

## 2024 #October's4Livers Campaign

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Organization ID: 46-4687212  
Nonprofit Status: 501(c)3 charitable organization; 170(B)1(a)vi  
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### Background

Liver cancer is the third deadliest cancer and sixth most common cancer in the world, stripping away 700,000 lives per year. The accumulation of insufficient screening protocols, lack of apparent symptoms, and structural barriers results in poor prognosis with only 43% of liver cancer cases being diagnosed when the disease is still confined to the liver – the point at which the greatest chance of curative treatment exists. In the United States, the five-year survival rate for liver cancer is 21% – much lower than that of breast, prostate, and thyroid cancers, each reaching a five-year survival rate of at least 91%. Globally, liver cancer survival rates remain insufficient; despite being one of the leading countries in liver cancer survival outcomes, South Korea's 5-year survival rate remains at only 34.6%. The previously mentioned gaps, and conditions that drive such harrowing prognoses of liver cancer, indicate the urgency of GLI to maximize its global footprint in improving the lives of patients and families impacted by liver cancer, while continuously advocating for liver health to take its proper place in the global public health agenda.

Social and structural barriers, such as lack of access to health insurance, healthcare specialists, and transportation, as well as institutional racism, sexual orientation discrimination, and implicit biases have placed certain individuals at greater risk of developing liver cancer. These individuals – ranging from people of color to immigrants/migrants and from rural residents to those of lower socioeconomic

status – are often associated with underserved communities. For instance, home to the largest Somali population in Minnesota, Olmsted County's Somali community is 5.44 times more likely to develop liver cancer compared to its non-Somali population. While the rate of new liver cancer cases in urban areas of the United States has been stabilizing or declining since 2013, the rate of new liver cancer cases in rural areas has been rising by 5.7% annually – reflecting a dire need to address determinants contributing to these inequities. The inequities in the liver cancer landscape across diverse populations in the United

States and around the world symbolize the urgency to push for policy actions, increase liver cancer awareness, and improve the patient experience with a core mission to advance health equity, bridge communities, push for advocacy, and support innovation. This is the driving force behind GLI's #OctoberIs4Livers campaign, the first and only global program dedicated to public awareness, policy, and clinical practice to prevent and manage liver cancers, as GLI is committed to paving a path towards a more equitable future in liver health.

### **Target Audience**

In GLI's 2024 #OctoberIs4Livers Campaign, the primary focus revolves around "Serving the Underserved." Throughout October, our targeted outreach will be directed towards patients and caregivers within immigrant, refugee, indigenous, aboriginal, rural, and veteran populations. The campaign also aims to establish a meaningful connection with healthcare providers who serve these communities, fostering awareness regarding inequalities and biases that hinder equitable access to liver cancer and liver disease care. By engaging both the affected individuals and the healthcare providers who work closely with these demographics, we strive to address and rectify disparities, promoting a more inclusive approach to liver health.

### **Goals & Objectives**

1. **Increase Liver Cancer Awareness:** A series of roundtable discussions will dissect the barriers impeding the prevention and early detection of liver cancer, with a dedicated focus on addressing care hindrances. These discussions will address the critical significance of prevention, screening, and early diagnosis in combating liver cancer.
2. **Enhance Public Education:** Develop educational resources tailored to our community, addressing hepatocellular carcinoma, cholangiocarcinoma, and liver cancer specifically within the LGBTQI+ demographic.
3. **Expand Global Advocacy:** Collaborate with healthcare professionals and advocates on a global scale to organize Global Open House events. These localized educational initiatives aim to enhance public awareness and comprehension of liver diseases and liver cancer within diverse communities worldwide.

### **#OctoberIs4Livers Elements**

#### Liver Cancer Lessons and GLI LIVE

Liver Cancer Lessons and GLI LIVE will bring guest speakers of diverse disciplines and communities to share their perspectives, experiences, and expertise across the liver cancer continuum. These activities aim to draw global awareness of liver cancer by increasing the discourse on a range of liver cancer components that are impacting underserved communities around the world.

#### Advocacy

The beginning of #OctoberIs4Livers will coincide with GLI's Advanced Advocacy Academy (A3), which serves as a platform for patients and caregivers to share their stories and perspectives. In collaboration with advocacy organizations, GLI's A3 will feature a multitude of advocacy activities, including a congressional briefing and Hill Day.

