

# OCTOBERIS4LIVERS 2024 AT A GLANCE



## CAMPAIGN SUMMARY

This year's #OctoberIs4Livers campaign raised awareness about liver cancer prevention, treatment, and survivorship through expert discussions and partnerships worldwide under the theme of *Addressing Disparities in Liver Cancer Care*. Throughout the campaign, we collaborated with health organizations serving under-resourced communities disproportionately affected by liver cancer. By adding new translations to our Liver Cancer Lessons educational resources, GLI enhanced health literacy on chronic liver diseases and liver cancer.

### KEY NUMBERS:

**HALF A MILLION +**  
SOCIAL MEDIA IMPRESSIONS

**9** GLOBAL OPEN HOUSE EVENTS  
In 7 countries

**4** GLI LIVE EPISODES  
Discussing health inequities, imaging advancements, and HCC screening

**POLICY BRIEFING**  
ON LIVER CANCER  
Including calls to action for audience engagement and advocacy

**2 NEW LANGUAGES**  
VIETNAMESE & JAPANESE  
Added to the Liver Cancer resources

**3** HEALTH EQUITY ROUNDTABLES  
Discussing rural communities, American and Canadian Indigenous populations, and U.S. Veterans

### GLI IN THE MEDIA

Press release total potential reach

**3.745 BILLION**  
748 FULL-TEXT PLACEMENTS

Larry R Holden, GLI CEO

INTERVIEW WITH  
**TOUCH MEDICAL MEDIA**

Sarah Manes, GLI Liver Cancers Program Director

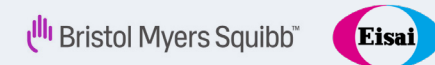
INTERVIEWED ON  
**SICK & GOOD PODCAST**

### SPONSORS

BURGUNDY



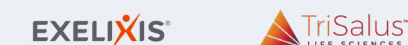
SILVER



BRONZE



CONTRIBUTORS



## GLOBAL OPEN HOUSE EVENTS

Our Global Open House events, launched in October 2022, empower doctors, researchers, and community organizations worldwide to educate local communities about liver diseases, cancer, screening, and treatments through customizable events. Since its initiation, the Global Open House participation has grown from 3 sites in 2022 to 7 sites this year, demonstrating the ongoing and expanding impact partners have within their communities.



**1** EMPOWER WOMEN FOUNDATION  
LIMBE, CAMEROON

**3** ALL INDIA INSTITUTE OF MEDICAL SCIENCES, KALINGA GASTROENTEROLOGY FOUNDATION  
BHUBANESWAR, INDIA

**2** HOSPITAL CLINIC I PROVINCIAL DE BARCELONA  
BARCELONA, SPAIN

**4** KINDAI UNIVERSITY  
HIGASHI-OSAKA, OSAKA, JAPAN



**5** NATIONAL GI AND LIVER DISEASE CENTER, EDWARD FRANCIS SMALL TEACHING HOSPITAL  
BANJUL, THE GAMBIA

**SOMALI HEALTH ADVISORY COMMITTEE (SHAC)**  
MINNESOTA, USA



**7** INSTITUTE OF GASTROENTEROLOGY AND HEPATOLOGY, HOANG LONG CLINIC  
HANOI, VIETNAM

