

Celebrate World Digestive Health Day on 29 May with WGO



Each year, the World Gastroenterology Organisation (WGO) celebrates World Digestive Health Day (WDHD) by launching a global public health campaign to increase awareness about the prevention, prevalence, diagnosis, management, and treatment of digestive diseases and disorders. This year's campaign, "Chronic Diarrhea: Don't Flush the Signs Away," culminates on Friday, 29 May 2026.

Chronic diarrhea is an often under reported and misunderstood condition, as many individuals experience embarrassment and therefore refrain from seeking treatment unless they develop serious symptoms. Because the condition can signal more serious underlying diseases, such as ulcerative colitis or irritable bowel syndrome, the need for increased awareness and timely consultation is greater than ever.

The theme, "Chronic Diarrhea: Don't Flush the Signs Away," underscores three key messages:

1. Know what your colon is trying to tell you.
2. When in doubt, get underlying diseases ruled out.
3. Chronic diarrhea deserves attention, not embarrassment.

WGO invites you to engage with the campaign by using the hashtags #WDHD2026 and #DontFlushTheSigns on social media. Share your perspectives, experiences, and creative approaches to raising awareness about chronic diarrhea, and contribute to a vibrant and inclusive global conversation.

In addition, WGO encourages participants to use Selfie Cards, a fun and impactful way to spread awareness. Take a photo with a short message about chronic diarrhea and share it with the global community. Submissions from around the world will be featured on WGO's social media channels and in future publications.

The [WDHD website](#) remains an invaluable resource throughout the year, offering comprehensive information about the 2026 campaign and previous WDHD initiatives. Whether you're a healthcare professional, educator, or member of the public, we invite you to explore these resources and help make a positive impact on digestive health in your community. Together, let's raise awareness about chronic diarrhea and create a healthier world, free of stigma, for everyone.