

WDHD | Enteric Infections: Prevention & Management

World Digestive Health Day | May 29, 2011



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. The objective of the WDHD 2011 is to focus attention on the prevention and management of diarrheal diseases to improve child survival in developing countries and also to reduce morbidity and mortality in the industrialized world.

WGO is planning a multi-pronged approach for the 2011 campaign aimed at:

- Generating increased global awareness amongst physicians and other health care practitioners of the growing prevalence of Enteric Infections, their variable presentations and causes in different parts of the world as well as specific issues in prevention, diagnosis and treatment for different regions and populations
- Developing successful patient and general public awareness programs emphasizing the importance of clean water, and personal and food hygiene, but tailored to available local resources and extending these to areas of need where such programs have not yet been implemented the industrialized world. Special attention will be given to at risk travelers

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Visit www.wgofoundation.org/wdhd-2011.html to view the compilation of tools and resources put together specifically for the 2011 WDHD Campaign, and to read about the events happening around the world to educate physicians and the general public on various enteric infections.



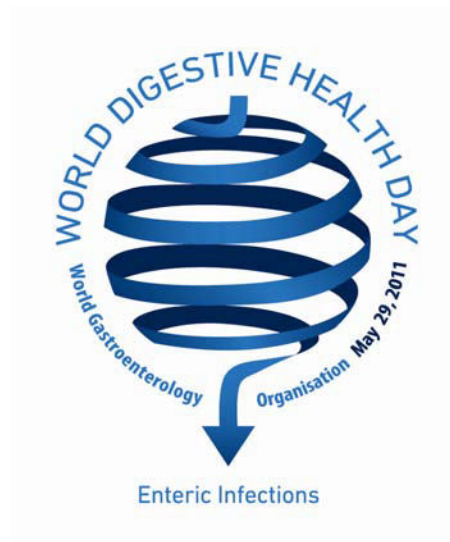
World Gastroenterology Organisation
Global Guardian of Digestive Health. Serving the World.

**World
Digestive
Health Day
2011:**

**Enteric Infections: Prevention
and Management**

**“Clean Water, Clean Food, Clean
Environment”**

May 29, 2011



www.worldgastroenterology.org

World Digestive Health Day 2011

Overcoming Enteric Infections

The World Gastroenterology Organisation (WGO) encourages and welcomes your participation along with its 110 national member societies to celebrate **World Digestive Health Day 2011** on Sunday, **29th May 2011**. Educational and promotional activities to raise awareness to the general public and medical community on the topic of Enteric Infections will continue throughout 2011.

WDHD 2011 Steering Committee:

Dr. Robert Steffen, WDHD 2011 Campaign Director, University of Zurich, Switzerland

Dr. Henry J. Binder, Yale University, USA

Dr. Santanu Chatterjee, Wellesley Medicenter, India

Dr. Herbert L. DuPont, University of Texas School of Public Health and Baylor College of Medicine, USA

Dr. Michael Farthing, University of Sussex, United Kingdom

Dr. Bernard Levin, University of Texas M.D. Anderson Cancer Center, USA

Dr. Yasmine Motarjemi, Food Safety Consultant, Switzerland

Planning and Management:

WGO Executive Secretariat, Milwaukee, Wisconsin, USA

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 other participants worldwide. Past WDHD themes have included optimal health and nutrition, viral hepatitis, irritable bowel syndrome, and inflammatory bowel disease.

WGO supports WDHD 2011 by coordinating related events and providing a package of useful public awareness materials.

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

Partnership Guidelines

Organizations seeking to participate in the WDHD campaign in 2011 must seek permission from the WGO Executive Secretariat to use the WDHD logo and/or slogan by supplying for initial review the material or a description of the material you will be using the logo and/or slogan on. With regard to WGO publications used in the WDHD campaign, full citation of the original source of the document must be visible on all electronic and hard copies of the document. In addition, the document must be reproduced in its entirety and no extracts may be quoted or used, as well proper permissions for illustrations must be secured.

