



June 8, 2023 | Summary Report

INTERNATIONAL NASH DAY

#StepUpforNASH

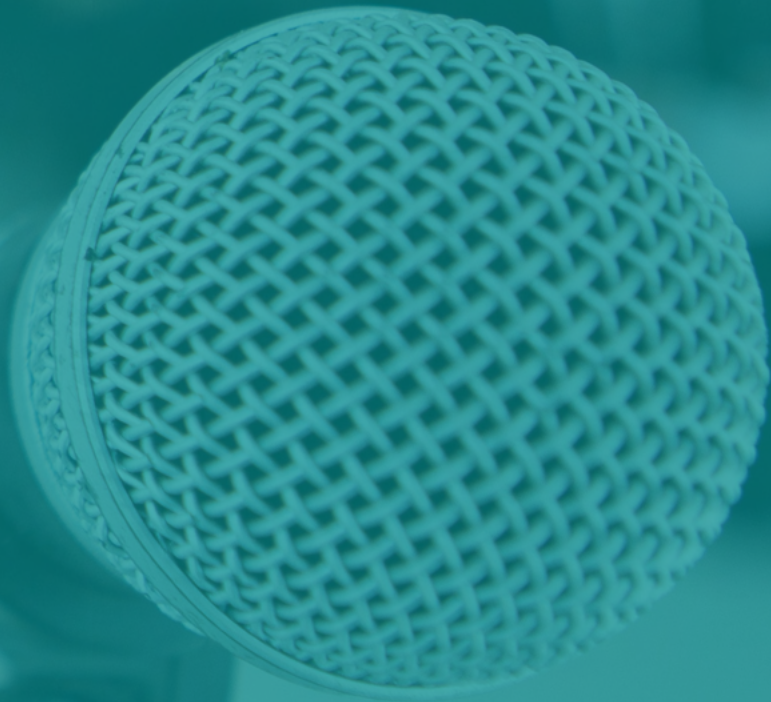


2022

INTERNATIONAL NASH DAY

#StepUpforNASH

3





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MESSAGE FROM THE CEO

The prevalence of NAFLD and NASH has surged in recent years due to the effects of modern lifestyle choices and dietary patterns that have spread beyond developed countries to low- and middle-income countries as well. This has launched fatty liver disease to become the leading cause of chronic liver disease worldwide. As such, NASH is emerging as a critical global health priority that requires us all to step up to address it.

On International NASH Day this year, we stood united in an unwavering commitment to confront the disease head-on. For the hundred million individuals grappling with NASH today – and the many times more who are in precursor stages – this is a watershed moment.

Healthcare providers shared their expertise with their peers to increase screening rates and early diagnoses for at-risk individuals. Nonprofit organizations organized grassroots activities through walks, bike rides, and other events to encourage their communities to change their lifestyles to prevent fatty liver disease and advocate for screening. Patients and caregivers around the world received and shared new resources to navigate the patient journey in 18 languages. Regulatory agencies began to prioritize the patient point of view and the value of noninvasive tests in the approval process as momentum towards new treatments. Industry leaders amplified their support of the patients they serve by supporting awareness efforts.

Each and every one of these efforts is essential to stem the growing tide of NASH in communities around the world.

On behalf of the GLI team and its entire network, I thank every single person who stepped up this June. You showed up in force: Over **100 partners**, in **55 countries**, and **31 endorsing organizations** joined together to recognize that NASH is a serious problem for our world and to take concrete steps to combat it. Through global participation, we garnered over **10 million impressions**, while our news releases successfully reached thousands of journalists and their readers worldwide.

International NASH Day continues to grow each year, meeting the demand for timely liver health information. I express my deepest gratitude to all who contributed to the tremendous success of the 6th Annual International NASH Day. With our collective efforts, we will make significant strides in fighting this debilitating disease.

Donna R. Cryer, JD
Founder and CEO
Global Liver Institute



A handwritten signature in black ink that reads "Donna R. Cryer". The signature is written in a cursive, flowing style.

KEY NUMBERS

International #NASHDAY June 8, 2023



>10 MILLION
#NASHDAY Impressions



3.5 BILLION
Press Release
Potential Reach



11
Sponsors



>4M
#NASHDAY Reach



106
NASH Day
Partners



~35
Global
Grassroots
Events



55
Countries



31
Endorsers (Scientific
Societies & International
Organizations)



6
NASH
Educational
Panels and Videos

ENDORSEES

Scientific Societies and International Organizations

1.	American Association for the Study of Liver Diseases	AASLD
2.	Association of Black Gastroenterologists and Hepatologists	ABGH
3.	Asociación Argentina de Nutrición Enteral y Parenteral	AANEP
4.	American Gastroenterological Association	AGA
5.	Associazione Italiana Studio del Fegato	AISF
6.	Asociación Latinoamericana para el Estudio del Hígado	ALEH
7.	Asociación Mexicana de Hepatología	AMH
8.	Asian Pacific Association for the Study of the Liver	APASL
9.	Canadian Association for the Study of the Liver	CASL
10.	Conference on Liver Disease in Africa	COLDA
11.	European Association for the Study of the Liver	EASL
12.	European African Treatment Advocates Network	EATAN
13.	European Society for Paediatric Gastroenterology Hepatology and Nutrition	ESPGHAN
14.	Fondazione Epatocentro Ticino	
15.	Gastroenterología y Endoscopía Digestiva de Costa Rica	
16.	Hepatology Society, Dhaka, Bangladesh	
17.	Hepatology Society of the Philippines	HSP
18.	Indian National Association for the Study of the Liver	INASL
19.	Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán	INCMNSZ
20.	North American Society For Pediatric Gastroenterology, Hepatology & Nutrition	NASPGHAN
21.	Société Algérienne d'Hépatogastro-Entérologie et d'Endoscopie Digestive	SAHGEEED
22.	Sociedad Argentina de Hepatología	SAHE
23.	Sociedade Brasileira de Hepatologia	SBH
24.	Sociedad Cubana de Gastroenterología	
25.	Society on Liver Disease in Africa	SOLDA
26.	Sri Lanka Society of Gastroenterology	SLSG
27.	Turkish Association for the Study of the Liver	TASL
28.	United European Gastroenterology	UEG
29.	World Gastroenterology Organisation	WGO
30.	World Obesity Federation	
31.	World Patients Alliance	WPA

NASH Day 2023 was endorsed by **31** scientific societies and international organizations.



ENDORSED
EVENT



A hand holding a globe with a teal overlay. The hand is positioned at the bottom, with fingers spread, supporting the globe. The globe is semi-transparent, showing the continents. The entire image has a teal color overlay.

