



#OctoberIs4Livers

#OCTOBERIS4LIVERS

2024 SUMMARY REPORT

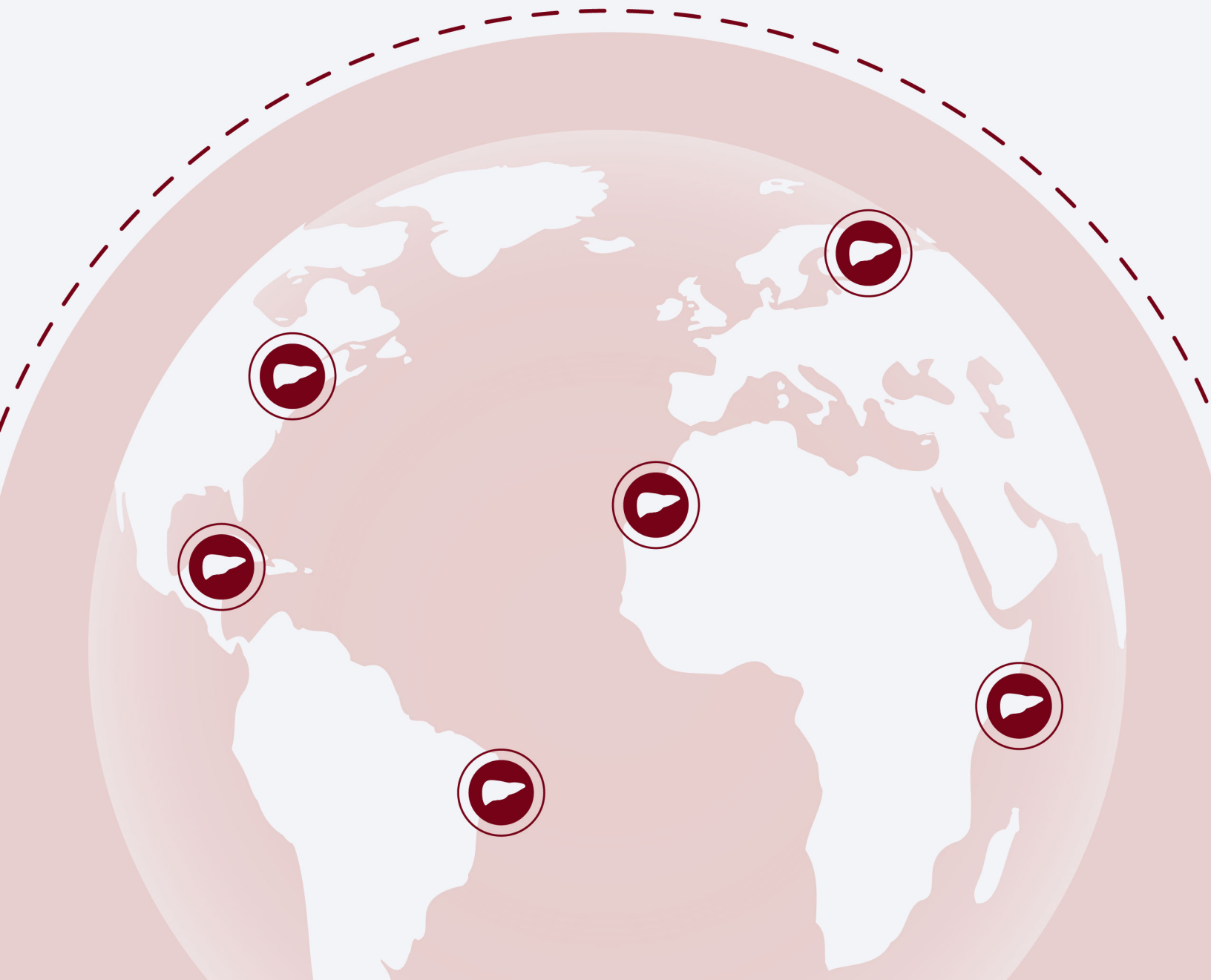




TABLE OF CONTENTS

2 2024 #OctoberIs4Livers at a Glance

3 Campaign Achievements

3 Global Open House Series

5 GLI LIVE Series

6 Policy Briefing

7 Health Equity Roundtables

8 Patient and Caregiver Education and Resources

8 Communication and Digital Media Campaign

8 GLI in the Media

10 Social Media Strategy

11 Toolkit

11 Collaborations

12 Appendix: Speakers & Contributors



#OCTOBERIS4LIVERS 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 knowledge about chronic liver diseases and liver cancer.

KEY NUMBERS




**3.745
BILLION**
PRESS RELEASE TOTAL
POTENTIAL REACH



**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

3 

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



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



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



CAMPAIGN ACHIEVEMENTS

GLOBAL OPEN HOUSE SERIES

Launched in October 2022, GLI's Global Open House events empower doctors, researchers, and community organizations worldwide to educate local communities about liver diseases, cancer, screening, and treatments through customizable events. Since the program's initiation, participation has grown from three sites in 2022 to seven sites this year, demonstrating the ongoing and expanding impact that our partners have within their communities.

