PUBLIC RELATIONS COMMITTEE

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Amy N. Stratton, DO, FACG

Reezwana Chowdhury, MD, FACG

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.

OBJECTIVES

1. Increase the visibility of the ACG to the lay public through key communications channels: radio, television, print, video, Internet and patient education materials.
2. Serve the public and lay press as the authority on clinical GI and liver issues.
3. Strive to earn recognition for ACG's advocacy for patient health care benefits, e.g., colorectal cancer screening.
4. Conduct media outreach surrounding the Annual Scientific Meeting to promote new research findings and advances in clinical gastroenterology.

COMMITTEE REPORT

ACG on Social Media

ACG's primary X account, @AmCollegeGastro, has nearly 42,000 followers as of July 2026. Overall, physician engagement with social media helps advance awareness of the GI field and ACG's priority programs. LinkedIn is another important platform for the College to share news, key programs, and priorities, including public policy updates.

Follow our feeds:

ACG 2025 Annual Scientific Meeting & Postgraduate Course

#DiversityinGI Virtual 5K and Morning Fun Runs

The Committee continued its collaboration with the Diversity, Equity, and Inclusion Committee to host the #DiversityinGI Virtual 5K and Morning Fun Runs leading up to and on site at the Annual Meeting, respectively. Members were invited via social media, email, and meeting app notifications to register, run or walk, and share their excitement on social media using #DiversityinGI to celebrate diversity and inclusion in GI. In Phoenix, fun runs were held from October 25–28, with two volunteer leaders per day taking responsibility to captain the group of runners. The PR Committee is very grateful to the following group leaders:

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- A. Sidney Barritt, IV, MD, MSCR, FACG
- Sankalp Dwivedi, MD, FACG
- Fatima Elmustafa, MD
- Grant Hutchins, MD
- Kathryn Hutchins, MD, FACG
- Justin T. Kupec, MD, FACG
- Millie Long, MD, MPH, FACG
- Aasma Shaukat, MD, MPH, FACG

#DiversityinGI Fun Run participants at ACG 2025 in Phoenix

The $15,000 in proceeds from Ironwood Pharmaceuticals' sponsorship of the 2025 virtual race and fun runs supports the DEI Committee's Summer Scholars mentorship program, an eight- to 10-week clinical research experience for U.S. medical students from groups underrepresented in medicine. Students are paired with research mentors who share similar clinical research interests in GI and hepatology.

Learn more and consider serving as a Summer Scholars mentor: **gi.org/acg-summer-scholars-program**

#ACG2025 Media Coverage

The breadth and depth of media coverage for the Annual Scientific Meeting reflects both great work by the PR Committee to identify compelling clinical findings for media pitching and outreach, as well as strong relationships that ACG has cultivated with journalists covering GI, medicine, and consumer health.

Media outlets that reported on science from ACG 2025 include Healio Gastroenterology, Medscape, Gastroenterology Advisor, Gastroenterology & Endoscopy News, and MedPage Today, among others.

SCOPY Awards

ACG celebrated the 11th year of the Service Award for Colorectal Cancer Outreach, Prevention & Year-round Excellence (SCOPY) Awards with 26 awards presented during the SCOPY Awards ceremony and reception. The event took place in conjunction with the #ACG2025 Social Media Meetup on Monday, October 27, 2025, at the Phoenix Convention Center. At the event, attendees gathered to congratulate the winners, connect with friends, and relax after a full day of educational programming.

SCOPY Award Reception and Social Media Meetup at ACG 2025

Colorectal Cancer Awareness Month 2026

This year, ACG's CRC Awareness Month activities included patient advocacy, volunteerism, media engagement, and fun activities to bring our primary message to the public: if you are age 45 or older, get screened for colorectal cancer. ACG offers patient handouts and social media images throughout the year to educate patients about the importance of CRC screening and prevention.

Explore patient handouts, including translated versions: **bit.ly/ACG-CRC-toolkit**

In March 2026, ACG led a Colorectal Cancer Awareness Month radio and television media tour, pairing GI experts with local and national TV and news outlets to share messages about the importance of CRC screening and prevention. These spots appeared on ABC, CBS, and NBC affiliate stations, as well as SiriusXM Doctor Radio and many local media outlets. Thank you to the members who volunteered their time and efforts for this initiative!

ACG members and staff volunteered at Fight CRC's United in Blue installation in Washington, DC, for the fifth year in a row! Each of the 27,000+ blue flags planted on the National Mall represented a person under age 50 projected to be diagnosed with colorectal cancer by 2030. This powerful backdrop set the stage for Fight CRC's Call on Congress advocacy event.

ACG staff joined the GI community in celebrating Dress in Blue Day on March 6, 2026! Our social media feeds were full of #DressinBlueDay enthusiasm and the message was clear: if you're 45 or older and at average risk, get screened for colorectal cancer!

Again in 2026, Dr. Benjamin Levy led and organized Tune It Up: A Concert to Raise Colorectal Cancer Awareness, a virtual concert that pairs musical performances with CRC screening and prevention messages.

You can view a recording of this year's concert at **gi.org/concert**.