Countries and Territories Represented in Partner and Attendee Registrations

NASH DAY

2023 REACH

1. Algeria
2. Argentina
3. Australia
4. Austria
5. Bangladesh
6. Belgium
7. Bolivia
8. Bosnia and Herzegovina
9. Brazil
10. Cameroon
11. Canada
12. Chile
13. Colombia
14. Costa Rica
15. Croatia
16. Cuba
17. Cyprus
18. Denmark
19. Dominican Republic
20. Ecuador

21. Egypt
22. Finland
23. France
24. Germany
25. Georgia
26. Ghana
27. Greece
28. Guatemala
29. Honduras
30. India
31. Italy
32. Japan
33. Kenya
34. Lebanon
35. Macedonia
36. Mexico
37. Panama
38. Paraguay
39. Peru
40. Philippines
41. Portugal
42. Puerto Rico

43. Saudi Arabia
44. Slovenia
45. South Africa
46. Spain
47. Sri Lanka
48. Sweden
49. Switzerland
50. Turkey
51. Uganda
52. Uruguay
53. United Kingdom
54. United States
55. Venezuela

Patients' Organizations and Foundations

- Associação Portuguesa para Estudo do Fígado (*Portugal*)
- PBC Foundation (*UK*)
- Canadian Liver Foundation (*Canada*)
- Christian Community Healthcare Foundation (*Kenya*)
- Community Nutrition Forum - Community of Dietitian's in Kerala (*India*)
- Deutsche Leberhilfe (*Germany*)
- DiaLeb - National Diabetes Organization (*Lebanon*)
- Dutch Liver Patient Association (*Netherlands*)
- Empowerment for Sustainable Livelihood (*Ghana*)
- Empower Women Foundation (*Cameroon*)
- European Liver Patients Association (*Belgium*)
- Fatty Liver Alliance (*Canada*)
- Fatty Liver Foundation (*USA*)
- Federación Nacional de Enfermos y Trasplantados Hepáticos (*Spain*)
- The Finnish Kidney and Liver Association (*Finland*)
- Fundación Mexicana para la Salud Hepática (*México*)
- Helpas Prometheus (Hellenic Liver Patients Association) (*Greece*)
- Hepatitis Aid Austria - Platform Healthy Liver (HAA) (*Austria*)
- Hepatitis B Foundation (*USA*)
- Hepatitis B Initiative DC (*USA*)
- HEPYAŞAM - Living with Hepatitis Association (*Türkiye*)
- Hepatitis Queensland (*Australia*)
- Hepatos (*Croatia*)
- iHelpC (*USA*)
- Liver Health Foundation (*USA*)
- LiverNut (*Argentina*)
- Liver Patients International (*Belgium*)
- Friends of Liver Foundation West Bengal (*USA*)
- Mid-South Liver Alliance (*USA*)
- NASH 24x7 (*India*)
- NASH KNOWledge (*USA*)
- National Liver Foundation of Bangladesh (*Bangladesh*)
- Northeast Ohio Liver Alliance (*USA*)
- Rare Disease Uganda (*Uganda*)
- Türk Karaciğer Vakfı (Turkish Liver Foundation) (*Türkiye*)
- Texas Liver Foundation (*USA*)
- Value Health Africa (*Cameroon*)

Universities, Hospitals and Research Centers

- Alberta Diabetes Institute (*Canada*)
- Ashirwad Diabetes Care Center (*India*)
- Aster MIMS Hospital (*India*)
- Arizona Liver Health (*USA*)
- Centre Hospitalier de Tourcoing (*France*)
- Centro De Investigación y Gastroenterología (*México*)
- Cleveland Clinic (*USA*)
- Duke University (*USA*)
- Excel Gastro Care (*India*)
- Guy's and St. Thomas' Hospital (*UK*)
- Hospital Central "Dr. Ignacio Morones Prieto" (*México*)
- Hospital Israelita Albert Einstein (*Brazil*)
- Houston Methodist Hospital (*USA*)
- Houston Research Institute (*USA*)
- Impact Research Institute (*USA*)
- JSS Academy of Higher Education & Research (*India*)
- Mayo Clinic (*USA*)
- Penn State (*USA*)
- Pinnacle Clinical Research (*USA*)
- Resonance Health (*USA*)
- South Texas Research Institute (*USA*)
- Stanford Center for Continuing Medical Education (*USA*)
- Sultan Bin Abdulaziz Humanitarian City (*Saudi Arabia*)
- Summit Clinical Research (*USA*)
- Texas A&M School of Medicine (*USA*)
- University College London (*UK*)
- University of Alberta (*Canada*)
- University of Cincinnati Hospital (*USA*)
- University of Oxford (*UK*)
- University of Pennsylvania (*USA*)
- University of Washington (*USA*)
- VA Richmond Health Care System (*USA*)

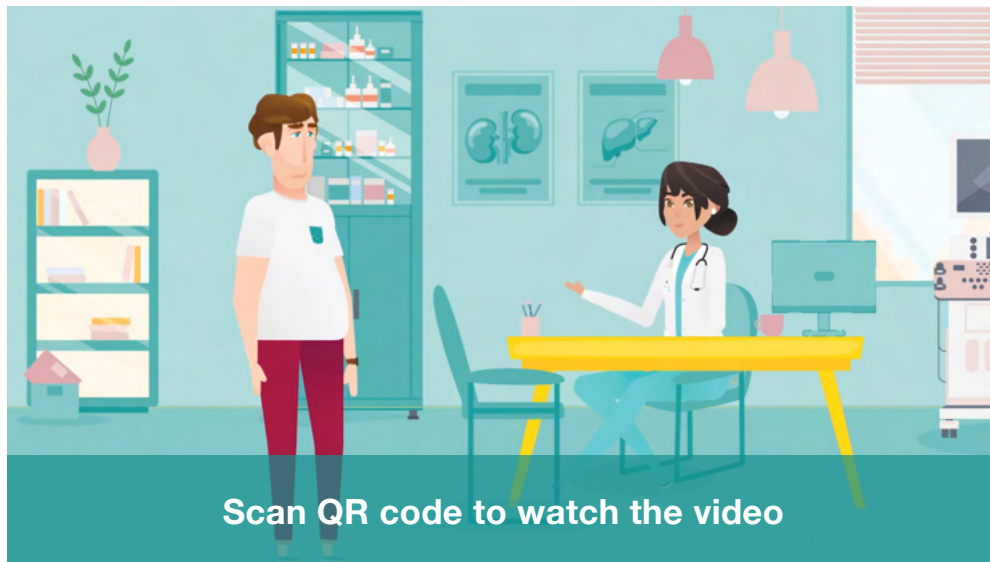
Additional Partners

- Avant Santé
- Cardiometabolic Health Congress
- EtCurae
- Inventiva
- The Kinetix Group
- NASH Net
- Sharecare
- Surfing the NASH Tsunami

VIDEOS

NASH: Are You At Risk?

“NASH: Are You at Risk?” is a **new animated video** created to raise awareness about NASH and its risk factors. The video emphasizes the importance of early detection and aims to inform, empower, and provide a sense of solidarity to viewers, equipping them with knowledge about NASH and encouraging them to take proactive steps for their liver health.



SCAN ME

Pathway to Liver Health

A Conversation with Arizona Liver Health

In this interview, viewers are treated to an engaging visit and discussion featuring Donna R. Cryer, JD, Founder and CEO of Global Liver Institute, and Dr. Naim Alkhouri, CMO of Arizona Liver Health, a member of GLI's Liver Action Network. The focus of their conversation lies in shedding light on the transformative impact of a patient-centered approach in liver healthcare.

