

Introducing...

After 13 years as Core, we're planning a rebrand so we can make even more impact, transform the levels of research into gastroenterology and be the leader in information services for people affected by digestive conditions.



Why the change?

Core was adopted as the working name for the Digestive Disorders Foundation charity in 2004, however, this name doesn't state clearly who we are and what we do. We need an easily recognisable name so people can access our services and support our vision.

The charity conducted some market research from November 2016 to April 2017. We surveyed 158 stakeholders and 787 patients and carers to inform the charity's decisions about the new direction of the organisation. The majority of people (73%) had not heard of Core before the survey.

Introducing Guts UK!

LEADING THE FIGHT FOR DIGESTIVE, LIVER AND PANCREATIC HEALTH

We have worked with a brand specialist agency Toucan to develop a new look. Creative partner, Kevin Frost, is a Core supporter following the loss of his brother, Stephen, to pancreatitis. He and his team really understand what we are trying to achieve.

When our survey asked patients and carers how their digestive health affects their lives, their responses were incredibly personal, honest, brave and bold. And Toucan used these values to come up with three different approaches to a new name. We then tested these again, putting patients and our loyal supporters right at the heart of our decision making. The clear winner was a dynamic, bold, 'say-what-it-does-on-the-tin' name, and Guts UK! was born.

What will Guts UK! stand for?

We believe it's time for the guts to get the attention they deserve.

Guts UK! will help people get expert information and enable them to ask the right questions. This will then speed up diagnosis, treatment and effective self management.

Research into our guts is woefully underfunded and has been for decades.

We should rival levels of investment into heart and cancer research.

With our new name and improved outreach, Guts UK! will be the voice for those who feel their digestive condition is not well understood or taken seriously enough.

Guts UK! will raise the banner for all digestive disorders to remove stigma, raise awareness and talk free from fear, shame and embarrassment.

By bringing the urgency of the patient need alongside the expertise of health professionals, together we can understand more and help others.



What do you think?

We're always listening, and we'd love to know what you think about the rebrand. Turn to the back page to find out how to get in touch with your thoughts.

1991

Possible relationship between H pylori infection & stomach cancer is first demonstrated

1993

The Wilson's disease gene (where excess copper in the body can cause organ damage) is discovered

1996

Genetic research localises genes that mark susceptibility to ulcerative colitis and Crohn's disease in families