



GLOBAL OPEN HOUSE GUIDEBOOK

2023 #Octoberis4Livers Campaign



#Octoberis4**Livers**

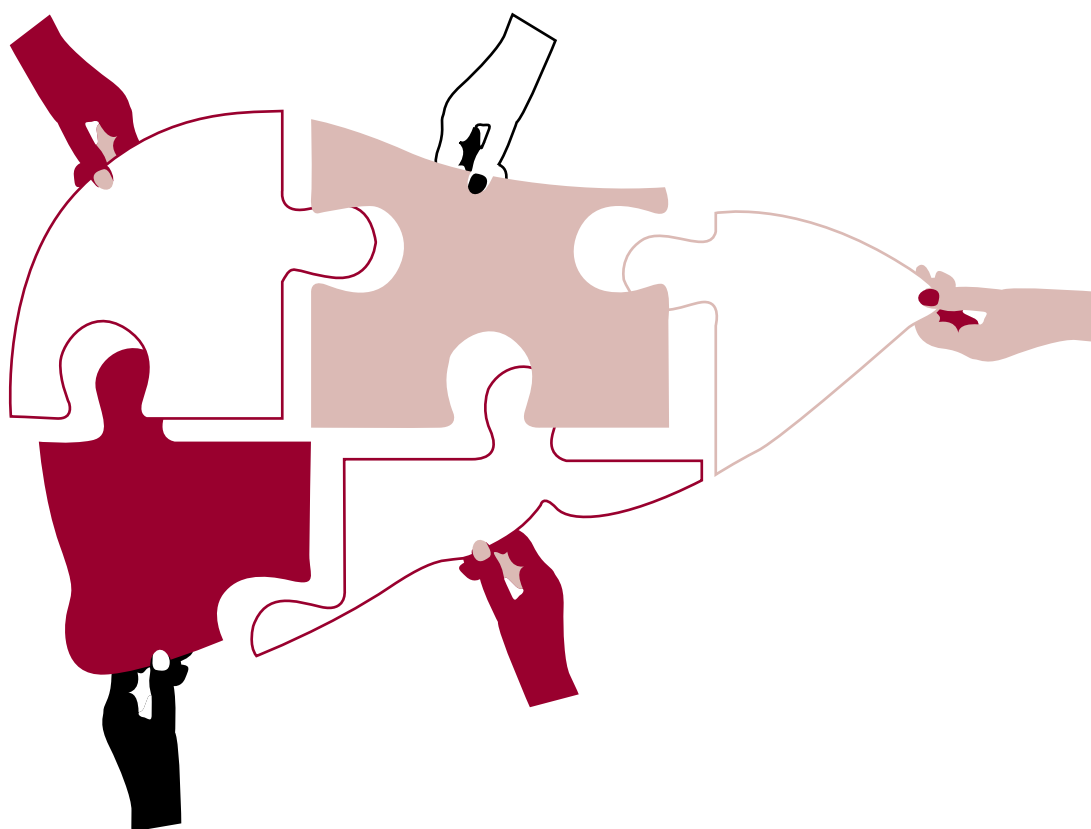




GOALS

In the next few years, GLI aims to drive policy change in prevention, treatment, and management of liver cancers through collaborations with leading institutions of liver health, who will equip local communities with knowledge and tools to feel empowered to take charge of their own health.

Policy change across different countries will vary depending on the social, cultural, political, and economic forces that affect each health system.





TIPS & TRICKS

Getting Ready for Your Global Open House Event



Meet with GLI's Liver Cancers Program Team to brainstorm ideas of activities best suited for your community. These activities include and are not limited to the following:

Roundtable discussions led by health professionals, Clinic/Hospital tours, Q&A Sessions, and Focus group-structured discussions

All of which can be conducted in-person and/or virtually.



For In-Person Events:

- Provide a sign-in sheet for all event attendees to complete with their contact information (e.g., name, email, address, phone number).
- Prepare an agenda of the event schedule and activities to be shared with event attendees and coordinators.
- Designate time for event attendees to interact with event speakers to foster engagement between the audience and your experts (e.g. patient-provider engagement, policymaker engagement, or engagement between experts and other clinicians.
- Have your cameras ready to capture everlasting moments from the event! Record short clips of the event to share on social media and with GLI and participating sites – don't be afraid to think outside of the box!



