



Global Liver Institute (GLI), the only patient-created, patient-driven nonprofit organization tackling liver health and liver disease holistically operating globally, completed its fourth #OctoberIs4Livers (#OI4L) campaign this year. This multifaceted, interactive communications and awareness effort included activities, initiatives, and key outreach encounters to reach millions of people around the world to raise awareness on liver cancers.

The campaign took place throughout the month of October and reached more than **288 million people** to elevate the global dialogue about liver cancers. The program goals were set high and attained.

Program Goals 2021

- L**everage culturally appropriate communications to educate patients and physicians
- I**ncrease global awareness of the prevalence and impact of liver cancers
- V**isualize a world free of liver disease
- E**ngage the liver cancer community to link more patients to diagnosis and care faster
- R**ecognize and reduce health disparities in liver cancer by defining a path to equity

Key Program Activities

- Communications and Social Media Campaign
- Patient and Caregiver Education and Resources
- Advocacy and Patient Engagement
- Global Liver Institute Leadership in Liver Health Luncheon (new in 2021)
- Liver Cancer Lessons: Virtual Liver Cancer Tumor Board Discussion
- State of Liver Cancer Report and Briefing



Total program reach:
288,342,841



Press release reach:
282,409,604



Social Media Analytics:
5,165,442 Impressions
2,961,681 Reach
8,020 Engagements



Program growth rate since 2020:
190.15%

