

World Digestive Health Day/Year Report

Since early this year Danone, has been abuzz with preparations for WDHD held on the 29th May 2008. Being the first year celebrating WDHD in partnership with the WGO, the pressure was on to meet the needs of the scientific and medical community and also the general public.

Danone globally collaborated with the WGO and local gastroenterology societies in over 40 countries to celebrate WDHD. WDHD activities used various media including print, radio, television, in-store and website communications to disseminate messages around nutrition and digestive health worldwide.

In South Africa, communication to the public so far has included (coverage over 400 000):

- A press briefing held on the day, with a talk by Prof Harry Seftel and Q&A session with Prof Quigley - attended by health press
- 7 radio interviews on WDHD and 1 radio mention
- Press releases sent out to various publications (we've had over 30 news clippings thus far)
- A television advertisement for Activia yoghurt from Danone Clover with a message from the WGO
- On pack communication with Activia yoghurt with a call to action to take a general quiz to bring awareness to individual digestive comfort
- Website communication at www.activia.co.za
- In-store sampling and education leaflets

Communication to health care professionals has included:

- SMS and email communication around WDHD theme and activities

- Video conference for SAGES members on Probiotics and their clinical use, with Prof Quigley
- Email communication was sent out to dieticians via the Association for Dietetics South Africa (ADSA)
- An Activia yoghurt advertorial was placed in the SAMJ June edition
- Nutritional Guidelines for Digestive Health are now available at www.worldgastroenterology.org
- A nutritional pyramid for Digestive Health will be available at the Activia stand at the SAGES Congress and on request from Danone Clover
- The WGO DVD covering talks on: Nutrition in Clinical practice, Nutrition and Healthy Bones, Functional Foods, Obesity and Gastroenterology and Food Allergy will be available at SAGES Congress at the Danone Clover Activia stand or on request from Danone Clover
- WGO Guidelines on Probiotics and Prebiotics are now available on www.worldgastroenterology.org
- Danone globally has launched www.beactiviahealth.com as a resource on digestive disorders, for medical professionals exclusively (professional certification required for access)

We endeavour to continue highlighting digestive health issues and information throughout the year. It is encouraging to see how this kind of collaboration has driven awareness of pertinent information regarding digestive health and disorder.

We hope to continue to support and educate the public and also health care professionals in this regard. For any further information or feedback please contact Preethi Mistri Registered Dietician at Danone Clover on 011 471 1650 or at preethi.mistri@danone.com