



Living Well North Tyneside

Supporting Health and Wellbeing

Every year on **29 May**, healthcare professionals, communities, and organisations across the globe observe **World Digestive Health Day (WDHD)** – a day to raise awareness of digestive health and shine a light on common but often overlooked gastrointestinal conditions. In 2025, the campaign is focusing on the theme “**Your Digestive Health: Nourish to Flourish**”, encouraging us all to take simple, sustainable steps to improve our gut health and overall wellbeing.

Whether it's acid reflux, IBS, coeliac disease or colorectal cancer, digestive health concerns affect millions of people. That's why WDHD is not just about medical professionals—it's about empowering individuals with the knowledge they need to make healthy lifestyle choices.

A Global Campaign Led by Experts

World Digestive Health Day was first launched in **2004** by the **World Gastroenterology Organisation (WGO)**, which itself dates back to 1958. Headquartered in Milwaukee, USA, the WGO has more than 100 member societies and represents over 50,000 gastroenterologists, hepatologists, and digestive health professionals around the world.

Each year, WDHD kicks off a year-long public health campaign, supported by WGO's global partners, regional affiliates, and Training Centres. The campaign helps share expert knowledge through practical tips, webinars, downloadable materials, and outreach events that help translate complex clinical issues into understandable actions for the public.

The 2025 theme, “Nourish to Flourish,” reflects the increasing recognition that good gut health is essential for overall health and wellbeing. Gut health has been linked to not only digestion, but also mental health, immunity, and even energy levels.

Why Digestive Health Matters

Poor digestive health can lead to a variety of issues, including bloating, constipation, diarrhoea, and fatigue, but it can also be a sign of more serious conditions such as ulcerative colitis, Crohn's disease, or bowel cancer. Many digestive disorders are manageable—and even preventable—through early detection, education, and lifestyle changes.

Despite this, stigma and misunderstanding often stop people from seeking support. WDHD seeks to change that by starting open conversations about gut health and encouraging people to learn the signs, symptoms, and available treatment options.

How You Can Get Involved

You don't need to be a healthcare worker to take part in WDHD. Here are a few ideas to help you and your community get involved:

- **Learn the signs and symptoms:** Many digestive disorders go undiagnosed. Take the time to learn about conditions like IBS, GERD, and IBD.
- **Host or attend a local event:** Organisations across the UK often hold talks, webinars, or awareness walks to mark the day.
- **Eat for your gut:** Try introducing more fibre-rich foods, fermented products, and plenty of water into your diet. Your gut microbiome will thank you.
- **Support charities and campaigns:** Organisations like Guts UK and Crohn's & Colitis UK do amazing work raising awareness and funding research into digestive diseases.
- **Share on social media:** Use hashtags like **#WDHD2025** and **#NourishToFlourish** to spread the message and help normalise gut health conversations.

Ideas for Celebrating WDHD in North Tyneside

In North Tyneside, we can turn global awareness into local action:

- **Connect with local health services:** GPs, pharmacies and dietitians in North Tyneside can offer guidance on maintaining a healthy digestive system and managing existing conditions.
- **Check out Living Well North Tyneside:** Our platform includes information about healthy eating, exercise, and emotional wellbeing—all of which play a role in digestive health.
- **Run a wellbeing session at work or school:** Encourage healthy habits like mindful eating, staying hydrated, and recognising early warning signs of digestive trouble.
- **Share your story:** If you've managed a digestive condition, your experiences could inspire others to seek help or make a positive change.

Final Thoughts

World Digestive Health Day 2025 reminds us that our gut is far more than just a food processing system—it's a critical hub of our entire wellbeing. Whether you're someone living with a chronic condition, caring for someone who is, or simply looking to make healthier choices, small actions can have a big impact. Let's continue learning, talking, and taking steps toward better digestive health—because when we nourish our bodies, we truly flourish.

Related Links

- [World Digestive Health Day – Official Page](#)
- [World Gastroenterology Organisation](#)
- [Guts UK Charity](#)
- [Crohn's & Colitis UK](#)
- [NHS Digestive Health Information](#)



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