World Digestive Health Day Key Message 2011

Enteric Infections pose challenges on a global scale as the prevalence of these infections increase worldwide. According to UNICEF/WHO (2009) "Nearly one in five child deaths – about 1.5 million each year – is due to diarrhea. Today, only 39 per cent of children with diarrhea in developing countries receive the recommended treatment, and limited trend data suggest that there has been little progress since 2000." WGO is planning a multi-pronged approach for the 2011 campaign aimed at:

- Generating increased global awareness amongst physicians and other health care practitioners of the growing prevalence of Enteric Infections, their variable presentations and causes in different parts of the world as well as specific issues in prevention, diagnosis and treatment for different regions and populations
- Developing successful patient and general public awareness programs emphasising the importance of clean water, and personal and food hygiene, but tailored to available local resources and extending these to areas of need where such programs have not yet been implemented

The following activities and tools are planned for WDHD 2011:

- A **dedicated logo and slogan**
- **Call for action** to all 110 national member societies
- Distribution of the **WGO Global Guideline on Acute Diarrhea**, including a Cascade option that addresses the differing resource challenges faced by various regions around the world
- Organisation of a **Global Summit** on Enteric Infections
- Production of a **white paper** and an **International Symposium** focusing on the key presentations and outcomes of the Summit
- Organisation of **public awareness events** on Enteric Infections
- Enteric Infections **Research Awards**
- Dedicated **press releases** on Enteric Infections distributed via paid wire services
- A WDHD **press conference** and **live webcast** on Enteric Infections
- **Special articles** on Enteric Infections in the WGO publications and in the Journal of Clinical Gastroenterology
- WDHD column in the quarterly **E-Newsletter, E-WGN**, on Enteric Infections with input from sponsors and national member societies
- A **Press Kit** including images, position statements, articles, releases etc
- Development of the **website section** relating to WDHD 2011 to include messages, literature services, resources for physicians and other health care practitioners, patients, and the general public



Promoting Digestive Health

WGO FACT SHEET



About the World Gastroenterology Organisation and its Foundation

The World Gastroenterology Organisation (WGO) is a federation of more than 100 national societies and represents over 50,000 practitioners around the world. As the only global society for gastroenterology professionals, WGO has been bringing together the world's leading minds in the field for over 50 years. The WGO works to improve the standards of training, education, and practice of gastroenterology and hepatology worldwide with a focus on low-resource nations. The WGO Foundation (WGO Foundation) is the philanthropic arm of the WGO and seeks to secure support for its programs.

Mission

To promote, to the general public and health care professionals alike, an awareness of the worldwide prevalence and optimal care of digestive disorders through the provision of high quality, accessible, and independent education and training.

Leadership

World Gastroenterology Organisation

Richard Kozarek, MD, *President – USA*
Henry Cohen, MD, *Vice President – Uruguay*
Eamonn Quigley, MD, *Past President and Chair of Nominations – Ireland*
Cihan Yurdaydin, MD, *Secretary General – Turkey*
David Bjorkman, MD, *Treasurer – USA*
James Toouli, MD, *Coordinator of Training & Education – Australia*
Michael Fried, MD, *Chair, Guidelines & Publications – Switzerland*
Bernard Levin, MD, *Chair, WGO Foundation – USA*

WGO Foundation

Bernard Levin, MD, *Chair – USA*
Jack DiPalma, MD, *Treasurer – USA*
Richard Fedorak, MD, *Secretary – Canada*
Nadir Arber, MD – *Israel*
Franco Bazzoli, MD – *Italy*
Randall Dietrich – *USA*
Jean-Paul Galmiche, MD – *France*
Richard Hunt, MD – *Canada*
Richard Kozarek, MD – *USA*
Douglas LaBrecque, MD – *USA*
Eamonn Quigley, MD – *Ireland*
Zeyad Sharaiha, MD – *Jordan*
Sheila Stampfli – *USA*

Programs

The WGO has a portfolio of training and education programs to fulfill its mission including:

- Training Centers;
- Train the Trainers;
- Global Guidelines;
- Outreach Program;
- Cancer Education & Advocacy; and
- Public Awareness.

These programs represent an unprecedented level of collaboration between WGO, its member national societies, industry, and government through financial support, donation of equipment and supplies, curriculum development, and general awareness of the importance of digestive and liver diseases and their prevention and treatment.