The audience joins a journey to discover how Arizona Liver Health has successfully positioned itself as a convenient one-stop shop, simplifying the process of patient navigation. By delving into the strategies, services, and collaborative efforts that have propelled Arizona Liver Health to excel in their mission, viewers gain invaluable insights into the comprehensive care and support provided to patients.



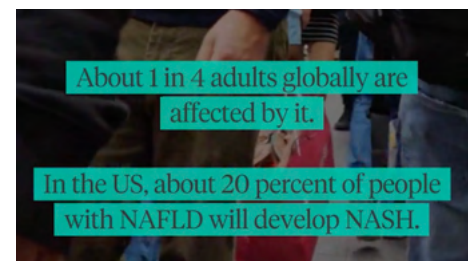
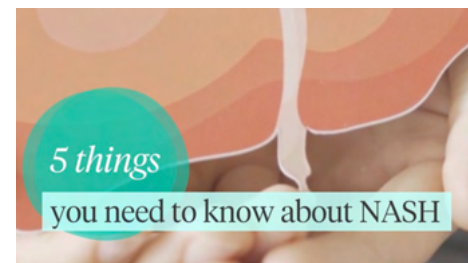
Scan QR code to watch video



SCAN ME

5 Things You Need to Know About NASH

GLI, in collaboration with ShareCare, produced a short video highlighting five key facts an individual should know about NASH in order to raise awareness and encourage early detection and management of the disease.



Stills from “5 Things You Need to Know about NASH”



EDUCATION- AL PANELS

Overview

International NASH Day convenes physicians, advocates, and other experts to share the latest insights on how to prevent, diagnose, and manage fatty liver disease. An informed worldwide community is essential to reduce the global prevalence of fatty liver disease, which can advance dangerously if left undetected and unacknowledged. Thus, on June 8, GLI hosted **3 virtual educational panels** featuring key opinion leaders, clinical, research, and patient experts in liver disease, nutrition, and public health to share actionable ways to support patients already diagnosed with NASH and to seek methods of risk reduction and prevention.

State of NASH

Putting All the Steps in Place

Scan to watch
the panel



Donna R. Cryer, Founder and CEO of Global Liver Institute, hosted a panel discussion with experts in the field on the current state of NASH diagnosis, treatment, and awareness, including the new clinical care guidelines. The panelists addressed tactics to encourage screening among at-risk individuals, the role of non-invasive tests in clinical care, and steps to eliminate barriers to access for NASH patients. They emphasized the need for **equitable care, patient education, diverse representation in clinical trials**, and **collaboration between stakeholders**.

MODERATOR



Donna R. Cryer, JD
Founder & CEO
Global Liver Institute

PANELIST



Stephen Harrison, MD, FACP, FAASLD
Chairman and Co-Founder, Summit Clinical Research
Chairman and Founder, Pinnacle Clinical Research
Visiting Professor of Hepatology
Radcliffe Department of Medicine



Karen Hoyt
Educator, Patient Advocate
Founder, ihelpc LLC



Mazen Nouredin, MD, MHSc
Professor of Medicine & Transplant Hepatologist
Houston Methodist Hospital
Director Houston Research Institute



Jude Oben, BM, BCh(Oxon), PhD, FRCP, FRCPE, AGAF
Consultant, Guy's and St Thomas' Hospital
Associate Professor in Hepatology, University College London

EXPLORING THE IMPACT OF NASH ON HIGH-RISK POPULATIONS

Scan to watch the panel



In this panel, Donna R. Cryer, Founder and CEO of Global Liver Institute, hosted a panel discussion on NASH and its impact on high-risk populations. Experts from around the world shared insights into NASH prevalence, risk factors, and long-term implications in specific communities such as Hispanic and Latino populations, veterans, patients with diabetes, and children. They explored the importance of **early detection**, **healthcare access**, **cultural competency**, and **collaborative efforts to improve outcomes**.

MODERATOR



Donna R. Cryer, JD

Founder & CEO
Global Liver Institute

PANELIST



Diana Mager, PhD, MSc, RD

Professor of Clinical Nutrition
Department of Pediatrics
Alberta Diabetes Institute
University of Oxford, UK



Puneet Puri, MD

Gastroenterologist
Hunter Holmes McGuire Veterans Affairs Medical Center-Richmond



Jorge Emilio Lira Vera, MD

Hepatologist, Gastroenterologist
Head of Liver Clinic
Hospital Central "Dr. Ignacio Morones Prieto"

LEVELING THE PLAYING FIELD

Ensuring Access to NASH Treatments
in Black Communities

Scan to watch
the panel



This guest panel discussion, hosted by the Association of Black Gastroenterologists and Hepatologists (ABGH), educated viewers about access to therapeutics for NASH and NASH-related conditions in Black communities. The panelists, including experts and a patient with NASH, discussed **the burden of NASH in the Black adult population, shared personal experiences, explored the current treatments available, highlighted the underrepresentation of Black patients in clinical trials, and proposed strategies to improve access to care.**

MODERATOR



Donna R. Cryer, JD
Founder & CEO
Global Liver Institute

PANELIST



Rotonya M. Carr, MD, FACP

Associate Professor of Medicine
Cyrus E. Rubin Endowed Chair in Medicine,
Division Head of Gastroenterology,
University of Washington



Victoria Arce

Patient Advocate
Independent Provider for the Mentally Disabled
University of Oxford, UK



Nadege T. Gunn, MD, CPI

Medical Director and President, Impact Research
Institute Adjunct Assistant Professor
Texas A & M School of Medicine



Octavia Pickett-Blakely MD, MHS

Associate Professor of Clinical Medicine
University of Pennsylvania



Julius Wilder, MD, PhD

Assistant Professor
Duke School of Medicine



Rickesha L. Wilson, MD

General and Bariatric Surgeon
Cleveland Clinic

THE GLOBAL PREVALENCE OF NASH FORECASTED TO REACH 1.5 BILLION BY 2030

NIH, 2023



**PREVALENCE OF NAFLD IS
EXPECTED TO REACH 55% BY 2040.**

DIGITAL MEDIA CAMPAIGN

#StepUpForNash

Under the theme of “**#StepUpforNASH**,” a powerful call to action was initiated by GLI to raise awareness about the significance of physical movement and its health benefits in reducing NASH. Through encouraging community involvement, GLI challenged individuals to embrace outdoor activities by walking up a flight of stairs or engaging in incline hikes. By emphasizing the simple act of “stepping up,” this campaign aimed to highlight the positive impact that physical activity can have on NASH prevention and management.

Through this call to action, GLI aimed to inspire individuals to take small yet impactful steps towards a healthier lifestyle, reinforcing the importance of incorporating exercise into daily routines for well-being – especially for individuals affected by NASH.



