



Serving the World



Press Release and Invitation

AGA and WGO join forces to challenge the threat IBD presents to young adults around the world – Press Conference to be held May 4, 2010 at DDW in New Orleans

Inflammatory Bowel Disease (IBD) affects young people and its peak age of onset is typically the third decade, during a time when young adults are finishing their education, starting a family, or building a career. Some patients suffer from progressive courses while for others the course is more waxing and waning. Hospitalization and surgery are often necessary and can greatly impact on quality of life. However, with individually tailored medical and surgical therapy patients with IBD can lead full and productive lives and many can have their disease in long lasting remission. While IBD was predominately a disease of developed countries from the middle of the twentieth century, in recent years there have been rising incidence rates in developing countries resulting in this disease presenting itself as a truly global challenge.

The World Gastroenterology Organization (WGO) decided to focus its 2010 World Digestive Health Day (WDHD) Topic on IBD in order to raise public awareness on how to optimize diagnostic approaches and maximize patient care to enhance the quality of life of IBD patients. The campaign will underscore the emergence and complexities of IBD to doctors in developed and developing countries.

The American Gastroenterological Association (AGA) is one of the oldest and largest of the 110 national member societies of WGO with a special team focused on the issues around IBD. Together with Dr. Charles Bernstein, Chair of WDHD 2010 and a group of leading IBD experts from around the world, the AGA will participate in the development of campaign tools and promote the message within their constituency.

WDHD 2008, for example, *reached over 263 million people worldwide* and the AGA contributed to the success of the US-based arm of this campaign.

We invite you to attend a press conference on WDHD 2010 during the Digestive Disease Week this May in New Orleans. You will be provided with a background to the challenge of IBD and have the opportunity to meet and discuss with leading experts from around the world. We look forward to welcoming you on Tuesday, May 4, 2010 from 09.00 to 10.00 at the DDW Newsroom, Room 269.

World Gastroenterology Organization



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American Gastroenterological Association

Press Conference Agenda

AGA and WGO join forces to challenge the threat IBD presents to young adults around the world

Date: Tuesday, May 4, 2010
Time: 09.00 – 09:35
Venue: DDW Press Conference Room 269

Host: Professor Eamonn Quigley, Ireland (Past President WGO)
Chair: Dr. Charles Bernstein, Canada (Chair WDHD 2010)
Panelists: Dr. Bruce Sands, USA (Co-Chair IBD Section of the AGA Council)
Dr. Richard Kozarek, USA (President WGO)
Prof. K.-L. Goh, Malaysia (WDHD 2010 Taskforce)
Dr. F. Steinwurz, Brazil (WDHD 2010 Taskforce)

09.00 – 09.05 Introduction: E. Quigley, Ireland

09.05 – 09.15 World Digestive Health Day 2010 - IBD and the challenge it poses to young adults around the world:
C. Bernstein, Canada

09.15 – 09.20 WGO meets the challenge: R. Kozarek, USA

09.20– 09.25 AGA meets the challenge: Bruce Sands, USA

09.25 – 09:35 Questions and Answers: Full Panel

For any questions prior to the press conference, please contact:

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For any questions on site, please contact:

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Press Package Contents:

- **Agenda for the Press Conference**
- **Ten Tips for Living with IBD**
- **Interview with the Chair of WDHD 2010, Dr. Charles Bernstein**
- **FAQ on IBD: by patients and doctors**
- **Biosketch for each of the panelists**
- **AGA IBD Patient Brochure in English and Spanish**
- **One page on WGO**
- **One page on AGA**
- **Contact sheet**