed a children's book and creative images for children, including stickers, lunch box labels, etc. which has been reviewed by the Health Promotion Manager, Marketing Manager, and our CNZ Medical Advisory Panel. We hope to obtain funding to make this resource available
- Conference 2023 (detailed in the sales and marketing report) also included Buddy shopper training modules for our volunteers and an updated volunteer manual

### **Key Output 2: Raise GP / Health Professional Alertness to Coeliac Disease**

Knowledge of coeliac disease continues to evolve, challenging health professionals to keep up to date.

- The "Coeliac New Zealand Conference" activity was endorsed by The Royal New Zealand College of General Practitioners (RNZCGP) for Continuing Professional Development (CPD) purposes. Topics included atypical presentations, monitoring after diagnosis and dietetic considerations of the gluten free diet. There will be ample time for discussion with a Q&A session afterwards.
- The Medical Advisory Panel have reviewed content of the website and updated the GP pathway for coeliac disease diagnosis. We also had their expert input into the conference presentations and bi-monthly meetings. The chair Prof Andrew Day presented at the GPCMEs in 2023 and 900 copies of our coeliac link magazine were distributed to the GP attendees.
- The survey conducted by Starship about consumer experience provided valuable insight into the journey children face when referred to Starship for coeliac disease.
- We continued to distribute the dietitians' standard of care for adults with CD.
- Dietitians collaborated with us to develop webinars on Sports Nutrition for people with CD, and Diabetes and CD.

- Education delivered to IDEA Services, the largest provider of services for more than 3000 people with intellectual disabilities. Diabetes NZ, NZ Down Syndrome Association, The Asian Network
- This year also included the development of online learning with Synergy Health to be shared with their industry partners to increase knowledge and awareness of CD in the workplace environment. (details about this will be included in next year's annual report)

### **Key Output 3: Many foods act like poison for people with Coeliac Disease**

The changing face of coeliac disease challenges those with coeliac disease, particularly as the increased cost of living impacts financially and psychologically.

- Our conference had presentations similar to the medical session but with a different focus on individuals with the disease rather than the health professional supporting them. It also looked at the medical and dietetic management of nonresponsive coeliac disease in a subgroup of patients who do not respond normally.
- Buddy Shopper & Customer Education was developed to improve people's knowledge about how to shop for safe GF food.
- Bin Inn Store staff have also been trained in the Gluten Free Food Safety Training Certificate to support their shoppers and to minimise risk of cross contamination.
- Kalandra Education Group is a private healthcare training provider. They upskill Carers in Dementia and Mental Health and Addiction, Levels 3, 4, and 5, and offer a variety of other NZQA healthcare-related programs [www.kalandra.ac.nz](http://www.kalandra.ac.nz) They were given a presentation on, "Diving Beneath the Label of Coeliac Disease" to Health Care Assistants or Support Workers. The presentations are viewed by Kalandra's domestic and offshore students, healthcare providers, LinkedIn members, and the wider community.
- Presentation by Health Promotion Manager Lisa Jury and Dietary Education Manager Suzanne Aitken on Coeliac Disease and the Child Disability Allowance - background to CD and present the daily life/impact of a child with CD and the additional care required by parents/carers in supporting them to manage the disease.
- Meetings held with MPI regarding food standards and monitoring held with discussions about the Peal (Plain English Allergen Labelling) requirements, café labelling, and auditing process by local government.
- Written content for a variety of communication platforms – edm, CL magazine, social media. Articles written for external providers – Dietitians NZ, Pharmacy Guild.

#### **Key Output 4: Improve food sector options and understanding of what people with Coeliac Disease require.**

Eating away from home is one of the biggest challenges for people living with coeliac disease. While many New Zealand food businesses now offer gluten free (GF) options, our research has found that discrepancies in GF practices within the industry has resulted in GF customers not being able to trust a label alone.

- Development and delivery of education modules for training of staff and employees to understand CD, what GF means for people and how they (external) can support a better understanding of people with CD.
- This has included face-to-face and virtual presentation for regional areas of NZ Institute of Environmental Health, Council verifiers, Restaurant Association, CNZ volunteers. Training has included an overview of coeliac disease as well as specific information regarding the legislation of gluten free food within hospitality – (tailored to audience) and promotion of our gluten free food safety training for everyone.
- Development and delivery of a 90-minute interactive workshop for newly diagnosed Coeliac New Zealand members around nutrition and healthy gluten free eating. This consisted of interactive questions and sharing of information and stories with new members.
- Establish relationships with external stakeholders including MPI, Restaurant Association, NZ Institute of Environmental Health, app developers – (international gluten free maps, allergy-based information services, auditing requirements system), community members, Health professionals. This has included accessing the right contact person within each organization.
- Working within many departments of MPI to establish clear information pathway for consumers and those in hospitality.
- Engaging with tertiary education providers around developing a training module on Coeliac Disease to support hospitality students in knowledge gain.
- Working with MSD to support a consistent pathway for distribution of discretionary funding in the form of disability allowance and special foods for people with Coeliac Disease.

#### **Review of current Dining Out Programme.**

- Revision of prior reviews to documents barriers to uptake of programme.
- Issues arising including varying information from those responsible for auditing an establishment and what classifies as ‘gluten free’ – labelling requirements. No consistency within the country.
- Meeting and discussions held with those tasked with regulator requirements for food premises – New Zealand Institute of Environment Health and MPI.

- Ongoing work to develop relationship with key person/department with MPI organization.
- Established need to get correct information and education out to auditors as starting point for creating safe eating environments.
- Collaboration with Coeliac UK to utilize their success and learn from their experiences.
- Proposal and development for alternative pathway – key components of food hygiene and safe practice within the kitchen– including kitchen checklist, staff training protocols, consumer checklist for patrons.

### **Cyclone Relief.**

After the Auckland Anniversary Floods and Cyclone Gabrielle, a group of concerned coeliacs wanted to ensure that people, who were cut off from supplies after these horrendous weather events, had access to safe food. A group of CNZ volunteers together with the support of YetteMoosh started organizing Gluten Free and Gluten/Dairy Free Food Boxes with the help of donations from the community, businesses, and crossed grain logo partners. over 350 Food Boxes were delivered to people in need in Auckland, Northland, Coromandel, Hawke's Bay, and Tairāwhiti areas.