Finnish Liver and Kidney Association

#NASHDAY analytics

 Instagram

 Facebook

 LinkedIn

Reach **4M**

Impressions **10M**

KEYWORDS:

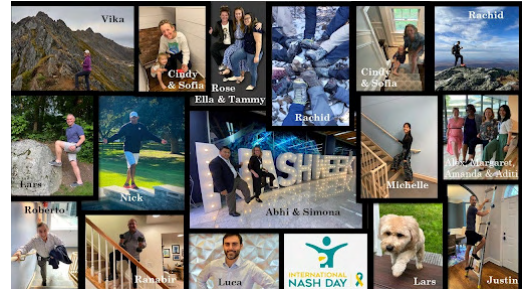
NASH, International, Liver,
Disease, Awareness

Press Release

Text Potential Reach **3.5B**

Full text placements **800**

Headline placements **179**



Social Media Toolkit

To stimulate the circulation of important information and engaging discussions, Global Liver Institute created a digital toolkit for social media available in three languages: **English**, **French**, and **Spanish**.

English



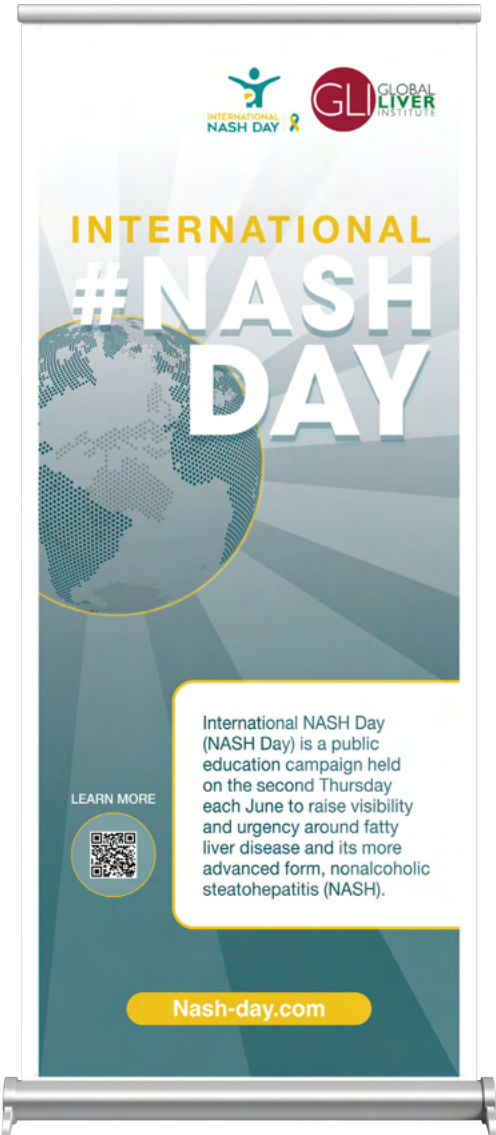
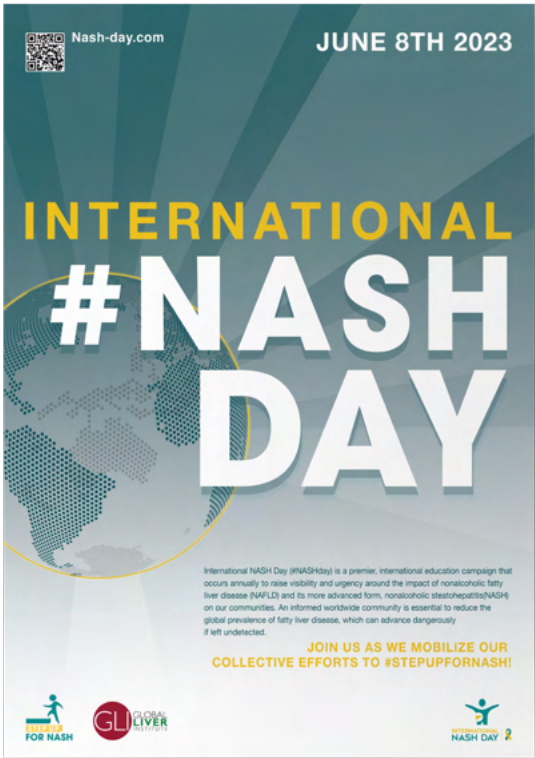
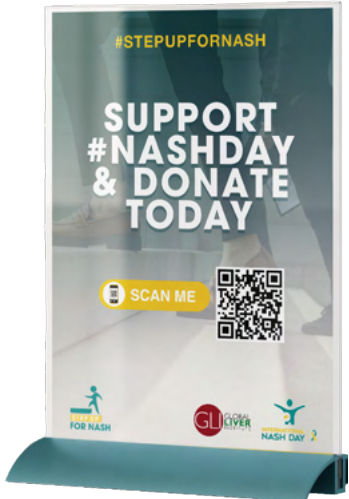
Spanish



French



The toolkit also included a newly designed **table tent**, **poster**, and **roll up banner** that partners could use.



Educational Materials

GLI released a new educational brochure: “Know Your Liver Labs,” a comprehensive resource aimed to increase and promote patient knowledge and expand the use of noninvasive diagnostics. The goal is to recognize and reduce gaps in care by equipping patients with the tools they need to properly interpret lab results and to empower patients to engage in conversations with their healthcare providers and become proactively involved in their own care management.

GLI’s NAFLD/NASH resources are now available in **18 languages**, including the recent additions of **Korean** and **Tagalog**. Given that NAFLD/NASH are progressive, chronic, life-threatening, and global diseases, these brochures serve as valuable tools for patients and stakeholders worldwide.

Resources are available in *Arabic, Chinese, Croatian, English, French, German, Greek, Hebrew, Hindi, Italian, Japanese, Korean, Macedonian, Portuguese, Russian, Spanish, Tagalog, and Turkish.*

NEW RESOURCE ALERT!

KNOW YOUR LIVER LABS

Learn how to read your test results in our latest Know Your Liver Labs resource.

AVAILABLE IN 18 LANGUAGES

STEP UP FOR NASH Nash-day.com

GLI GLOBAL LIVER ALLIANCE

INTERNATIONAL NASH DAY

NASH DAY PARTNER HIGHLIGHTS

Global Liver Institute's Liver Action Network (LAN)



CANADA | Fatty Liver Alliance



Fatty Liver Alliance **organized a series of activities on NASH Day.**

The first event took place in London, Ontario, where a liver health screening day was held, and 29 individuals were assessed.

The second event took place in Montreal, Quebec, where hepatologists, primary care physicians, endocrinologists, and an epidemiologist convened to discuss clinical referral pathways, give presentations, and join engaging discussions.

Additionally, the Fatty Liver Alliance participated in two other educational events, including an episode of GLI LIVE and an online event.



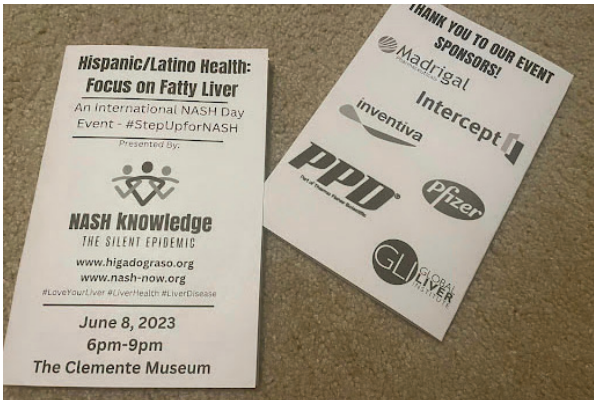
ARIZONA, USA | Arizona Liver Health

The Arizona Liver Health Team **conducted over 120 free liver health screenings** across the state and provided comprehensive patient education at their three liver clinic locations.



