

Let Our Voice Be Heard!

2020 China IBD Awareness Month

Aiming to increase public awareness of IBD and improve the quality of life of IBD patients, the IBD Committee of Chinese Society of Gastroenterology (CSG) and China Crohn's and Colitis Foundation (CCCCF) jointly initiated the "China IBD Awareness Month" prior to the 2020 World IBD Day. The Chairman of the CSG, Professor Chen Minhu from the First Affiliated Hospital of Sun Yat-sen University, the Chairman of the IBD Committee of CSG, Professor Wu Kaichun from Xijing Gastroenterology Hospital, Air Force Military Medical University, and the President of CCCC, Dr Chen Yan from the Second Affiliated Hospital of Zhejiang University School of Medicine jointly launched the campaign "WAVE your hands, Make IBD Visible".



The "WAVE" also indicates the activities during the awareness month, including workshops online for patients nationwide, awareness campaign by illuminating cities' landmark in purple light, voyage disseminating IBD patients' encouraging stories in the public, and experiencing IBD patients' life by Liquid Food Challenge. The initiators hope that the voice of IBD patients could be more heard during the awareness month and thereafter through these activities. They also hope to raise public awareness of IBD through various dissemination channels, so that the IBD patients could get more support from society.



Through lots of volunteers' efforts, 16 landmark buildings were purple lightened for IBD patients in 9 cities across China on 19th May. This important event has not only raised public

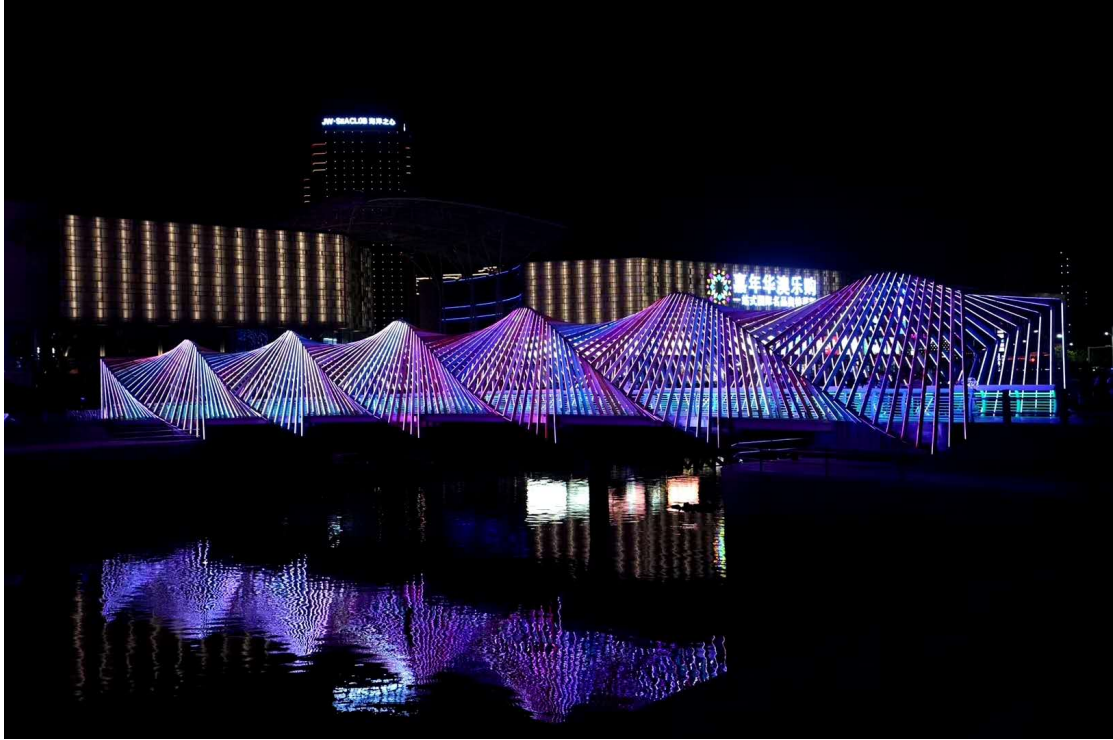
awareness of this disease, but also greatly encouraged the IBD patients as well as caregivers



Hangzhou



Suzhou



Qingdao



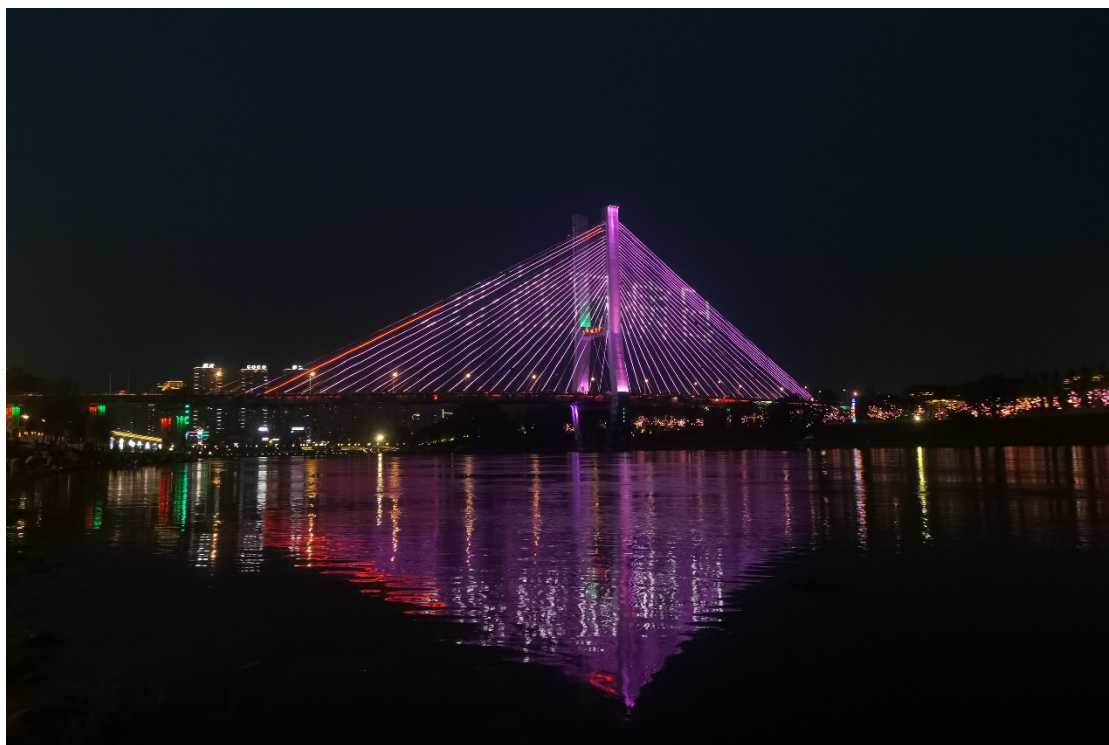
Huzhou



Huai' an



Nanjing



Nanchong



Shijiazhuang



Xi' an

During the whole IBD awareness month, CCCF will lead 16 patient education webinars with more than 10,000 views. Much attention has been paid to World IBD day by the media.