VIETNAM

Institute of Gastroenterology and Hepatology, Hoang Long Clinic, led by Dr. Dao Van Long

OCTOBER 9



The event brought together chronic hepatitis B and C, cirrhosis, and liver cancer patients for an impactful day of education and empowerment. It focused on unraveling the complexities of viral hepatitis, its health burdens, and advancements in medical technology that can significantly improve disease management. Experts in hepatology and oncology led engaging sessions, delving into liver cancer risk factors and spotlighting innovative tools like HBVCare. Participants gained valuable insights into viral hepatitis testing, the challenges posed by cirrhosis and liver cancer, and the latest in medical breakthroughs aimed at improving care. Attendees expressed enthusiasm for future events related to liver cancer treatment.



THE GAMBIA

National GI and Liver Disease Center, Edward Francis Small Teaching Hospital, led by Dr. Sheikh Omar Bittaye

OCTOBER 9



The Edward Francis Small Teaching Hospital raised awareness about liver diseases while enhancing education on prevention and screening techniques. The National GI and Liver Disease Center (NGILD) hosted a panel of expert speakers designed to educate both patients and healthcare professionals about liver diseases and their associated complications. This event garnered two media features in *The Point*, a local daily newspaper in The Gambia.



SPAIN

Hospital Clinic de Barcelona, led by Dr. Maria Reig

OCTOBER 10



Professionals from Hospital Clinic de Barcelona's Liver Oncology Unit and the research group Liver Oncology, led by Dr. Maria Reig, gave a tour of the laboratory and explained the main lines of research in which they work to understand the mechanisms involved in the emergence and development of liver cancer. Additionally, patients had the opportunity to visit the IDIBAPS Biobank facilities, which coordinate the collection, processing, storage, and transfer of human biological samples. This initiative is part of the activities organized by the Liver Oncology Unit within the framework of Liver Cancer Month and aims to offer a global vision of the approach to liver cancer from all its aspects.

INDIA

All India Institute of Medical Sciences, Kalinga Gastroenterology Foundation, led by Dr. Shivaram P. Singh and Dr. Manas Kumar Panigrahi



OCTOBER 24

For the third consecutive year, the Kalinga Gastroenterology Foundation hosted an educational event dedicated to hepatocellular carcinoma (HCC) for healthcare professionals. The program addressed critical knowledge gaps in the diagnosis, staging, and treatment of HCC, emphasizing the importance of professional education in advancing liver cancer care. Expert-led sessions covered a range of topics, including liver resection, transplantation, interventional radiology techniques such as TACE and TARE, radiation therapies, chemotherapy, and follow-up care, providing a comprehensive overview of current treatment strategies.



CAMEROON

Empower Women Foundation, led by Dr. Mbianke Livanclyff



OCTOBER 24, 25, 26

Dr. Livanclyff led an engaging awareness and advocacy campaign focused on improving liver health. During the open house, physicians shared valuable insights about the importance of liver health, highlighted key risk factors, and discussed liver cancers, all while emphasizing the critical role of good nutrition in preventing and managing non-communicable diseases. The event also featured a community screening for hepatitis B and C, providing essential services to the local population. One significant challenge addressed during these discussions is the financial inaccessibility of hepatitis B and C screenings, an issue that impacts many in the community.



USA

Somali Health Advisory Committee (SHAC), led by Nasra Giama, DNP, WHNP, PHN



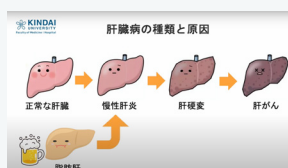
OCTOBER 26

The Somali Health Advisory Committee organized a day-long Liver Health Awareness Forum for the Somali community and members of the East African immigrant healthcare community in Minnesota. Expert physicians covered the breadth of liver conditions and risk factors that contribute to the development of liver cancer in pediatric and adult populations, treatment options, and the unique challenges that Somali immigrants face. GLI team members were present at the event and shared educational resources in Somali and English.



JAPAN

Kindai University, led by Dr. Masatoshi Kudo



OCTOBER 29

Kindai University hosted an open house focused on promoting liver health awareness among patients and their families. This event featured a series of informative lectures streamed on YouTube, allowing participants from around the world to engage with leading experts in hepatology. The event aimed to educate attendees about liver diseases, prevention strategies, and the importance of maintaining liver health.



GLI LIVE SERIES



During the month, we aired four episodes of GLI LIVE spotlighting various liver cancer topics. Each episode included an expert-led discussion providing prominent adversities that liver cancer patients face along with proposed solutions to bridge the gaps of inequality. These conversations aimed to empower patients with knowledge while encouraging dialogue around necessary reforms in healthcare that can lead to improved outcomes for all individuals facing this challenging diagnosis.



Advancing Health Equity Through & Within Nursing

OCTOBER 2, 2024

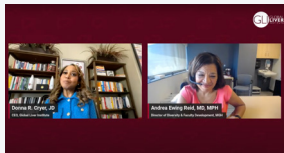


Dr. Sheldon Fields, a dedicated nursing provider, educator, and advocate and the 14th President of the National Black Nurses Association, explored the critical issue of health equity within the nursing profession by delving into topics such as medical mistrust, stigma, diversity in medical training, and the unique perspectives of Black nurses.



