Seeking to:

- Provide gastroenterologists, hepatologists, their patients, and the lay public with an understanding of important findings from the latest basic and clinical research of the gut microbiome.
- Develop educational and training materials on the key facts about the gut microbiome to dispel myths and misinformation about the gut microbiome.
- Raise awareness of the importance of the role of the gut microbiome in health and disease.
- Stimulate international collaborations that foster improved education, research, and training of the role of the gut microbiome.
- Update health care practitioners and the public on the role of the gut microbiome in diagnosis and how it can be modulated to treat disease and/or allay symptoms.
WORLD DIGESTIVE HEALTH DAY

World Digestive Health Day (WDHD) is a yearlong, worldwide public health campaign and serves as WGO’s leading advocacy program. WDHD formally inaugurates the annual campaign every 29th May. The goal of WDHD is to increase global awareness of digestive and liver diseases. Each year there is a specific digestive health focus and the 2020 theme is the Gut Microbiome: A Global Perspective.

ADVOCACY REACH & PARTICIPATION

Since 2005, 71 countries have participated in World Digestive Health Day, organizing over 390 events worldwide!

Events by Region 2005-2019
- Americas 30%
- Asia/Pacific 31%
- Europe 24%
- Africa/Middle East 15%

Events by Category 2005-2019
- Professional development for physicians and healthcare professionals 26%
- Media collaboration 22%
- General public awareness campaign or distribution of WGO tools 20%
- Publications 16%
- Other 16%

FUN FACTS

- Participation continues to grow in Africa and the Middle East with countries such as Iran & Qatar hosting WDHD events.
- WDHD topics are the impetus for the creation of the majority of the 25 WGO Global Guidelines and Cascades.
- Over 75 media outlets, including networks such as CNN, have reported on WDHD.
- WDHD has grown more than 17 times since 2005 when only 18 events were held, globally.