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.

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.

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.”

GLI in the News
Achieved a total potential reach of 3.9 BILLION with 1,300 headline placements

>1M #FattyLiverDay social media impressions across Facebook, Instagram, and LinkedIn

62 Countries Participated
13% SINCE 2023

32 Worldwide scientific societies and international organizations provided their endorsement.
3% 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!

3 Weeks Post-Launch:
1,200+ participants
Primary Care Providers 55%
Endocrinologists 34%

Sponsors
Burgundy

Gold
Madrigal
Boehringer Ingelheim
REGENERON

Silver
GSK
sanofi

Countries Participated

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

15% SINCE 2023

OVER 120 PARTNERS

11% SINCE 2023

WHO PARTICIPATED?

3% SINCE 2023

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

3% SINCE 2023

Value Health Africa, Cameroon

GLI Ambassador, Algeria

Hepatology Society of Dhaka, Bangladesh

Dilabo - the National Diabetes Organization, Lebanon

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

NASH KNOWledge, USA