

**ESPGHAN**European Society for Paediatric
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ESPGHAN Public Affairs Committee Report

The ESPGHAN Public Affairs Committee (PAC) coordinates the relations between ESPGHAN and public structures, international agencies, other scientific societies and any other stakeholder, with the aim to raise awareness and to contribute to the solution of problems related to paediatric gastroenterology, hepatology and nutrition. To achieve this mission and support with ongoing communications activities, the PAC appointed Spink – a healthcare communications agency – in November 2017.

Preparations for the media relations programme in support of the ESPGHAN Annual Meeting are currently taking place. The PAC and Spink have been working closely with the Scientific Committee to agree on the 'hot topics' for press and media work. The media relations programme will be activated in the run up and throughout the Annual Meeting to deliver pan-European media coverage across trade and consumer titles.

The first in a series of 'edited ESPGHAN Guidelines' is also currently in production by the PAC, with the first topic focusing on sugar intake. The PAC has been working with the Nutrition Committee on the content and the new Sugar Guidelines are expected to be published and distributed in late May, early June 2018.

Every year on May 16, The Association Of European Coeliac Societies (AOECS) host International Coeliac Day to raise awareness of the disease amongst members of the public and healthcare professionals. This year, ESPGHAN will be working in collaboration with the AOECS for the awareness day to highlight the number of undiagnosed coeliac patients throughout Europe and promote the need for earlier diagnosis. Here, the two societies will produce a manifesto, '*Paediatric Coeliac Disease: Earlier Diagnosis for Better Lifelong Health – A Manifesto for Change*', which will outline the current state of paediatric coeliac disease across Europe and provide steps for achieving earlier diagnosis. In addition, an infographic on paediatric coeliac disease will be produced and a Twitter Q&A will occur on the @ESPGHANSociety social media page on 16 May.

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