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## 2024 Global Fatty Liver Day

Organization Name:	Global Liver Institute
Organization Address:	4323 Westover Place NW Washington, DC 20016
Organization ID:	46-4687212
Nonprofit Status:	501(c)3 charitable organization; 170(B)1(a)vi
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### Background

Global Fatty Liver Day, *formerly known as International NASH Day*, is a dynamic public education campaign, celebrated on the second Thursday every June, to elevate awareness about the urgency of fatty liver disease. Affecting a staggering 115 million individuals globally, this concealed epidemic is estimated to impact 357 million people by 2030. This year, Global Fatty Liver Day will be celebrated on June 13, 2024.

Fatty liver disease often goes undetected and underreported due to subtle symptoms. It serves as a major risk factor for concurrent conditions, with over 70% of patients living with obesity, up to 75% having type 2 diabetes, and 20-80% experiencing hyperlipidemia. Left unchecked, it may progress to cirrhosis, liver cancer, and necessitate liver transplant.

Inaugurated on June 12, 2018, the International NASH Day aimed to raise awareness and promote preventive measures against NASH. Led by GLI, #NASHday 2023, celebrated on June 15, engaged over 100 partners across 55 countries and garnered endorsements from 31 international societies. This event featured liver health screenings, briefings, media outreach, and global social media campaigns.

Now entering its seventh year, we invite you to stand with patients, advocate for early detection, and passionately champion the movement. We ask you to **Act Now, Screen Today.**

## “Act Now, Screen Today”

As fatty liver disease silently affects [millions worldwide](#), despite its prevalence, many remain [unaware of their condition](#), leading to missed opportunities for early intervention and prevention. Studies highlight a [concerning gap](#) in identifying patients within the healthcare system who may have fatty liver disease unknowingly. Concurrent health conditions like obesity, type 2 diabetes, and metabolic syndrome elevate the risk, emphasizing the need for targeted screening efforts. By promoting screening and early detection, we raise awareness and empower individuals to prioritize their liver health, preventing complications like cirrhosis and liver cancer. Early identification enables timely intervention and appropriate management, potentially reducing the need for liver transplants in the future.

### Target Audience Groups & Calls to Action

Academia/Healthcare: Researchers, clinicians, healthcare professionals.

Share knowledge and expertise to boost screening initiatives by identifying at-risk patients, contributing to early detection and better management of liver diseases.

Industry Partners: Corporations, businesses, industry leaders.

Support the advancement of liver health initiatives, driving innovation, research, and awareness in the field of liver diseases.

Nonprofit organizations, community groups, advocacy groups.

Elevate community awareness about liver health, making a meaningful impact on public health outcomes through events and awareness campaigns.

Patients & Caregivers: Individuals living with liver diseases, caregivers.

Take charge of well-being by being proactive and staying informed about liver health, accessing educational resources and advocating for better care.

Regulatory agencies, Government agencies, regulatory bodies.

Prioritize affordable access, streamline approval processes, enhance transparency, and support research in liver health to ensure equitable treatment for all patients.

### Goals & Objectives

1. **Increase Liver Health Screening:** Emphasize the importance of prevention, early screening/diagnosis, availability of noninvasive diagnostics, and connection to care.
2. **Mobilize Global Advocacy and Grassroots Efforts:** Raise public awareness and understanding of fatty liver disease and empower individuals and communities to screen today, act now!
3. **Enhance Public Education and Access:** Develop and share educational materials for public understanding and ensure easy access to reliable resources, support networks, and healthcare professionals.

4. **Strengthen Healthcare Provider Knowledge:** Collaborate with healthcare professionals to enhance their knowledge and understanding of fatty liver disease, fostering improved patient care.
5. **Promote Research and Innovation:** Encourage and support research initiatives to advance the understanding, prevention, and treatment of fatty liver disease.

## Global Fatty Liver Day Elements

### “Global State of Fatty Liver Disease” Panel

*Available to view on June 13, 2024*

GLI is set to host an illuminating panel discussion addressing the Global State of Fatty Liver Disease. Designed with the intention of drawing diverse audiences from various time zones, this panel aims to offer immediate and convenient access to individuals keenly focused on pivotal aspects and the latest developments concerning fatty liver disease in both adults and the pediatric population. Join us as we bring together experts to shed light on the current landscape of fatty liver disease on a global scale, fostering insightful discussions, cultivating awareness, and identifying gaps and actionable solutions.

### “Fatty Liver Disease: Am I at Risk?” Animated Video

*Available to view in March 2024*

Revamped and refreshed for clarity and inclusivity, our updated animated video will seamlessly transition from fatty liver disease terminology to a nomenclature-neutral approach. This enhanced presentation will effectively convey information about fatty liver disease, ensuring a more accessible and inclusive understanding for all audiences.

As we gear up for Global Fatty Liver Day, we are actively exploring additional opportunities to expand our video content collection. GLI welcomes new and creative collaborations that align with our mission. If you have innovative ideas or resources to contribute to our video library, we invite you to join us in creating impactful content for the global fatty liver community.

### Worldwide GLI Grassroots Partner Events

This year, GLI proudly supports Global Fatty Liver Day partners worldwide, facilitating grassroots efforts that uniquely raise awareness and promote treatment options for fatty liver disease in diverse communities. Partner organizations, including nonprofits, NGOs, academic centers, and medical centers, can choose one or more campaign types, each accompanied by a resource toolkit tailored to the specific campaign.

