

WDHD 2023 Aims of the Campaign

Your Digestive Health: A Healthy Gut From the Start

The aim of the World Digestive Health Day (WDHD) 2023 campaign is to educate the public about the normal functions of the GI tract and ways to keep it healthy, with a focus on healthy eating from infancy thru adulthood. Our goal is to promote a healthy gut for life going forward rather than focusing on diseases and looking for their causes. In diet, we will focus on the need for adequate protein, promoting fiber, and limiting sugary food and drinks.

Through a multi-faceted WDHD 2023 campaign, WGO seeks to raise awareness of the importance of a healthy GI tract with simple information for the general public (adults and children) that includes:

- The normal function of the GI tract
 - Digestion and absorption: Breaks down food so that nutrients and fluids can be taken up in the intestine and provide energy for the body
 - Immune defense: 70-80% of the body's immune system is in the gut
 - Brain-gut axis: The gut is called the “second brain,” and its interactions with the nervous system are important
 - House of the intestinal microbiome
- How diet affects one's daily life and its importance to health. Provide parents and caregivers of children evidence-based guidance on the elements of a healthy diet from infancy thru adolescence.
- Develop educational and training materials based on the latest recommendations for healthy eating and distribute to physicians including gastroenterologists and surgeons, dietitians, other health professionals, and the lay public.