PENNSYLVANIA, USA | NASH KNOWledge

NASH KNOWledge **hosted an event** targeted at key opinion leaders and individuals working in the Pittsburgh Hispanic/Latino community held at the Roberto Clemente Museum in Pittsburgh. The event featured a light dinner, informative speakers, and the distribution of educational materials.



TEXAS, USA | Texas Liver Foundation

Texas Liver Foundation **hosted a social media campaign**, publishing engaging posts on various platforms, along with a blog and newsletter, to promote International NASH Day. The content focused on providing a basic understanding of the disease and offering recommendations regarding diet and exercise.



TENNESSEE, USA | MidSouth Liver Alliance

Mid South Liver Alliance **held an invitation-only Liver Update Educational Symposium** in Birmingham, Alabama. The event was exclusively designed for hepatologists, GIs, PCPs, NPs, RNs, and PAs working with liver disease. The program commenced with a 45-minute networking experience, followed by a seated dinner and informative presentations. Dr. Meagan Gray and Dr. Fernando Ovalle from the University of Alabama at Birmingham delivered a talk on NAFLD/NASH, emphasizing the connection between diabetes, nutrition, and the metabolic system.



MID SOUTH LIVER ALLIANCE **LIVER FOCUS**
Updates on NonAlcoholic Fatty Liver Disease and NASH

This program is designed for GIs, PCPs, NPs, PA's and nurses working with liver patients

Tuesday, June 27, 2023
Networking: 5:30 PM – 6:30 PM (Embassy Suites Meeting Room)
Dinner/Program: 6:45 PM – 7:45 PM
Q & A: 7:45 PM – 8:00 PM

RUTH'S CHRIS STEAK HOUSE
Embassy Suites Hotel, 2000 Woodcrest Dr, Birmingham, AL 35209

Limited Seating— Register Early
<https://www.liverfocusupdates.com/registration/>
or click on the QR CODE

Objectives of the meeting

- Review NAFLD disease burden and risk factors.
- Review new screening guidelines for fibrosis in primary care and endocrine practices.
- Review management of cardiovascular risk factors in patients with NAFLD.
- Discuss non-pharmacological options for the treatment of NAFLD.
- Discuss pharmacological options for the treatment of NAFLD.

FEATURING

Meagan Gray, MD
Hepatology, Translational Hepatology Assistant Professor, UAB

Fernando Ovalle, MD

HEERSINK

PARTNER EVENTS

AFRICA

CAMEROON | Value Health Africa

Value Health Africa **organized a two-day event**, educating health workers and conducting free screenings for diabetes, hypertension, and BMI in the Nkwen Health Center and Mendankwe District Hospital. The screenings identified 7 cases of type 2 diabetes, 5 cases of hypertension, and 60 cases of obesity. These efforts aim to reduce the impact of NASH in the community.



KENYA | Christian Community Healthcare Foundation (COHECF)

The Christian Community Healthcare Foundation **conducted a training session for over 100 trainees** from Kenya Medical Training College in Kitale. These trainees regularly interact with patients at Kitale Referral Hospital and District Hospital and so the program aims to enhance their skills and knowledge on how to manage patients with NAFLD and NASH.



CAMEROON | Empower Women Foundation

Empower Women Foundation (EWF) **heightened community awareness about NASH**, stressing the significance of exercise in prevention. Participants, including patients, doctors, sonographers, and public health experts, attended presentations, discussions, and physical activities. They also committed to knowledge-sharing and enhancing NASH management. The event resulted in the creation of the EWF Liver Health Hub, along with plans for a doctor's pocket guide and sonographer training.



SOUTH ASIA

INDIA | Ashirwad Diabetes Care Center

The Ashirwad Diabetes Care Center **hosted 2 events on behalf of NASH day. An education and awareness event**, followed by a health day with NASH screening, diabetes testing, and more. A total of 64 patients were screened, indicating they were all within high risk categories for NAFLD/NASH diagnosis.



INDIA | Community Nutrition Forum & Aster MIMS Hospital

The Community Nutrition Forum **organized a state-level symposium to address NASH** at the Aster MIMS Hospital, to raise awareness, promote education, and foster innovative strategies for its management and prevention. Experts, researchers, and healthcare professionals convened to exchange ideas and discuss evidence-based interventions, with a focus on personalized nutrition and nutrition interventions for NASH, ultimately striving for a healthier future through prevention and early intervention.



BANGLADESH | National Liver Foundation, Bangladesh

The National Liver Foundation of Bangladesh (NLFB) **held an educational program for Medical Students** of the Bangladesh Medical Students Society (BMSS) in Dhaka. They launched a brochure on NAFLD/NASH that was distributed to various medical institutions. Prof. Mohammad Ali, the foundation's Secretary General, delivered the keynote speech and engaged in a question-answer session. Additionally, the foundation organized a BMI scale setup for the public, published a newspaper article, and participated in a televised talk show on NASH Day.



National Liver Foundation of Bangladesh

ব্যসনাল লিভার ফাউন্ডেশন অব বাংলাদেশ



BANGLADESH | Hepatology Society of Dhaka, Bangladesh

The Hepatology Society Dhaka, Bangladesh, **organized various programs to raise public awareness**. They published a poster recommending a suitable diet and exercise plan for Bangladesh, provided training for primary care physicians, and hosted a roundtable discussion on the “Economic burden of fatty liver in Bangladesh,” attended by stakeholders from across the country.



INDIA | JSS Academy of Higher Education & Research (JSS AHER)

JSS Academy of Higher Education & Research **organized a walkathon** to raise awareness about NAFLD and NASH. The event brought together over **300 participants**, including national and international students, community members and faculty.



INDIA | Indian National Association for Study of the Liver (INASL) & Rotary International

INASL and Rotary International collaboratively spearheaded a series of successful initiatives including the deployment of NAFLD/NASH awareness standees with QR Codes for liver health assessment, garnering **69,000 scans**. Additionally, they launched the ROCCO (Rotary Combating Childhood Obesity and Fatty Liver) initiative for combating childhood obesity to screen children in schools, conducted press conferences at 47 locations, held 213 awareness meetings, organized 440 liver testing camps, promoted NASH awareness through a painting competition and featured a special issue in *The Week* magazine to boost community awareness.



OCEANIA

AUSTRALIA | Hepatitis Queensland

Hepatitis Queensland **developed a new suite of patient resources for NAFLD and NASH** in response to requests from healthcare professionals and patients during their Liver Smart clinics. Recognizing the limited availability of patient resources, they collaborated with clinical specialists to address this gap. After undergoing clinical review, the resources launched on International NASH Day.



CENTRAL AND SOUTH AMERICA

ARGENTINA | Asociación Argentina de Nutrición Enteral y Parenteral (AANEP)

AANEP **hosted a webinar** featuring a panel of experts including a hepatologist, clinical diabetologist, and nutritionist. Taking a multidisciplinary approach, the conversation focused on NASH, cirrhosis, transplantation, and HCC conditions in Argentina's medical centers and hospitals.