### Liver Health Screening Event

- Conduct comprehensive health screenings, including imaging, blood-based tests, etc.
- Utilize health questionnaires to identify risk factors and guide preventive measures.

### Educational Event

- Host a public education event focused on fatty liver disease awareness.

- Provide resources and raise awareness about prevention, symptoms, and available treatments.

### **Physical Fitness Activity**

- Organize a physical fitness activity promoting a healthier lifestyle, highlighting its importance in fatty liver disease reduction.
- Incorporate exercise routines, wellness challenges, or community fitness events to encourage liver health.

### **Communications and Digital Media Campaign**

In the exciting buildup to #fatty liver day 2024, GLI is set to embark on an engaging series of announcements and promotional activities:

- Save the Date Teasers: Building anticipation with captivating save-the-date teasers.
- Email Blasts: Sending out two email blasts—one featuring a media release, and another on the day of the event, guiding people on how to actively participate.
- Press Release: Crafting a compelling press release, disseminated on Newswire and prominently placed on the GLI and Global Fatty Liver Day websites for widespread visibility.
- #fatty liver day Social Media Toolkit: Providing a vibrant Social Media Toolkit, complete with visually striking graphics to promote #fatty liver day. Available in English, French, and Spanish.
- GLI LIVE Episodes: In the lead up to Global Fatty Liver Day, we will unveil two engaging GLI LIVE episodes, bringing insightful discussions to our audience.
  - GFLD Partners Around the World
  - Title TBD
- E-Commerce Platform Enhancement: Updating merchandise options with a fresh new logo on GLI's E-Commerce platform.

### **Multilingual Educational Resources**

GLI is creating NEW patient resources accessible online for partners. Recognizing the progressive and global nature of fatty liver disease, GLI's current library of resources are designed to reach patients and stakeholders worldwide, providing vital information in 18 languages, including Arabic, Chinese (Mandarin), Croatian, English, French, German, Greek, Hebrew, Hindi, Italian, Japanese, Macedonian, Portuguese, Russian, Spanish, Turkish, Korean, and Tagalog.

- **PATIENT RESOURCE: Living with Fatty Liver Disease: A Patient's Journey**  
A thorough guide outlining the patient journey for individuals navigating fatty liver disease, encompassing every stage from discovery and diagnosis to daily care and late stages. Explore the firsthand experiences, challenges, and coping strategies of those living with fatty liver disease.

2024 Endorsers (As of 03/20/24)



## Addendum 1: Benefits & Sponsorship Prospectus



# 2024 GLOBAL FATTY LIVER DAY SPONSORSHIP

### BURGUNDY

\$100,000

Become a trailblazer in liver health advocacy with our premier Burgundy sponsorship, enjoying all the benefits of Silver and Gold levels + unparalleled opportunities:

- Quote Opportunity in Global Press Release: Elevate your brand to new heights with a featured quote in our globally distributed press release, reaching an estimated 4 billion individuals.
- Topic-Appropriate, Company-Recommended Speaker Considered as Part of Global Fatty Liver Day Panels: Position your brand at the forefront of discussions by recommending a speaker for our esteemed Global Fatty Liver Day panels, securing a seat among industry leaders.

### GOLD

\$60,000

Build on your impact with the Gold sponsorship level, offering all the benefits of the Silver level + exclusive advantages:

- Opportunity to Provide Patient Education Resources: Showcase your dedication to community well-being by offering educational materials, creating a lasting impact on patient communities globally.
- Corporate GFLD Toolkit: Arm your team with a specialized toolkit, providing resources to leverage the Global Fatty Liver Day campaign for enhanced brand visibility
- Innovative Solutions Collaboration: Partner with GLI to develop forward-thinking solutions for advancing liver health. *Example:* Thought Leadership Webinars: Host impactful webinars, positioning your brand as a leader in liver health discussions.

### SILVER

\$30,000

Elevate your brand to new heights by supporting Global Fatty Liver Day. Your sponsorship not only supports a crucial cause but also opens the door to an array of exclusive benefits:

- GFLD Webpage Recognition: Your company logo and website link prominently featured on the official Global Fatty Liver Day webpage, showcasing your commitment to this critical health cause.
- Feature in the 2024 Global Fatty Liver Day Report: Cement your legacy by securing recognition in our comprehensive 2024 report, documenting the collective impact of sponsors and participants in advancing liver health globally.

## Addendum 2: Campaign Budget

Campaign Element	Cost
Strategic Planning and Project Management	25,000
Technology and Platform Support	
- Virtual event recording platform	6,000
- Streaming services and software	5,000
Educational Resource Development	
- Research and Development: Patient & Caregiver Resources	10,000
- Research and Development: Medical Provider Resources	12,000
- Content Design - Informational Animation Video	5,000
- Content Design - New Educational Resources	12,000
- Resource translations	36,000
Technology Infrastructure & Integration	8,000
Community Engagement & Capacity Building	
- Liver Action Network Support	24,000
- Community (liver health) screening events	55,000
- Mapping of partner locations & recruitment efforts	25,000
- Customized partner event support	30,000
Outreach & Dissemination	
- Printing and fulfillment	6,500
- Digital Media Advertising platforms and management	7,500
- Post-event survey platform	1,000
<b>TOTAL CAMPAIGN BUDGET</b>	<b>\$313,000</b>