

**ESPGHAN**European Society for Paediatric  
Gastroenterology, Hepatology and NutritionRue De-Candolle 16  
1205 Genève, Switzerland  
www.espghan.org

## ESPGHAN Public Affairs Committee Report – June 2018

During the ESPGHAN Annual Meeting, the Public Affairs Committee oversaw a highly successful press and social media campaign to drive awareness of the society and the Annual Meeting around the globe.

**Overall, the media activities achieved 494 pieces of coverage for ESPGHAN's press releases – with opportunities to see of 2.3bn. The coverage reached 30 countries the world over in publications such as The Independent (UK), La Vanguardia (Spain), La Dépêche (France), The New Delhi Times (India) and pan-European publications such as The European Medical Journal and the European Scientist.**

ESPGHAN's press agency, Spink, developed three press releases, based on the most newsworthy abstracts presented at the Annual Meeting and covering gastroenterology, hepatology and nutrition. The most successful press release was based on an abstract submitted by Prof. Dr. Roberto Berni Canani and entitled: *New study finds ginger proven to treat children with acute gastroenteritis*. The total coverage achieved 600 million more opportunities to see than 2017.

Live-tweeting from the Annual Meeting achieved 42,000 impressions, significantly more than last year, and more engagements with key stakeholders including numerous patient organisations and publications such as the Lancet too. The use and advertisement of dedicated hashtags #ESPGHAN and #ESPGHAN18 for Annual Meeting delegates also meant that the potential audience of all tweeting from the Annual Meeting was almost 1m people.

On May 16, ESPGHAN collaborated with the Association of European Coeliac Societies (AOECS) for International Coeliac Day. The campaign aimed to raise awareness of the disease amongst members of the public, healthcare professionals and policymakers and call for earlier diagnosis in paediatric coeliac disease. The two societies produced a '*Manifesto for Change*', outlining steps to promote earlier diagnosis, and encouraged Member and National Societies to join them in promoting this message. Five MEPs shared the manifesto via their channels to mark the awareness day; Liadh Ni Riada MEP, Jill Evans MEP, Theresa Griffin MEP, Merja Kyllonen MEP and Julia Read MEP.

An infographic on paediatric coeliac disease was also produced for social media and the manifesto and infographic were translated into ten and eight different languages respectively, increasing the impact of the call for change.

**ESPGHAN Administrative Office**Regus Business Centre, Office 112  
Place de Cornavin  
1205 Genève, Switzerland[t] + 41 (0) 22 59 34 7 33  
[e] office@espghan.org**ESPGHAN Annual Congress**c/o Eurokongress GmbH  
Schleissheimer Straße 2  
80333 Munich, Germany[t] +49 (0)89 2109 860  
[f] +49 (0)89 2109 8698  
[e] espghan@eurokongress.de

An expert Q&A was hosted on social media and ESPGHAN's Twitter achieved 11,000 impressions on the day; the third highest level in the history of the channel. A press campaign was also undertaken, securing coverage in trade and consumer titles and achieved 7 million opportunities to see.

ESPGHAN would like to thank the AO ECS for their support and collaboration on this novel project and look forward to further cooperation in the future.

[Click here](#) for more information on International Coeliac Day and to view the manifesto and infographic.