World Gastroenterology Organisation & WGO Foundation Executive

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Program Objectives

Each WGO program is thoughtfully designed to address specific areas of need in the practice of gastroenterology whether it is training, education, capacity building, providing resources, increasing awareness, or advocacy. Individual sessions or programs are further customized to meet the unique requirements and challenges of the setting in which they are delivered. The following high-impact strategies are how WGO and its partners promote progress and change around the world:

- **WGO Training Centers** – Elevate the level of practice and help retain highly skilled doctors and other related health professionals in low-resource nations by expanding the reach of, and opportunities offered through, this flagship program;
- **WGO Train the Trainers** – Enhance the educational and training skills of clinician-educators to maximize the benefit of local programs through a more robust initiative;
- **WGO Global Guidelines** – Provide locally-relevant treatment options through wider dissemination and adoption of these practical tools that utilize *cascades* which can be adapted to available resources and infrastructure;
- **WGO Outreach Program** – Equip WGO Training Centers for primary and enhanced training and home institutions of WGO trainees with endoscopic instruments; and
- **Advocacy and Public Awareness** – Enhance the understanding of digestive and liver disorders among practitioners, the public, and governments alike through programs such as World Digestive Health Day (WDHD), a yearlong, worldwide public health campaign that focuses on an important topic in the area of digestive health.

Vision for the Future

WGO seeks to create a **Global Education & Training Network** leveraging the strength of the existing WGO programs. This network will expand each program's impact and reach to maximize resources and training efficiency. The long-term outcomes of this initiative include:

- Increased access to high-quality patient care; and
- Retention of top healthcare providers locally.

Our Qualifications

As the global guardians of digestive health, WGO and the WGO Foundation are uniquely positioned to be a catalyst for change.

- **Unparalleled Reach** – More than 100 national member societies representing over 50,000 practitioners worldwide.
- **Access to Decision Makers** – WGO members and program participants include the top practitioners, educators, and leaders in the field.
- **Proven Track Record** – Experience in convening leaders from practice and education for the World Congress of Gastroenterology.
- **The Logical Choice** – WGO is the only place to go to deliver programs on a global scale because of our exquisite focus and ability to make an impact.

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World Digestive Health Day A Year in Review and Looking Ahead

Charles N. Bernstein, MD, FRCPC and
Robert Steffen, MD, FFTM/ACTM†‡*

Each year on May 29, the World Gastroenterology Organisation (WGO) holds a World Digestive Health Day (WDHD) to raise awareness about a particular disease. The disease for 2010 has been inflammatory bowel disease (IBD), a disease that affects millions. The public health campaign which involves WGO's 110 national societies and 50,000-plus physicians is promoted throughout the world. WGO together with its Foundation compiles a list of resources, tools, and most importantly a corresponding Global Guideline. This year's IBD guideline, offered in English, Portuguese, Mandarin, French, Russian, and Spanish, provided clinical cascades for treatment at different resource levels. Other tools included tips for living with IBD, frequently asked questions on IBD by patients, important issues for physicians managing patients with IBD, and other material in e-WGN, WGO's e-newsletter. As Chair of the 2010 WDHD campaign, I worked to create these tools with the help of other IBD experts.

Digestive Disease Week, an annual event in the USA, included events focusing on both WDHD and IBD. An IBD Task Force was created and experts from all over the world presented on the disease from the view of their specific country. The epidemiology, phenotype presentations, diagnostics, therapeutics, and important differential diagnosis considerations were discussed. Planning was initiated for a Symposium held on 24th October at United European Gastroenterology Week in Barcelona where internationally renowned IBD investigators presented on nutritional issues in IBD, diagnostic testing in IBD and choosing between surgery and biological therapy in IBD.

Over 25 member societies took part in WDHD by hosting events throughout the year with over 50 events taking place. Various events focusing on IBD included public campaigns, courses and lectures on treatments of IBD, marathons, national meetings, press conferences, creating a country's own IBD Day or celebrating WDHD, publications, and much more. Here are some highlights from events that took place all over the world.

The Argentine Society of Gastroenterology held a press conference to increase media awareness, bringing in experts from Spain, the United States of America, and Argentina to assess IBD diagnosis, management, and treatment; held multiple courses offering new information on IBD; and created a public awareness campaign which was promoted on its website.