BRAZIL | Hospital Israelita Albert Einstein

Hospital Israelita Albert Einstein **organized a hybrid event**, blending virtual and in-person discussions. Esteemed nutritionists, nurses, doctors, fellows, and physical trainers contributed their expertise.

To further raise awareness of the disease, the hospital had an active online presence and disseminated NASH-related educational content.



HOSPITAL ISRAELITA
ALBERT EINSTEIN



EUROPE

BELGIUM | European Liver Patients' Association (ELPA)

ELPA **organized the European NASH Summit entitled “Fatty Liver, is this another pandemic? For a healthier future, for our children,”** at the European Parliament. Guest speakers, including representatives from GLI, addressed various perspectives on fatty liver disease, with discussions covering political, scientific, patient, and preventive aspects, underlining the imperative of joint global efforts to combat liver disease.



FINLAND | Finnish Kidney & Liver Association

The Kidney and Liver Association **hosted “Finnish liver week”** to raise awareness about fatty liver disease. The week included educational activities with tailored training for healthcare professionals, in partnership with Tampere University Hospital and other experts. A public lecture on NAFLD/NASH and a panel discussion on the personal impact of liver disease was also organized.



To maximize outreach, the association issued three media releases and leveraged social media throughout the week.



GREECE | Hellenic Liver Patients Association “Prometheus”

The Hellenic Liver Patients Association raised awareness about fatty liver disease and emphasized its prevention through a **robust social media campaign**. Posts included information about NASH, symptom recognition, main risk factors, and preventive measures.



Through targeted advertising, it successfully reached 3,058 individuals.



NETHERLANDS | Nederlandse Leverpatienten Vereniging / Dutch Liver Patients Association

The Dutch Liver Patients Association **led a focused social media campaign** to raise awareness about NAFLD. The campaign highlighted lifestyle improvement tips and preventive measures to combat this condition.



MIDDLE EAST

LEBANON | DiaLeb - National Diabetes Organization

Under the esteemed patronage of H.E. Lebanese Minister of Public Health, Dr. Firas Abiad, DiaLeb, in collaboration with Global Liver Institute, **organized a health day** for NASH Day, followed by a lecture at the American University of Beirut. In partnership with the International Diabetes Federation MENA, Lebanese Medical Students' International Committee, Faculty of Agriculture and Food Sciences, and the Lebanese Order of Dietitians, the event offered 283 blood glucose tests, 40 HbA1c tests, and 67 nutrition consultations and body composition assessments. The lecture featured remarks and presentations from key figures and experts, attracting a diverse audience of >350 individuals including medical students, dietitians, individuals with type 2 diabetes, and the public.



DiaLeb also had 2 interviews on national TV channels, sent out a press release in both English and Arabic and received coverage on multiple news websites.



TÜRKİYE | TASL - Turkish Association for the Study of the Liver

TASL offered free **FibroScan screenings** to the public, aiming to raise awareness about fatty liver disease and enable early diagnosis and effective treatment, not just in Turkey but also in wider regions. TASL also had multiple interviews on national TV channels, they were mentioned in various print media. Leveraging social media, TASL amplified their reach with informative NASH content.



"NASH dünyada Hepatit B ve C'nin önüne geçti"

Prof. Dr. Yusuf Yılmaz, Yağlı Karaciğer Hastalığı (NASH) ile ilgili "Siroza ilerleyebilir, karaciğer kanserine yol açabilir ve ölümlerle sonuçlanabilir. Şeker hastalığınız varsa NASH görüme sıklığı normal bir bireye göre NASH açısından 5 kat

TÜRKİYE | Hepyaşam Association

The Hepyaşam Association held events in Istanbul, featuring a **public meeting** with specialists and families of disabled children, sports activities with a NASH display, informative videos, advocacy efforts, and widespread promotion on social media channels.



NORTH AMERICA

USA | Mayo Clinic

The Mayo Clinic Division of Gastroenterology/Hepatology, under the guidance of Dr. Manal Abdelmalek, **held a media launch, marketing strategies for heightened NAFLD/NASH awareness**, and the **introduction of emerging therapies**. Utilizing various resources such as video education, printed materials, and FibroScan access, they effectively communicated with patients and raised awareness about fatty liver disease. Furthermore, they partnered with diverse interest groups to host the Mayo NASH Symposium.



USA | Richmond VA Medical Center

The Hepatology department at the Richmond VA Medical Center **organized an informative event** addressing the global concern of metabolic-related fatty liver disease. Attendees were educated about the disease, its prevalence, and personal risk factors. Participants had the opportunity to engage with healthcare professionals, discuss diet and exercise, consult with a dietician, and undergo liver scans, all geared towards empowering individuals to take proactive steps for their liver health.



MEXICO | FundHepa

FundHepa **organized a public zumba class** with **87 attendees** to raise awareness about the significance of physical movement in combating NASH.



USA | Impact Research Institute

Impact Research Institute **organized a comprehensive and multifaceted liver health screening event** at their facility, aiming to provide thorough and advanced diagnostic services.



USA | Summit Clinical Research

The team at Summit Clinical Research **led a campaign** to elevate awareness for fatty liver disease. Under the theme of “Kick Some NASH,” they underscored the pivotal significance of clinical research in combating this pressing health challenge.



USA | American Gastroenterological Association



GLI was a part of the American Association of Gastroenterologists Congressional briefing on Capitol Hill, emphasizing the link between obesity and NAFLD/NASH. Representative Brad Wenstrup, DPM, (R-OH) led the event, **advocating for the advancement of the Treat and Reduce Obesity Act (TROA)** to enhance access to obesity care and treatment under Medicare.



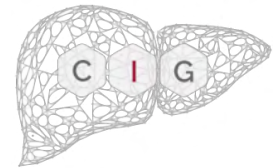
USA | Madrigal Pharmaceuticals

The Madrigal Pharmaceuticals team visited the **iconic “Rocky Steps”** in Philadelphia to #StepUpforNASH, emphasizing the importance of physical activity in NASH reduction.



MEXICO | CIG - Centro de Investigación y Gastroenterología

CIG Mexico's dynamic team **organized a 4K Run** themed **“Reto vs. Hígado Graso,”** aiming to promote physical activity and raise awareness about the role of exercise in combating fatty liver disease and NASH. Additionally, CIG hosted a NAFLD Forum at the House of Mexico House of Congress, led by Lic. Ricardo Monreal and Lic. Emanuel Reyes, gathering 150 attendees including community representatives, physicians, associations, and policymakers dedicated to shaping public policy for fatty liver disease prevention in the country.



MEXICO | Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán (INCMNSZ), Avant Santé and EtCurae

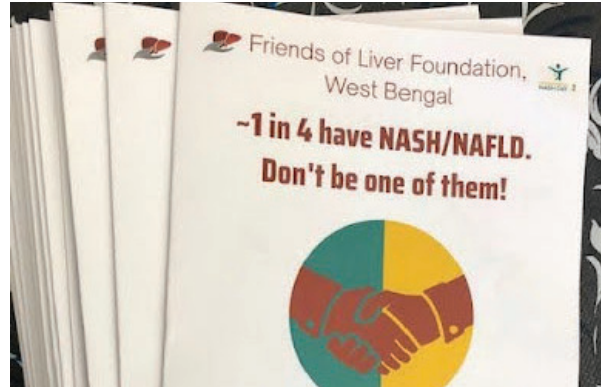
The Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán, in partnership with Avant Santé and EtCurae, **organized a multi-day conference.** Educational panels and presentations, intended for medical professionals, were led by experts from around the world in gastroenterology, hepatology, metabolic health, immunology, and more - focused on fatty liver disease treatment options in Mexico.