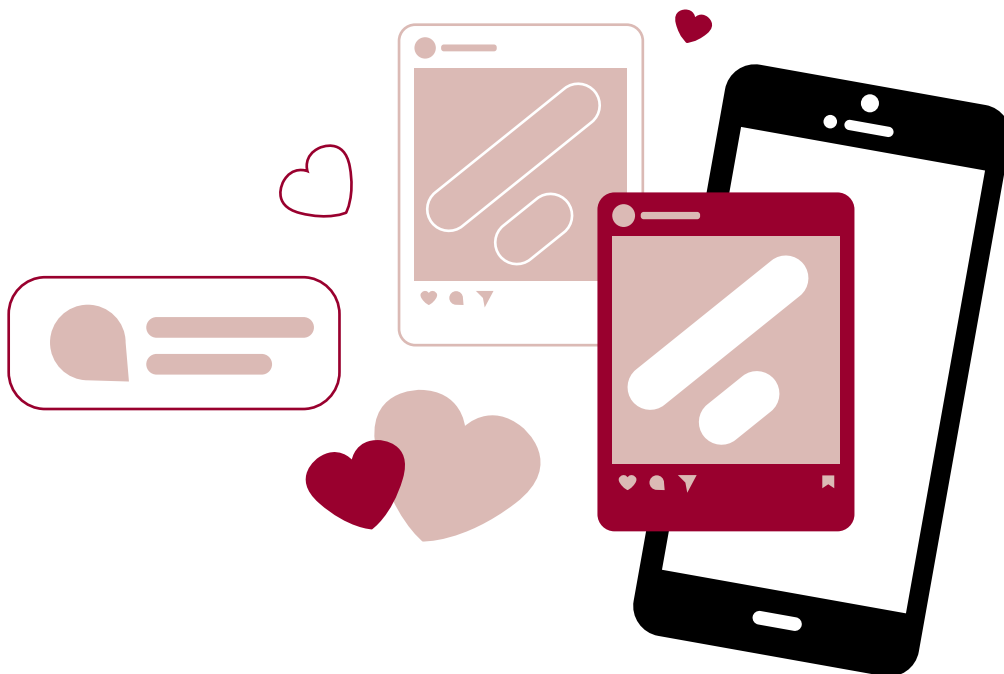


TIPS & TRICKS *continued*



For All Events:

- Leverage social media platforms to promote the event and increase community engagement by incorporating hashtags, such as #OctoberIs4Livers and #liverhealth!
- Share promotional posters, flyers, and graphics with GLI and other participating sites, so we can collectively help spread the word.
- Provide an anonymous feedback form for event attendees to complete at the end of the event as responses will be used to improve future Global Open House events





AFTER THE EVENT

We Want to Hear from You!

After the event, keep an eye for an email that will contain a Google Form link for you to access in order to share how your event went. To ensure you have the information needed to complete the post-event form, please keep track of the following items throughout the duration of your event. Please complete the form no later than 2 weeks after your event.

- Host entity/organization and address of host site
- Number of attendees
- Number of event staff/coordinators
- Name/occupation of event speakers
- Languages used for program activities/materials
- Social media platforms used throughout the event and total number of posts per platform
- Summary of the following:
 - Community outreach activities
 - Topics explored
 - Lessons learned, challenges, and successes/impact
- Attach the following:
 - Agenda used for the event
 - Pictures and videos captured throughout the event





EXAMPLES OF PREVIOUS OPEN HOUSES

Learning from the Past!

SPAIN

***Barcelona Clinic Liver Cancer,
led by Dr. Maria Reig***

The Barcelona Clinic Liver Cancer (BCLC) hosted its Liver Health Open House on October 18, 2022 at Auditorium ESTEVE in Barcelona, Spain with streaming options available to those who attended remotely. There were a total of 104 attendees – 65 of whom attended in-person and 39 online. The event featured a roundtable discussion that featured a panel of five speakers of diverse clinical research expertise.



INDIA

***Kalinga Gastroenterology Foundation, led by
Dr. Shivaram P. Singh***

October 22, 2022 marked the launch of Kalinga Gastroenterology Foundation's Liver Health Open House at the Digestive Diseases Centre in Cuttack, Odisha, India.

50 individuals attended – including 30 liver cancer patients who are undergoing treatment and 20 caregivers/relatives of the patients. The event featured a question and answer (Q&A) session between patients/caregivers and senior medical consultants.





2022 RECAP

Learning from the Past!

CAMEROON

*Limbe Regional Hospital,
led by Dr. Mbianke Livancliff*

On October 27, 2022, the Empower Women Foundation hosted its first Liver Health Open House at Limbe Regional Hospital in Limbe, Cameroon. The event served as an opportunity for its 29 attendees, including patients and medical staff, to participate in a focus group-structured discussion and a hospital tour. Following the open house, the Empowered Women Foundation communicated the community's concerns with the Republic of Cameroon, resulting in 60% and 55% price reductions of the following HBV treatments, respectively: pegylated interferon alpha 180mg and entecavir and tenofovir.



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