

GLOBAL FATTY LIVER DAY

2024 AT A GLANCE



ACT NOW
SCREEN TODAY



Campaign Summary:

On June 13, Global Liver Institute, supported by partners, endorsers, and sponsors worldwide, hosted Global Fatty Liver Day, formerly known as *International NASH Day*. From striking conversations about the Global State of Fatty Liver Disease to liver screening events globally, the 2024 campaign was a resounding success. Under the theme “Act Now, Screen Today,” this annual public education campaign, observed on the second Thursday of June, heightened awareness of fatty liver disease and mobilized global partners to prioritize early screening and detection for at-risk individuals.

Who Participated?

32 Worldwide scientific societies and international organizations provided their endorsement.

3% SINCE 2023



GLI in the News

Achieved a total potential reach of **3.9 BILLION** with 1,300 headline placements

42% SINCE 2023

62 Countries Participated

13% SINCE 2023

WHAT DID THEY DO?

90+ Community Events **20+** Liver Health Screening Events

- Hosted health fairs and rallies
- Conducted ‘door-to-door’ campaigns
- Operated mobile screening clinics
- Held educational symposiums on:
 - Risk factors and prevention
 - Nutrition and physical activity
- Made media appearances
- Participated in our social media campaign
- And more!

OVER 120 PARTNERS

15% SINCE 2023



- GLI Ambassadors
- Hospitals and Medical Centers
- Industry Stakeholders
- Liver Action Network Members
- Nonprofits/Non-Governmental Organizations
- Universities and Academic Institutions



NASH kNOWedge, USA



Value Health Africa, Cameroon



Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán (INCMNSZ), Mexico



GLI Ambassador, Nigeria



DiaLeb - the National Diabetes Organization, Lebanon



Hepatology Society of Dhaka, Bangladesh

Keynote Event at the Embassy of Denmark in Washington, D.C.

GLI and H.E. Jesper Møller Sørensen, Ambassador of Denmark to the United States, co-hosted an event at the Ambassador’s Residence on Global Fatty Liver Day entitled “Obesity and the Future of Liver Health.” GLI’s Donna R. Cryer, JD, and Jeff McIntyre as well as esteemed experts contributed their insights and offered a comprehensive overview of critical issues surrounding obesity and liver health. Their discussion touched on prevention strategies, advancements in medication, the impact of food systems and the built environment, the intertwined health crises and interdisciplinary, international solutions.



Janese Laster, M.D.
Founder, Gut Theory Total Digestive Care
Washington, DC



Mette Munk Lauridsen, Ph.D., M.D.
Department of Gastroenterology and Hepatology
Hospital of Southwest Jutland
Esbjerg, Denmark



William Dietz, MD, PhD
Director, Sumner M. Redstone Global Center for Prevention and Wellness
Milken Institute School of Public Health
The George Washington University
Washington, D.C.



Jennifer Fassbender
Director, Social Determinants of Health Programs
Reinvestment Fund
Philadelphia, PA

Provider Educational Resources

A significant addition to our campaign was the introduction of provider educational resources. These resources highlight our commitment to not only public health education, but also to expanding our reach and enhancing the knowledge of healthcare professionals who work with liver patients. This approach promotes early detection and intervention and ensures comprehensive care.

- “Endocrinologists and PCPs: The Frontline Defense Against Cirrhosis in Patients with Type 2 Diabetes”
- “Build Your Own Case Study | Redefining MASLD/ MASH Care: Personalized Strategies for Assessment, Diagnosis, and Management.”

3 Weeks Post-Launch:

1,200+ participants **55%** Primary Care Providers **34%** Endocrinologists

Sponsors

Burgundy



Gold



Silver

