

PUBLIC RELATIONS COMMITTEE

MEMBERS

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Reezwana Chowdhury, MD, FACP

RESPONSIBILITIES AS STATED IN THE ACG BYLAWS

This Committee shall be responsible for coordinating all public relations activities between the College and the professional and lay public.

COMMITTEE REPORT

About the Public Relations (PR) Committee

The Committee's overall goals are to enhance the reputation of the College and raise awareness of GI and liver diseases throughout the year and in conjunction with various health observances. Identifying and promoting excellent clinical research and elevating the College's standing with consumer and health media are key objectives for the PR Committee. An active and dedicated group of clinicians supports the College's educational priorities and interfaces with consumer media and the medical press.

The PR Committee helps to enhance the College's social media presence and participates in the conversation relating to clinical GI happening on ACG's social media channels including X, LinkedIn, Facebook, and BlueSky. Signature initiatives of the PR Committee include the annual SCOPY Awards along with innovative public awareness efforts in conjunction with Colorectal Cancer Awareness Month. The PR Committee is charged with a review of the ACG Annual Scientific Meeting research abstracts with a goal of identifying innovative and newsworthy GI clinical science as the basis for the College's media outreach.

Strategic Communications Goals: Awareness of ACG, Gastroenterology and Digestive Health

The core objectives of ACG's PR and communications efforts are to:

- celebrate the ACG membership and the GI community;
- advance public awareness of the field of gastroenterology and digestive health;

- spotlight excellent clinical research in GI, hepatology, and endoscopy; and
- serve as a source of credible, accessible, and impactful patient education and disease awareness materials for College members, patients, the media, and the general public.

Through the College's digital presence and social media channels, the PR Committee amplifies the activities of our ACG members and aims to build community for the College. Social media is a critical channel to feature clinical science presented at the ACG Annual Scientific Meeting, as investigators share their findings with the larger GI community and build their professional reputations.

ACG now has more than 41,100 followers X as of July 2025 (up from 39,700 a year ago). While there has certainly been considerable change on X in recent years, ACG continues to grow its community of followers and drive the conversation within GI while celebrating and connecting with the generation of gastroenterologists who use social media to network and share clinical and professional insights. Overall, physician engagement with social media helps advance awareness of the GI field and ACG's priority programs. In addition, LinkedIn is another important platform for the College to share news, key programs, and priorities, including public policy updates.

ACG 2024

#DiversityinGI Virtual 5K and Morning Fun Runs at ACG 2024 in Philadelphia

The PR Committee collaborated with the DEI Committee on this event celebrating the diversity of the GI community during the weeks leading up to and during the ACG 2024 Annual Scientific Meeting. This event garnered industry sponsorship at the level of \$15,000 from Ironwood. Proceeds from the Race go to the DEI Committee's Summer Scholars mentorship program for medical students from groups under-represented in medicine.

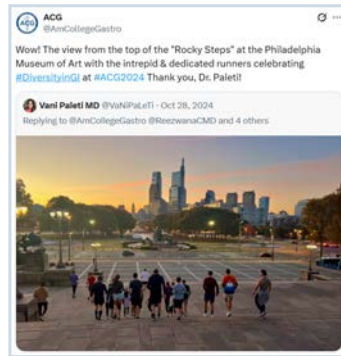


For 2024, four early morning “fun runs” were planned for the Philadelphia meeting with different team leaders, including Committee Chair Dr. Reezwana Chowdhury and Member Dr. Dana Lukin, and past PR

Committee Chair Dr. Sophie Balzora. Each day at 6:45 am ET, the stalwart #DiversityinGI Fun Runners gathered for some collegiality and attempted the ascent of the Rocky Steps at the Philadelphia Art Museum.

The PR Committee is very grateful to the following group leaders:

- Saturday, October 26 at 6:45 am ET (Co-Leaders Dr. Aasma Shaukat & Dr. Sara Goff)
- Sunday, October 27 at 6:45 am ET (Co-Leaders Dr. Sophie Balzora & Dr. Patrick Young)
- Monday, October 28 at 6:45 am ET (Co-Leaders Dr. Reezwana Chowdhury & Dr. Dana Lukin)
- Tuesday, October 29 at 6:45 am ET (Co-Leaders Dr. Grant Hutchins & Dr. Baha Moshiree)



Early morning Fun Runners trek down the “Rocky Steps” in Philadelphia at ACG 2024

The Committee takes tremendous pride in the GI community’s commitment to colorectal cancer prevention and to embracing patient education and advocacy in their local communities. Since 2015, ACG has recognized highly creative, innovative, and impactful CRC awareness efforts by ACG members with SCOPY awards.