### Global Open House

Launched during GLI's 2022 #OctoberIs4Livers campaign, the Global Open House will aim to increase liver health awareness and reduce stigma of liver diseases by collaborating with hospitals and organizations around the globe. Each year, participating sites open their doors to the community to foster a community-based learning experience that features focus-group discussions, Q&A sessions, presentations delivered by experts, and hospital/clinic tours. The remarkable success during the first two years of this initiative foreshadows the potential impact of its continuation. In 2024, GLI looks forward to collaborations with its returning medical sites while inviting new sites to connect diverse communities around the world through this educational and interactive experience.

### Health Equity Initiatives

Considering the disproportionate rates of liver cancer in the United States and globally, interventions to curb the rising burden of liver cancer should stem from existing knowledge about prevention, early detection, and treatment. With GLI's continuous effort to advance health equity, it is crucial to ensure that initiatives aiming to advance health equity will not be forgotten and will remain integral to the #OctoberIs4Livers campaign. Transforming the lessons learned from Liver Cancer Lessons of previous years, in 2024, GLI will:

- Collaborate with APID/A community organizations and Global Organizations to launch/expand GLI involvement at community events
- Create flyers that promote LGBTQIA+ inclusivity for health professionals to feature in their offices
- Produce material that support the inclusion of veterans with liver cancers in VA services
- Develop educational material focused on secondary liver cancer and treatment options
- Maximize the number of hospitals that predominantly serve under-resourced communities as participating sites for the Global Open House initiative

### Digital Media & Communications

With a sizeable following across popular social media platforms, GLI will leverage the power of social media to raise awareness of liver cancers by engaging in a global and ongoing dialogue on Facebook, Instagram, Youtube, and LinkedIn. The exponential amplification of our educational awareness information and materials will enhance the rapport across diverse populations, which will set the stage for global engagement to mobilize the liver cancer community towards equity.

## Addendum 1: Benefits & Sponsorship



# 2024 #OCTOBERIS4LIVERS SPONSORSHIP

### BURGUNDY

**\$125,000**

- All Gold benefits +
- Ability to include a quote in #OctoberIs4Livers press release
- Heightened recognition as a principal contributor across digital media platforms
- Ability to suggest Global Open House sites

### GOLD

**\$75,000**

- All Silver level benefits +
- Ability to recommend speakers for weekly health equity roundtables
- Receive regular #OctoberIs4Livers campaign updates

### SILVER

**\$50,000**

- All Bronze level benefits +
- Ability to recommend #OctoberIs4Livers campaign elements
- Ability to recommend a language translation for liver cancer resources

### BRONZE

**\$30,000**

- Highlight sponsorship support on the dedicated #OctoberIs4Livers webpage
- Acknowledgment of sponsorship support across our social media platforms
- Recognition of support at sponsorship level on campaign report

## Addendum 2: Campaign Budget

Campaign Element	Cost
Communications & Digital Media Campaign	
- Content Development	\$32,685
- Media Partnerships	\$16,800
- Social Media, Content Development, and Promotional Outreach	\$41,200
- Press Release and Announcement	\$14,400
- Technology and Online Infrastructure	\$18,600
#OctoberIs4Livers Social Media Toolkit	
- Content Development	\$29,085
- Marketing & Promotion	\$14,400
- Partner Engagement and Coordination	\$14,400
- Technology and Online Infrastructure	\$18,600
Educational Resources & Materials	
- Project Coordination	\$40,200
- Content Development and Expert Review	\$36,285
- Program delivery	\$19,600
- Technology and Online Infrastructure	\$18,600
GLI Liver Cancers Webpages	
- Content Management	\$20,400
- Technology and Online Infrastructure	\$18,600
Liver Action Network	
- Project Coordination	\$31,200
- Engagement, Content Development, and Promotion	\$20,285
Grassroot Action Network	
- Project Coordination	\$20,100
- Engagement, Content Development, and Promotion	\$23,485
Global Open House Initiative	

- Project Coordination & Promotion	\$40,900
- Technology and Online Infrastructure	\$18,600
Liver Cancer Policy Briefing	
- Project Coordination	\$41,000
- Content Development & Promotion	\$40,285
- Technology and Online Infrastructure	\$18,600
Translation Services of Patient Education Materials	
- Content Development	\$23,690
<b>TOTAL YEARLY BUDGET</b>	<b>\$632,000</b>