In India, experts successfully promoted IBD awareness in rural areas by offering both information and discounts on procedures such as colonoscopies throughout the month of May. The second national IBD meeting under the auspices of the Colitis and Crohn's Foundation (India) took place on May 23, 2010. This year, the Secretaries of all 3 major Gastroenterology societies of India held a program which included a ceremonial meeting, an IBD Symposium, and release of IBD patient awareness literature in Indian languages.

Under the patronage of the Ministry of Health in Syria, the Syrian Group for the Study of IBD, in collaboration with the Syrian Society of Gastroenterology, organized a WDHD event that highlighted IBD with the aim to raise awareness about the disease.

In Guatemala, a gala event to open the IBD awareness meeting was held, along with multiple newspaper publications to raise IBD awareness among the general public. The involvement of WGO's member societies is what has made WDHD 2010 a success.

LOOKING AHEAD TO 2011

Overcoming Enteric Infections: Clean Water, Clean Food, Clean Environment—Dr Robert Steffen, 2011 WDHD Chair

"Nearly 1 in 5 child deaths—about 1.5 million each year—is due to diarrhea. Today, only 39% of children with diarrhea in developing countries receive the recommended treatment, and limited trend data suggest that there has been little progress since 2000."¹ Enteric infections, however, occur not only in developing countries. In the United States, it is estimated that children below 5 years of age will have 2.2 episodes of diarrhea per year; in those above the age of 16 years this rate is still 1.7. German sources describe that one-third of the total population will have diarrhea at least once annually. There were some 16,000 deaths from diarrhea recorded in Europe in 2002.² Lastly, travelers originating in industrialized countries must expect an incidence rate of travelers' diarrhea exceeding 20%, sometimes even exceeding 50%, during a 2-week stay in a developing country.³

The objective of the WDHD 2011 is to focus attention on the prevention and management of diarrheal diseases, to improve child survival in developing countries, and also to reduce morbidity and mortality in the industrialized

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Funding: None.

Conflict of Interest: None.

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world. Special attention will be given to at-risk travelers. Obviously, the strategies will vary in different parts of the world.

For instance clean water, clean food, and clean environment initiatives will play a greater role in less-developed, low-resource countries. Improvement of the infrastructure will reduce the risk of children developing the disease in the first place. The WGO's selection of the topic for the WDHD is timely: On July 28, 2010 the United Nations General Assembly declared access to clean water and sanitation a human right. In addition, vaccines will increasingly play a role in prevention. Still, reducing deaths "depends largely on delivering life-saving treatment of low-osmolarity oral rehydration salts and zinc tablets."¹

Although sanitation is not perfect everywhere in industrialized countries, even greater emphasis will be given here to the option of diarrheal prevention by vaccines, sometimes also by medication. Therapeutic guidelines will

be propagated, and appropriate travel kits will be recommended to those planning to visit high-risk countries.

Thus, gastroenterologists worldwide as "Global Guardians of Digestive Health" are expected to greatly contribute to the global fight against enteric infections on May 29, 2011 and throughout next year.

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WGO's World Digestive Health Day *Enteric Infections—Prevention and Management* May 29, 2011

Each year the World Gastroenterology Organisation (WGO) encourages and welcomes the participation of its 110 national member societies to celebrate World Digestive Health Day (WDHD) on May 29, in this day the WGO was incorporated and inaugurated. This year's theme is Enteric Infections: Prevention and Management; Clean Food, Clean Water, Clean Environment. Educational and promotional activities to raise awareness to the general public and medical community on the topic of Enteric Infections have begun, and will continue throughout the year.

WDHD is an annual advocacy/public awareness event hosted by WGO to increase the awareness of digestive diseases among member societies, government bodies, media, and the general public. Traditionally held on May 29, WDHD is the 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 worldwide.

A new page on the WGO Foundation website is created each year, which consists of a package of useful public awareness materials, the featured guideline—2011's Global Guideline is Acute Diarrhea—information for physicians and patients, an area to submit a society's event, and a page featuring what different countries and societies have done to celebrate WDHD. Events that have taken place through WGO and its national member societies include lectures, press conferences, symposia, including WDHD information on a society's website, creating a World Digestive Health Week, and much more.