Participants in the combined SCOPY and Social Media Acumen Awards event Monday, October 28, 2024, Pennsylvania Convention Center, Philadelphia, PA



In conjunction with the SCOPY Awards reception, Dr. Chowdhury recognized 27 **Social Media Acumen Award** winners, selected by ACG staff and current and rising leaders in the College, to recognize their use of social media for connection, education, storytelling, advancing the GI profession, and educating patients.

Colorectal Cancer Awareness Month Highlights



The College’s CRC Month celebration featured advocacy, music, physical activity, patient education, and kicked off with an invitation to the larger GI community to show their

true colors by wearing blue – the signature hue of CRC awareness – for “Dress in Blue Day” on Friday, March 7, 2025.

2025 Dress in Blue Day Highlights

While much of the action for Dress in Blue Day happens on social media, the PR Committee encourages members to share photos with the ACG Communications team who each year shares and celebrates these photos widely. Here is a selection from 2025:



Clockwise from top left: Austin Gastroenterology; LBJ Hospital; Wilcox Medical Center, Hawaii Pacific Health; and Valley Medical Group



L: Co-leaders Dr. Reezwana Chowdhury (with sign) next to Dr. Dana Lukin & Dr. Jonathan Leighton; R: Co-leaders Dr. Sophie Balzora (with sign) & Dr. Patrick Young (center)

#ACG2024 Social Media Engagement and Media Coverage

For ACG 2024, X engagement with the College using the hashtag #ACG2024 peaked from Sunday, October 27, through Tuesday, October 29, 2024, with a total estimated 9.5 million impressions and more than 11,000 posts in the week surrounding the meeting. X continues to be an important tool for GI physicians to share clinical and professional insights, advance awareness of ACG’s priority programs, and connect with members of the College.

SCOPY Awards

On the 10th anniversary of the annual awards program, an impressive group of 26 winners were honored with ACG’s Service Award for Colorectal Cancer Outreach, Prevention & Year-Round Excellence. The SCOPY Award recognizes community education and public awareness efforts to advance colorectal cancer screening and prevention by ACG members and their staff.



ACG's Committees (cont.)

Public Relations Committee (cont.)



The ACG Board of Trustees shows its dedication to colorectal cancer screening!

ACG CRC Community Education Toolkit

This year, the PR Committee facilitated additional translations of ACG's primary CRC infographic into Farsi, Urdu, and Dari, as well as Turkish. These materials can be downloaded at bit.ly/CRC-Infographic-Translations.

United in Blue

On Sunday, March 9, 2025, Dr. Chowdhury, ACG members, and College staff volunteered to help advocates from Fight Colorectal Cancer install the flags on the National Mall for its "United in Blue" display. A dramatic installation of 27,400 blue flags on the National Mall near the U.S. Capitol served a powerful visual representation of those younger than 50 who are projected to be diagnosed with colorectal cancer by 2030.



27,400 blue flags were installed on the National Mall, representing the number of Americans under age 50 who are projected to be diagnosed with colorectal cancer by 2030.

The next day, ACG President Amy S. Oxentenko, MD, MACG, represented ACG and gave brief remarks at the Fight Colorectal Cancer "United in Blue" rally in Washington, DC. ACG is proud to be one of the organizations standing in solidarity with this group of CRC patients, survivors, and caregivers who gathered to visit with legislators and bring attention to colorectal cancer, the trends in young-onset disease, and to advocate that Congress prioritize CRC research and screening.



Dr. Oxentenko addressing the United in Blue rally in Washington, DC.

Colorectal Cancer Awareness Concert

"Tune It Up: A Concert to Raise Awareness of Colorectal Cancer" returned on the evening of March 28, 2025, under the direction of ACG Public Relations Committee member and concertmaster Dr. Benjamin Levy. Dr. Levy invited an incredible array of musical guests, including Blues Traveler, Adam Lambert, Hilary Hahn, Lisa Loeb, and many more for this virtual event that tapped the connection and energy that music creates to shine a light on the importance of colorectal cancer prevention. **Stream the concert recording at gi.org/concert.**

Review of "Newsworthy" Abstracts

In August, the committee undertakes one of its most significant tasks, the review of scientific abstracts to identify those with particularly "newsworthy" findings. The PR Committee's goal is to identify "hot topics" as well as noteworthy clinical science. These abstract selections serve as the basis for press outreach, and a series of informative "Author Insights" that are published on the ACG Blog and selected posters receive a special designation in the poster hall, both onsite and online.