INSTITUTO NACIONAL DE
CIENCIAS MÉDICAS
Y NUTRICIÓN
SALVADOR ZUBIRÁN



The Friends of Liver Foundation, West Bengal **created and disseminated NASH informational flyers and bookmarks in public libraries** across prominent locations such as the Bay Area, CA, Dallas, TX, and St. Louis, MO. Their outreach extended to online platforms including LinkedIn, WhatsApp, and email distribution, ensuring a broader and more inclusive audience.



MEXICO | Hospital Central “Dr. Ignacio Morones Prieto”

Hospital Central’s team **organized an educational panel** featuring hepatologists and gastroenterologists from the liver clinic. The discussion revolved around the influence of gut microbiome on NASH, non-invasive diagnostic methods, treatment approaches, and the correlation between alcohol and NASH. The audience included physicians and residents from the Internal Medicine division of the hospital.





2023 SPONSORS

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Platinum



Gold



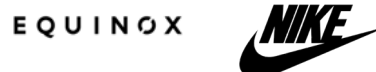
Silver



Bronze



Contributors



APPENDIX

Full List of Partners

Organization	City	State/ Province	Country	Website
Alberta Diabetes Institute	Edmonton	Alberta	Canada	https://www.ualberta.ca/alberta-diabetes/index.html
AASLD - American Association for the Study of Liver Diseases	Alexandria	Virginia	USA	https://www.aasld.org
AGA - American Gastroenterological Association	Bethesda	Maryland	USA	https://gastro.org/
Arizona Liver Health	Chandler, Peoria, Tucson	Arizona	USA	https://www.azliver.com
Ashirwad Diabetes Care Center	Dahanu Road	Maharashtra	India	https://ashirwadclinic.com/
APASL - Asia Pacific Association for the Study of the Liver	Kyoto		Japan	https://www.aanep.org.ar/es/
AANEP - Asociación Argentina de Nutrición Enterado y Parenteral	Buenos Aires		Argentina	https://alehlatam.org/
ALEH - Asociación Latinoamericana para el Estudio del Hígado	Santiago de Chile		Chile	https://www.hepatologia.org.mx
AMH - Mexican Association of Hepatology	Mexico City		Mexico	https://apef.com.pt/
APEF - Associação Portuguesa para Estudo do Fígado	Lisbon		Portugal	https://apef.com.pt/
ABGH - Association of Black Gastroenterologists and Hepatologists	New York	New York	USA	https://blackgastro.org/
AISF - Associazione Italiana Studio del Fegato	Rome		Italy	https://Association of Black Gastroenterologists and Hepatologists/www.webaisf.org/en/homepage-ing/

Organization	City	State/ Province	Country	Website
Aster MIMS Hospital	Kozhikode	Kerala	India	https://www.asterhospitals.in/hospitals/aster-mims-calicut
Avant Sante	San Pedro Garza García	Nuevo León	Mexico	https://www.avantsante.com/
CASL - Canadian Association for the Study of the Liver	Edmonton	Alberta	Canada	https://hepatology.ca/
CLF - Canadian Liver Foundation	Toronto	Ontario	Canada	https://www.liver.ca
Cardiometabolic Health Congress	Boca Raton	Florida	USA	https://www.cardiometabolichealth.org/
Centre Hospitalier de Tourcoing	Tourcoing		France	https://www.ch-tourcoing.fr/
Boehringer Ingelheim	Ingelheim am Rhein		Germany	https://www.boehringer-ingelheim.com/
CIG - Centro de Investigación y Gastroenterología	Mexico City		Mexico	https://www.centrodeinvestigacionygastroenterologia.com.mx
COHECF - Christian Community Healthcare Foundation-Kenya	Kitale		Kenya	https://my.clevelandclinic.org/
Cleveland Clinic	Kitale		Ohio	https://my.clevelandclinic.org/
Community Nutrition Forum	Calicut	Kerala	India	https://www.facebook.com/CommunityNutritionForum/
COLDA 2023- Conference on Liver Disease in Africa	Utrecht		Netherlands	https://academicmedicaleducation.com/col-da-2023
Gastroenterología y Endoscopia Digestiva de Costa Rica			Costa Rica Italy	https://gastroenterologoscr.com/
Deutsche Leberhilfe	Köln		Germany	https://www.leberhilfe.org
DiaLeb - National Diabetes Organization	Jdeideh		Lebanon	https://dialeb.org/
Duke University Medical Center	Durham	North Carolina		https://www.dukehealth.org/
Dutch Liver Patients Association	Hoogland		Netherlands	http://www.leverpatientenvereniging.nl/

Organization	City	State/ Province	Country	Website
Empower Women Foundation			Cameroon	https://www.facebook.com/foundation.empower-women/
EFSL - Empowerment for Sustainable Livelihood	Accra		Ghana	https://www.facebook.com/efslgh
EtCurae	Mexico City		México	https://etcurae.com/
EATAN - European African Treatment Advocates Network			EU	https://www.eatan.eu/
EASL - European Association for the Study of the Liver	Geneva		Switzerland	https://easl.eu/
ELPA - European Liver Patients Association	Brussels		Belgium	https://elpa.eu/
Equinox	Washington	District of Columbia	USA	https://www.equinox.com/
Excel Gastro Care	Kerala		India	https://www.excelgastro-care.com/
Fatty Liver Alliance		Toronto	Canada	https://fattyLiver.ca/
FLF - Fatty Liver Foundation	Boise	Idaho	USA	http://www.fattyLiverfoundation.org/
FNETH - Federación Nacional de Enfermos y Trasplantados Hepáticos	Madrid		Spain	https://fneth.org/
The Finnish Kidney and Liver Association	Helsinki		Finland	https://www.muma.fi/
Fondazione Epatocentro Ticino	Lugano		Switzerland	http://www.epatocentro.ch/en/
FLFWB - Friends of Liver Foundation West Bengal	Dublin		California	https://friendsoflfbw.org/
FundHepa - Fundacion Mexicana para la Salud Hepatica	Mexico City		Mexico	https://fundhepa.org/
Guy's and St. Thomas' Hospital	London		UK	https://www.guysandstthomas.nhs.uk/
Helpa Prometheus (Hellenic Liver Patients Association)	Athens		Greece	https://helpa-prometheus.gr

