IFFGD CAMPAIGN TOOLKIT | NOV 22–28, 2026

GERD Awareness Week 2026

"Read the Signs: When Reflux Isn't Just Heartburn"

Bridging the health literacy gap and redefining normal digestive health nationwide.

CAMPAIGN IMPACT & KEY DATA

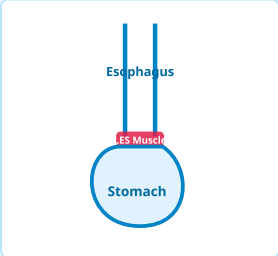
13–14%	1 in 5	5 Million	> 2 Weeks
Global population affected by GERD daily	U.S. adults experiencing GERD symptoms	Annual U.S. hospital visits for chest pain	OTC antacid self-treatment clinical limit

> *"Too many people normalize the discomfort of heartburn without realizing it could be a sign of something more serious. GERD Awareness Week 2026 empowers individuals to redefine 'normal' digestion, recognize LPR (laryngopharyngeal reflux), and take meaningful action with their healthcare providers."*
>
> **— Ceciel T. Rooker, President of IFFGD**

THE FOUR CAMPAIGN PILLARS

Pillar	Core Clinical Message	Actionable Goal / Resource
1. Redefine "Normal"	Reflux >2x/week or affecting sleep crosses a clinical threshold requiring provider care.	Direct access to self-check guide at **www.aboutGERD.org**.
2. Broaden Awareness	GERD isn't just heartburn—it presents as chronic cough, morning hoarseness, & sore throat.	5-minute GERD or LPR? Video Series led by GI & primary care experts.
3. Red Flag Education	Dysphagia (food sticking), vomiting blood, black stools, or weight loss are urgent signs.	Urgent vs. Routine educational assets for social distribution.
4. Emergency Care	Severe chest pain with sweating, shortness of breath, or radiating pain requires 911.	Emergency recognition guidance for patient community.

ANATOMICAL FOCUS: ESOPHAGUS & LOWER ESOPHAGEAL SPHINCTER



Understanding the Reflux Mechanism

The esophagus connects the mouth to the stomach. At the junction between the two lies the **Lower Esophageal Sphincter (LES)**, a muscular ring that works alongside the diaphragm to form an anti-reflux barrier.

Reflux occurs when the LES relaxes inappropriately or loses tone, allowing acidic gastric juices to flow backward into the sensitive esophageal lining and upper throat, resulting in heartburn, hoarseness, or throat irritation.

SOCIAL MEDIA TOOLKIT GERD WEEK 2026

Partner Copy & Shareable Templates

Use these ready-to-share templates to raise awareness across digital channels.

TEMPLATE 1: CAMPAIGN LAUNCH ("IS THIS YOU?") — FACEBOOK / INSTAGRAM

Persistent heartburn isn't just an inconvenience after a big meal—it could be GERD. Up to 1 in 5 Americans live with gastroesophageal reflux disease, yet many self-treat for months without getting an accurate diagnosis.

This GERD Awareness Week (Nov 22–28, 2026), help us break the habit of normalizing digestive pain. If reflux interferes with your sleep or happens more than twice a week, it's time to talk to a provider.

#ReadTheSigns #GERDAwarenessWeek2026 #IFFGD #DigestiveHealth

📸 **Asset Instruction:** Pair this post with the official *"Is This You?"* campaign graphic available in the 2026 GERD Awareness Week Dropbox hub.

TEMPLATE 2: LPR (LARYNGOPHARYNGEAL REFLUX) AWARENESS — X (TWITTER) / THREADS

Did you know GERD isn't just chest burning? Chronic cough, morning hoarseness, and a constant "lump in your throat" can all be signs of LPR (laryngopharyngeal reflux). Learn how throat symptoms link back to stomach acid with @IFFGD's expert video series: **www.aboutGERD.org**

#ReadTheSigns #GERDAwarenessWeek2026 #LPR #GERD

🎬 **Asset Instruction:** Attach the official *GERD or LPR? Video Series* promo card from the 2026 campaign folder.

TEMPLATE 3: RED FLAG SAFETY EDUCATION — CAROUSEL / INFOGRAPHIC

Knowing the difference between routine reflux and urgent warning signs can save lives.

Red Flag GERD Symptoms:
• Difficulty swallowing or food getting stuck (dysphagia)
• Vomiting blood or dark/black stools
• Unexplained weight loss

Emergency Line: Severe chest pain accompanied by shortness of breath or radiating pain requires immediate emergency care.

#ReadTheSigns #GERDAwarenessWeek2026 #PatientSafety

⚠️ **Asset Instruction:** Download and attach the *"Red Flag Education Series"* graphics set.

TEMPLATE 4: "TRACK IT TO TREAT IT" CHALLENGE — INSTAGRAM / TIKTOK

Ready to make your next doctor's appointment more productive? Join IFFGD's "Track It to Treat It" 7-Day Challenge! Log your heartburn frequency, diet triggers, throat symptoms, and antacid use for one week, then bring your diary straight to your provider.

Download your free tracker: **www.aboutGERD.org**

#TrackItToTreatIt #ReadTheSigns #GERDAwarenessWeek2026 #IFFGD

📋 **Asset Instruction:** Pair with the *"Track It to Treat It"* 7-day diary graphic.

ORGANIZATION INFO MEDIA & PARTNERS

About IFFGD & Campaign Contacts

Partnering to improve digestive health outcomes worldwide.

ABOUT IFFGD

The **International Foundation for Gastrointestinal Disorders (IFFGD)** is a 501(c)(3) nonprofit education and research organization dedicated to informing, assisting, and supporting people affected by gastrointestinal conditions. Founded in 1991, IFFGD works with patients, families, physicians, researchers, and regulators to expand awareness, encourage research, and improve care standards across digestive health.

MEDIA & PARTNER CONTACT

Campaign Contact

Hayley McCorkle
Program Manager, IFFGD
Email: hnmccorkle@iffgd.org
Phone: (414) 964-1799

Mailing Address & Web

537 Long Point Rd., Suite 101
Mt. Pleasant, SC 29464

Main Site: www.iffgd.org
GERD Resource: www.aboutGERD.org

> ***Educational Resource Note:*** *All toolkit graphics, logos, patient checklists, and video clips are available for public, clinical, and media distribution during GERD Awareness Week. Visit* ***www.aboutGERD.org*** *to access digital press packages and patient education sheets.*