

raising global
patient awareness

World Digestive Health Day 2009

Irritable Bowel Syndrome



WGO Program E-Newsletter

June 2009 Edition

■ **World Digestive Health Day - The 2009 Global Campaign Reaches New Heights**



WGO is thrilled by the tremendous response from both national societies and industry partners to World Digestive Health Day 2009, "Irritable Bowel Syndrome", a reaction that surpassed all expectations.

National societies and industry partners across the world reached out to their local communities to raise global awareness about IBS; a truly global condition which affects 1 in 10 people worldwide but remains poorly understood by the medical community and the general public.

A showcase of the World Digestive Health Day 2009 events will be published shortly on the WGO website and an overview of the events will also be included in the next edition of the World Gastroenterology News.

» **More information**

Events were held in 43 countries throughout May 2009:

Argentina, Australia, Austria, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, Czech Republic, Ethiopia, El Salvador, Finland, Germany, Greece, Guatemala, Hungary, India, Indonesia, Iran, Ireland, Jordan, Latvia, Malaysia, Mexico, Morocco, Nepal, Nicaragua, Pakistan, Romania, Saudi Arabia, Slovakia, South Africa, South Korea, Spain, Sudan, The Netherlands, Ukraine, United Arab Emirates, Uruguay, USA, Venezuela, Yemen.

USA

The initial meeting of the WGO IBS Summit took place on WDHD in Cincinnati Ohio. This Summit brought together leading IBS experts from around the world to assess the global status of IBS prevalence, impact and management. Further virtual meetings will take place over subsequent months leading to the completion of a consensus statement and educational tool for general dissemination. The Task Force findings will be presented at a special satellite symposium at Gastro 2009 in London. The initial meeting of the WGO IBS Summit was co-hosted by the WGO and Procter & Gamble.



WGO would like to thank Procter & Gamble for their support in organizing this summit.

Germany



To raise awareness about WDHD and IBS in the national media, Danone Germany distributed a nutrition brochure on digestive health and a digestion test to all the major media outlets. Radio stations and various magazines and journals published patient information about IBS.



South Africa

The South African Gastroenterology Society, in cooperation with Danone Clover, hosted a three day road show across South Africa. IBS experts lectured in Cape Town, Durban and Johannesburg and audiences received a copy of WGO's guideline "Probiotics and Prebiotics" to take home.



Sudan



On May 28, the Sudanese Society of Gastroenterology hosted a one day symposium about IBS at the University of Khartoum.

India

The Orissa State Chapter of the Indian Society of Gastroenterology, together with the Kalinga Gastroenterology Foundation, hosted a one day symposium about IBS for local health care



professionals in Bhubaneswar on May 29.

As there is a shortage of patient educational literature available in local languages, the local society translated the IBS Tool "Frequently Asked Patient Questions about IBS" and handed it out to participants in Hindi and Oriya to further patient education.

THE TIMES OF INDIA

The Pune Chapter of the Indian Society of Gastroenterology launched a local and national media campaign to educate doctors and patients about IBS. Educational pamphlets were distributed in Pune medical facilities and an article was published in the Times of India (one of the world's largest selling English broadsheet newspapers), about World Digestive Health Day and IBS. A further article about IBS will be published in the Indian Medical Association's journal later this year.

» [Read the full article here](#)

WDHD Events continue to be held throughout 2009 and further information will be posted on the [WGO website](#) as it becomes available and in WGN 2-2009 (Release date: November 2009).

WGO would like to extend a warm thank you to Danone, who as part of their dedication to digestive health and in partnership with WGO, developed and sponsored the Toolkit on IBS (including the digestive health test, IBS diagnostic tool, IBS Q & A, IBS Handbook of Clinical Studies and many more) that was distributed at DDW and is also available on our websites:

www.worldgastroenterology.org and www.wgofoundation.org



IBS Monthly Research Review

In each issue of the Monthly Research Review a global IBS expert recommends and highlights a "gold standard" article on IBS with a direct link to the online source

Article: Mucosal immune activation in irritable bowel syndrome: gender-dependence and association with digestive symptom.

Authors: Cremon C, Gargano L, Morselli-Labate AM, Santini D, Cogliandro RF, De Giorgio R, Stanghellini V, Corinaldesi R, Barbara G.

Source: *Am J Gastroenterol.* 2009; 104(2): 392-400.



Prof. Greger Lindberg

Professor Greger Lindberg from Sweden is one of the key members of WGO Guidelines Committee and one of the expert scientists in the WGO's author review team for the IBS guideline. His selection is very important - the results from this study provide the rationale for considering immune mechanisms as a pathophysiological component in a subset of IBS patients.

Professor Lindberg:

"Many IBS patients exhibited extra immune cells in colonic mucosa. So more information regarding disease mechanisms is hidden beneath the superficial look at a haematoxylin and eosin stained biopsy section."

» [Read the entire article here](#)

■ GASTRO 2009 Highlights

GASTRO 2009, Special Event Open to the Public:

"The burden and confusion of chronic gut conditions – the patient experience and medical response."

During Gastro 2009 a public health day event will be organized in association with NACC, Coeliac UK and The Gut Trust. World renowned experts and patients will discuss the following topics:

- Inflammatory Bowel Disease (IBD), Irritable Bowel Syndrome (IBS) and Coeliac Disease
- the latest medical opinion and research
- primary care diagnosis and management
- living with and taking control of chronic gut conditions.



Sunday November 22, 2009

London's ExCel Centre

2-5 pm

Registration starts at 1:30 pm and is free of charge.

» [Read more](#)

Register now online for the GASTRO 2009 UEGW/WCOG, London Postgraduate Teaching Programme (PGT)

A two-day postgraduate program in gastroenterology, hepatology, endoscopy, surgery, imaging and other diagnostic modalities will be one of the highlights of GASTRO 2009. This program will give the participants the possibility to attend high quality courses only available during UEGW. Full registration for the congress is not required.

» [Register now for the PGT](#)

Surgical Sessions within the Postgraduate Teaching Programme

Surgical sessions will be organized within the Postgraduate Teaching Programme.

» [PGT Flyer on Surgical Sessions](#)

Find out about GASTRO 2009 in Spanish:

GASTRO 2009: Los últimos resultados de la investigación en gastroenterología y hepatología a presentarse en Londres del 21 al 25 de noviembre de 2009

Por primera vez en la historia de la gastroenterología, la United European Gastroenterology Federation (UEGF) y la Organización Mundial de Gastroenterología (OMGE), junto con la Organización Mundial de Endoscopia Digestiva (OMED) y la Sociedad Británica de Gastroenterología (BSG), realizarán uno de los mayores congresos en esta área de la medicina: GASTRO 2009 UEGW/WCOG, Londres.

» [Más información en español](#)

This e-news promotes the activities of the WGO.

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