



Promoting Digestive Health

25 January 2010

## World Digestive Health Day 2010 – Inflammatory Bowel Disease

As you know, the WGO celebrates World Digestive Health Day (WDHD) every 29<sup>th</sup> May, initiating a worldwide public health campaign through its 109 national and regional societies and over 50,000 members.

WDHD 2009 was a huge success! Over 40 countries participated in various ways e.g. national media campaigns, free consultations to the local population, press conferences, symposia, distribution of leaflets and tool kits, t-shirt awareness campaigns and much much more!

This year we are concentrating our efforts on Inflammatory Bowel Disease under the guidance of the WDHD 2010 campaign leader, world-renowned IBD expert, Dr Charles Bernstein. With 2009 behind us, we are inviting all of you to make WDHD 2010 an even greater success! If you are already planning an event or public awareness campaign, let us know, and we will ensure the details are included in the WDHD 2010 Events calendar, which will be launched shortly on the WGO website. You can also request to use the official WDHD 2010 logo and slogan when organizing your event. Visit our website to submit your event and to receive the latest information on WDHD 2010 tools:

<http://www.worldgastroenterology.org/wdhd-2010.html>

We would also like to invite you to submit three "frequently asked" questions about IBD. We will use the information received from you to put together a list of the Top 10 Frequently Asked questions and ask a panel of experts to answer them. This tool will be available to you and will also be on our website for future use. To submit your questions please email Tuija Rytönen ([info@worldgastroenterology.org](mailto:info@worldgastroenterology.org)) at your earliest convenience.

We look forward to hearing from you and working with you to raise IBD awareness to a new level.

Yours Sincerely,

Bernard Levin, M.D.  
Chairman of the WGO Foundation

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