Organization	City	State/ Province	Country	Website
HHÖ – Plattform Gesunde Leber (Hepatitis Aid Austria)			Austria	https://www.gesundeleber.at/
Hepatitis B Foundation	Doylestown	Pennsylvania	USA	https://www.hepb.org/
Hepatitis B Initiative - DC	Washington	District of Columbia	USA	https://hbi-dc.org/
Hepatitis Queensland	Coorparoo	Queensland	Australia	https://www.hepqld.asn.au/
HSP - Hepatology Society of the Philippines	Quezon City		Philippines	http://hsp.org.ph/
Hepatology Society of Bangladesh	Dhaka		Bangladesh	http://www.hepatologybd.org/
Hepatos (Croatian Society for the Liver Disease)	Split		Croatia	https://hepatos.hr
HEPYAŞAM - Living with Hepatitis Association	Istanbul		Türkiye	http://www.hepatitleyasam.org/
Hospital Central “Dr. Ignacio Morones Prieto”	San Luis Potosí		Mexico	https://www.hospitalcentral.gob.mx/
Hospital Israelita Albert Einstein	São Paulo		Brazil	https://www.einstein.br/en/Pages/Home.aspx
Houston Methodist Hospital	Houston	Texas	USA	houstonmethodist.org
iHelpC	Tulsa	Oklahoma	USA	https://www.ihelpc.com/
Impact Research Institute	Waco	Texas	USA	https://impactresearchtx.com/
INASL - Indian National Association for Study of the Liver	New Delhi		India	https://gastroenterologoscr.com/
INCMNSZ - Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán	Ciudad de México		Mexico	https://www.incmnsz.mx/opencms/ https://dialeb.org/
Intercept	New York	New York	USA	https://www.intercept-pharma.com/homepage-non-usa/
Inventiva			France	https://inventivapharma.com/

Organization	City	State/ Province	Country	Website
The Kinetix Group	New York	New York	USA	https://thekinetixgroup.com/
Liver Health Foundation	Irvine	California	USA	https://www.liverhealth-foundations.org/
LPI - Liver Patients International	Brussels		Belgium	https://liverpatientsinternational.org/who-we-are
LiverNut	Santa Fe		Argentina	https://livenut.com.ar/
Madrigal	West Conshohocken	Pennsylvania	USA	https://www.madrigalpharma.com/
Mayo Clinic	Rochester	Minnesota	USA	https://www.alignable.com/nashville-tn/mid-south-liver-alliance
Merck	Lebanon	New Jersey	USA	https://www.merck.com/
Mid-South Liver Alliance	Nashville	Tennessee	USA	https://www.alignable.com/nashville-tn/mid-south-liver-alliance
NASH 24x7 Initiative			India	https://www.nash24x7.com/
NASH KNOWledge	Pittsburgh	Tennessee	USA	https://www.nash-now.org
NASH Net			USA	https://nashnetwork.org/
National Liver Foundation of Bangladesh	Dhaka		Bangladesh	https://www.liver.org.bd/
Nike	Beaverton	Oregon	USA	https://www.nike.com/
NASPGHAN - North American Society for Pediatric Gastroenterology, Hepatology and Nutrition	Ambler	Pennsylvania	USA	https://naspghan.org/
Northeast Ohio Liver Alliance		Ohio	USA	
Novo Nordisk			USA	https://www.novonordisk-us.com/
Nutristyle			USA	https://nutristyle.com/

Organization	City	State/ Province	Country	Website
PBC Foundation	Edinburgh		United Kingdom	https://www.pbcfoundation.org.uk
Penn State	State College	Pennsylvania	USA	https://www.psu.edu/
Pinnacle Clinical Research	San Antonio	Texas	USA	https://www.pinnacle-research.com/
Rare Disease Uganda	Soroti		Uganda	https://www.ehlers-danlos.com/affiliate-and-support-group/rare-diseases-uganda-rdu/
Regeneron Pharmaceuticals			USA	https://www.regeneron.com/
Resonance Health			Australia	https://www.resonance-health.com/
Sharecare	Atlanta	Georgia	USA	https://www.sharecare.com/
SAHE - Sociedad Argentina de Hepatología	Buenos Aires		Argentina	https://www.aaeeh.org.ar/es/
SBH - Sociedade Brasileira de Hepatologia	São Paulo		Brazil	https://sbhepatologia.org.br/
			USA	houstonmethodist.org
Sociedad Cubana de Gastroenterología	Havana		Cuba	https://especialidades.sld.cu/gastroenterologia/
SAHGEED - Société Algérienne d'Hépatologie Gastro-Entérologie et d'Endoscopie Digestive (Algerian Society of Hepato Gastro-Enterology and Digestive Endoscopy)			Algeria	https://www.facebook.com/SAHGEED
SOLDA - Society on Liver Disease in Africa	Utrecht		Netherlands	https://www.solda-society.org/
South Texas Research	Edinburg	Texas	USA	https://southtexas-researchinstitute.com/
Sri Lanka Society of Gastroenterology	Colombo		Sri Lanka	https://slsg.lk/

Organization	City	State/ Province	Country	Website
Stanford Center for Continuing Medical Education	Stanford	California	USA	https://med.stanford.edu/cme.html
Sultan Bin Abdulaziz Humanitarian City	Riyadh		Saudi Arabia	https://sbahc.org.sa/
Summit Clinical Research	San Antonio	Texas	USA	https://summitclinicalresearch.com/
Surfing NASH			USA	https://surfingnash.com/
Terns Pharmaceutical	Foster City	California	USA	https://www.ternspharma.com/
Texas A&M School of Medicine	Bryan	Texas	USA	https://medicine.tamu.edu/index.html
Texas Liver Foundation	Houston	Texas	USA	https://www.texasliverfoundation.org/
Türk Karaciğer Vakfı (Turkish Liver Foundation)	Istanbul		Türkiye	http://www.tkcv.org/
TASL - Turkish Association for the Study of the Liver	Istanbul		Türkiye	https://www.tkad.org.tr/invitation
UEG - United European Gastroenterology	Vienna		Austria	https://ueg.eu
University College London	London		United Kingdom	https://www.ucl.ac.uk/
University of Alberta		Alberta	Canada	https://www.ualberta.ca/index.html
University of Cincinnati Hospital;	Cincinnati	Ohio	USA	https://www.uchealth.com/en/locations/uc-medical-center
University of Oxford	Oxford		UK	https://www.ox.ac.uk/
University of Pennsylvania	Philadelphia	Pennsylvania	USA	https://www.upenn.edu/
University of Washington School of Medicine	Seattle	Washington	USA	https://www.uwmedicine.org/school-of-medicine

Organization	City	State/ Province	Country	Website
VA Richmond Healthcare	Richmond	Richmond	USA	https://www.va.gov/richmond-health-care/
Value Health Africa	Buea		Cameroon	http://www.valuehealthafrica.org/
WGO - World Gastroenterology Organisation		Wisconsin	USA	https://www.worldgastroenterology.org/
World Obesity Federation			UK	https://www.worldobesity.org/
WPA - World Patients Alliance	Washington	DC	USA	https://www.worldpatientsalliance.org/
Zydus Lifesciences	Ahmedabad	Gujarat	India	https://zyduscadila.com/



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A photograph of a doctor in a white lab coat holding the hand of an elderly patient. Both are smiling and looking at each other. The image is overlaid with a teal color filter. The text "IT ALL STARTS WITH A PATIENT" is centered in white, bold, uppercase letters.

**IT ALL STARTS
WITH A PATIENT**