The WGO training centers have also been active participants in past years, and have played an important role in 2011. Each center has received the tools and resources available for this year's campaign to distribute to the many individuals, both physicians and the general public that visit the training centers each year. The Train the Trainer (TTT) program has also benefited from the campaign by receiving the materials during each of the TTT Programs—which took place in Chennai, India in April—which TTT attendees can take back to their respective countries and share with those that are not yet aware of the program. The WGO looks at each way that the tools and

resources can be disseminated so that the most individuals possible can be informed and educated.

Visit www.wgofoundation.org/wdhd-2011.html to view the compilation of tools and resources put together specifically for the 2011 WDHD Campaign, and to read about the events happening around the world to educate physicians and the general public on various enteric infections.

The WDHD campaign in 2011 has endeavored to raise global awareness of the prevalence of enteric infections in developing and industrialized countries. Strategies targeted at the prevention and management of enteric disease have been emphasized in developing countries where the lack of clean water, clean food, and clean environment significantly impact life expectancy and give rise to a host of related health issues. In industrialized countries, where sanitation is still often at issue, we become increasingly focused toward strategies to reduce morbidity and mortality. WDHD 2011 especially considers the plight of children and travelers at risk for enteric infection.

At the national level, WDHD has taken place through WGO's national member societies, which have organized events and their individual WDHD campaign. Efforts sustained on a national basis continue to raise awareness at the grassroots level. WGO supports the national societies through the provision of related tools and promotion of local events. As anticipated, a major resource for the 2011 effort has been the WGO guidelines related to acute diarrhea.

This important initiative could not have been done without the hard work of the WDHD 2011 Steering Committee. WGO sincerely thanks the following volunteers for their time and dedication to this important campaign:

Dr Robert Steffen, WDHD 2011 Campaign Director, University of Zurich, Switzerland.

Dr Henry J. Binder, Yale University, USA.

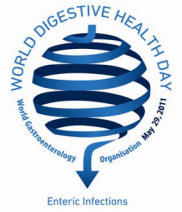
Dr Santanu Chatterjee, Wellesley Medicenter, India.

Dr Herbert L. DuPont, University of Texas School of Public Health and Baylor College of Medicine, USA.

Dr Michael Farthing, University of Sussex, United Kingdom.

Dr Bernard Levin, Chair, WGO Foundation, ex-officio member, Steering Committee.

Dr Yasmine Motarjemi, Food Safety Consultant, Switzerland.



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World Gastroenterology Organisation Announces 2011 WDHD

Milwaukee, USA — May 29, 2011 — Every 29th May, the World Gastroenterology Organisation (WGO) celebrates World Digestive Health Day (WDHD) and initiates a worldwide public health campaign through its 110 national societies and over 50,000 members. Each year focuses upon a particular digestive disorder to increase general public awareness of prevention and therapy. The 2011 theme is *Enteric Infections: Prevention and Management; Clean Food, Clean Water, Clean Environment*.

About This Year's Theme

The objective of the WDHD 2011 is to focus attention on the prevention and management of diarrheal diseases to improve child survival in developing countries and also to reduce morbidity and mortality in the industrialized world. Special attention will be given to at risk travelers.

“For instance clean water, clean food and clean environment initiatives will play a greater role in low resource countries. Improvement of the infrastructure will reduce the risk of children developing the disease in the first place,” according to Dr. Robert Steffen, Switzerland, Chair of the 2011 Campaign. *“Gastroenterologists worldwide as ‘Global Guardians of Digestive Health’ are expected to greatly contribute in the global fight against enteric infections on May 29 and throughout this year.”*

A new page on the WGO Foundation website is created each year, which consists of a package of useful public awareness materials, the featured guideline—2011's Global Guideline

is Acute Diarrhea—information for physicians and patients, an area to submit a society’s event, and a page featuring what different countries and societies have done to celebrate WDHD.

Events that have taken place through WGO and its national member societies include lectures, press conferences, symposia, including WDHD information on a society’s website, creating a World Digestive Health Week, and much more.

Formed in 1935 and incorporated in 1958, The World Gastroenterology Organisation (WGO) is a federation of 110 national societies and 4 regional associations of gastroenterology representing over 50,000 individual members worldwide, focusing on the improvement of standards in gastroenterology training and education on a global scale. The WGO Foundation, incorporated in 2007, is dedicated to raising funds to support WGO educational programs and activities.

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For more information on WGO and its Foundation:

<http://www.worldgastroenterology.org> / www.wgofoundation.org