

**World Gastroenterology Organisation**  
**Global Guardian of Digestive Health. Serving the World**

**World  
Digestive  
Health Day  
2009:**

**Irritable Bowel Syndrome**

**“A global context for a  
common and challenging  
digestive disorder”**

**May 29, 2009**

**[www.worldgastroenterology.org](http://www.worldgastroenterology.org)**



# World Gastroenterology Organisation

## Global Guardian of Digestive Health. Serving the World

### World Digestive Health Day 2009

#### Irritable Bowel Syndrome

The World Gastroenterology Organisation (WGO) encourages and welcomes the participation of sponsors and its 107 national member societies to celebrate **World Digestive Health Day 2009** on Friday, **29th May 2009**. Educational and promotional activities to raise awareness to the general public and medical community on the topic of IBS will continue throughout 2009.

World Digestive Health Day 2010 will focus on Inflammatory Bowel Disease (IBD).

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### Background

World Digestive Health Day (WDHD) is an annual advocacy/public awareness event hosted by WGO to increase the awareness of digestive diseases amongst member societies, government bodies, media and the general public. Traditionally held on 29th May\*, WDHD is WGO's key advocacy program for reaching out and engaging the general public on important digestive health issues. Although WGO is instrumental in providing overall direction, the WDHD's success will depend on the combined efforts hosted by its national member societies and sponsors worldwide.

Each year, WDHD is devoted to a particular topic within the field of digestive disorders.

### Past and Future WDHD Topics:

- 2004: Inauguration of WDHD
- 2005: Health and Nutrition
- 2006: Helicobacter pylori Infection
- 2007: Viral Hepatitis
- 2008: Optimal Health and Nutrition
- 2009: Irritable Bowel Syndrome (IBS)
- 2010: Inflammatory Bowel Disease (IBD)
- 2011: Water-Borne Diseases or Hepatocellular Carcinoma (HCC)

WGO supports WDHD 2009 by co-ordinating related sponsored events and providing a package of useful public awareness materials.

This proposal outlines the activities for WDHD 2009 and provides interested corporate partners with a range of collaborative options. WGO welcomes developing new ideas with potential sponsors to spread the important messages of WDHD.

\* WGO was incorporated and inaugurated on May 29, 1958.

### World Digestive Health Day Topic 2009

The topic for WDHD 2009 is "**Irritable Bowel Syndrome**".

*It is now recognised that irritable bowel syndrome (IBS) is a truly global problem reportedly affecting millions of individuals (ca. 1 in 10) worldwide and exerting a significant influence on the quality of life both for the many reported and unreported (ca. 5 in 10) cases. Yet, despite volumes of research highlighting the prevalence and impact of IBS worldwide, IBS remains-poorly understood by the medical community and the general public alike. Indeed, IBS is often poorly appreciated and even dismissed as being of little consequence. While the basic cause(s) of IBS remain incompletely understood, recent research has identified a number of factors that may be relevant to the induction of symptoms in some patients and considerable effort is being expended on developing new therapeutic options for the affected patient.*

*WGO recognises, therefore, that there exists a very significant "knowledge gap" with regard to all aspects of IBS and there is a real unmet need to bring the very latest information on IBS to medical practitioners, other health care workers and the general public. This is the reason that this topic has been selected as the focus for WDHD 2009.*



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### Educational & Promotional Activities for World Digestive Health Day 2009

All 107 member societies as well as the 13 WGO Training Centers and all corporate and non-corporate sponsors are invited to participate in the WDHD 2009 by initiating and sponsoring activities in their respective countries. Proposed activities and sponsorship ideas for WDHD 2009:

- A **dedicated logo** for WDHD (see front page)
- A **slogan** (translated into major languages) and associated images.
- A **letter of introduction** on behalf of sponsors to national GI member societies
- Development of the **website section** relating to WDHD 2009 to include messages, literature services, chat-room on the selected topic (average monthly visitor sessions = 21200)
- Release of a **new WGO Global Guideline** on **IBS** including a Cascade option to meet the differing resource challenges faced by various regions around the world
- Organisation of a **Global IBS Summit** – see separate proposal.
- Production of a **DVD** containing the key presentations of summit and Gastro 2009
- Organisation of **IBS public awareness events** on the occasion of Gastro2009
- **IBS Research Awards**
- Dedicated **press releases** on IBS distributed via paid wire services
- A WDHD **press conference** and **live webcast** on IBS
- **Special IBS Edition** of World Gastroenterology News
- WDHD IBS column in the monthly **E-Newsletter** with input from sponsors and national member societies.
- Highlights on IBS during **Gastro2009**.
- A **Press Kit** including images, position statements, articles, releases etc.

### Sponsorship & Partner Organizations

- Corporate and non-corporate sponsors
- WGO national societies and Regional Associations:
  - Inter-American Association of Gastroenterology (AIGE)
  - Asian-Pacific Association of Gastroenterology (APAGE)
  - African Middle East Association of Gastroenterology (AMAGE)
  - Association of National European and Mediterranean Societies of Gastroenterology (ASNEMGE)

### WGO Calls for Action

WGO will provide the initial impetus by issuing this call for action to its member societies and sponsor/partner organisations. In addition to organising its own activities, WGO will provide guidance to those organisations and sponsors wishing to host local or global activities. It is strongly recommended, in order to gain maximum public awareness that sponsors with national companies closely liaise with their respective national GI society to develop co-ordinated activities. Sponsors may request a letter of introduction to national societies via the WGO Executive Secretariat.

A **toolkit** on WDHD 2009 for gastroenterologists, general practitioners and other healthcare professionals will be provided upon request and will include the following items:

- ⋮ WGO's new Global Guideline on IBS including Cascade (printed or electronic)
- ⋮ WGN supplement on IBS
- ⋮ A new WGO/Danone IBS Report
- ⋮ WDHD logo, slogan and picture material
- ⋮ Copies of all IBS press releases
- ⋮ Online access to graded IBS literature service
- ⋮ Proceedings and outcome of IBS Summit
- ⋮ Gastro2009 highlights on DVD (IBS & IBD)

### WGO Publicity Platforms for World Digestive Health Day

Publicity for WDHD events will be undertaken by the following means:

- WGO website (logging over 22 00 visits per month)
- World Gastroenterology News and electronic monthly newsletters (direct electronic mailing to 25 000, via 107 societies reaching 50 000 readership)
- WGO Booth at DDW 2009 and Gastro 2009 (meeting attendance ranging between 12 000 and 17 000)
- Links on sponsor or national member society website
- Press releases
- Direct communications with the leadership of 107 national member societies



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### WGO Partnership Guidelines

#### Requirements for distribution of WGO documents:

WGO welcomes the support of sponsors in the dissemination and distribution of WGO Global Guidelines and other communications and requests that the following requirements be adhered to:

- Full citation of the original source of the document must be visible on all electronic and hard copies of the document
- Sponsors are entitled to include the following statement: "supported by an unrestricted educational grant by ..."
- Sponsors are entitled to include their corporate logo alongside this statement
- The document must be reproduced in its entirety and no extracts may be quoted or used
- Sponsors are entitled to translate the document but final approval of the translated text must be given by WGO
- Sponsors will be provided with print ready versions of the document
- WGO requests that sponsors provide three copies of any format used for the distribution of the document

#### WGO Deliverables for Endorsed Symposia

- Programme development
- Speakers
- Presentation content
- Course material
- Official WGO endorsement

#### Use of WDHD Logo

- All materials carrying the WDHD logo must be submitted to WGO in advance for approval