Let's Create Equitable Care in Liver Cancer

OCTOBER 9, 2024

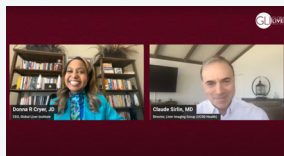


Dr. Andrea Reid, the Director of Diversity and Faculty Development for Gastroenterology at Massachusetts General Hospital and the Associate Dean for Student and Multicultural Affairs in the Program in Medical Education at Harvard, discussed the root causes of inequity in both the risks associated with and the care provided for liver cancer, as well as the tools and strategies available to address these disparities.



Setting a Standard for Liver Cancer Imaging

OCTOBER 16, 2024



Dr. Claude Sirlin, radiologist and the founder and director of UC San Diego's Liver Imaging Group, discusses the importance of standardizing liver cancer imaging and outlines strategies for achieving equitable access to this crucial technology.



Better HCC Screening and Care for Veterans

OCTOBER 21, 2024



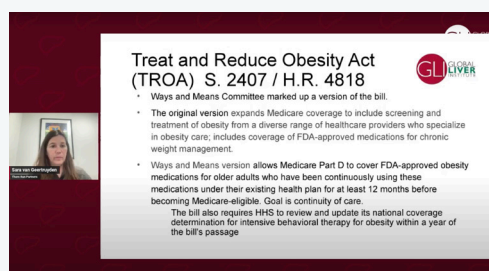
Dr. Tamar Taddei, Chief of Gastroenterology at VA Connecticut Healthcare System, and Dr. George Ioannou, Director of Hepatology at the VA Puget Sound Health Care System, discussed their collaborative study with the Department of Veterans Affairs, titled PREMIUM. The PREMIUM study aims to reduce liver cancer mortality by enhancing detection methods. It explores the effectiveness of ultrasound technology, the standard for liver cancer screening, compared to MRI to investigate the potential for improved diagnostics and better outcomes.

POLICY BRIEFING

Advancing Prevention, Treatment, and Care: A Policy Briefing On Liver Cancer

OCTOBER 3, 2024

Sara Van Geertruyden from Thorn Run Partners presented policy updates following Global Liver Institute's A3 Hill Day. In her briefing, she covers a comprehensive range of important legislation, including acts such as the Treat and Reduce Obesity Act (TROA), the Medicare Multi-Cancer Early Detection Screening Coverage Act (MCED), the Saving Access to Laboratory Services Act (SALSA), and the Protect Health Care for All Patients Act. Sara emphasized the importance of reaching out to congressional representatives and provided viewers with calls to action to advocate for the passage of this vital legislation.



HEALTH EQUITY ROUNDTABLES

A series of health equity roundtable discussions explored the barriers impeding the prevention and early detection of liver cancer, focused on barriers to care. Moderated by Sarah Manes, GLI's Liver Cancers Program Director, these discussions addressed the critical significance of prevention, screening, and early diagnosis within rural communities, American Indian and Indigenous people in Canada, and the U.S. Veteran population.



American Indian and Indigenous People in Canada

OCTOBER 10, 2024

Dr. Kate Dunn, Dr. Samuel Lee, and Melissa Buffalo, leading experts in Indigenous health and health disparities from the U.S. and Canada, delved into the unique challenges faced by Indigenous communities, strategies for addressing these challenges, the stigma surrounding health issues, and the importance of integrating Indigenous frameworks into healthcare practices.



#OCTOBERIS4LIVERS HEALTH EQUITY ROUNDTABLE
Rural Communities | October 17th, 1pm ET

JORGE EMILIO LIRA VERA, MD
Hepatologist, Gastroenterologist
Head of the Liver Clinic of the Hospital General "Dr. Ignacio Morones Prieto"
San Luis Potosí, Mexico

ANDREW MOON, MD, MPH
Hepatologist, Gastroenterologist
Assistant Professor of Medicine,
University of North Carolina
North Carolina, USA

MBIAKKE LIVANCLIFF, MD, MPH
Public health specialist and CEO,
Empower Women Foundation
Limbe, Cameroon

MODERATOR
SARAH MANES
Program Director, Liver Cancers,
Global Liver Institute

Rural Communities

OCTOBER 17, 2024

Experts from the U.S., Cameroon, and Mexico explored rural health and the disparities affecting the liver cancer community. Dr. Andrew Moon, Dr. Mbiakke Livanclyff, and Dr. Jorge Emilio Lira Vera discussed the differences in liver cancer rates between rural and urban areas, regional variations in incidence, cultural beliefs and stigma, and essential steps to promote equality and access to care.

#OCTOBERIS4LIVERS HEALTH EQUITY ROUNDTABLE
U.S. Veterans | October 24th, 1pm ET

BRIAN C. DAVIS, MD
Medical Director, Liver Transplantation
at the Central Virginia Veterans Affairs
Pitt Medical Center
Richmond, Virginia

MICHELLE GILLES, DNP
NPBC, NP-ACNP
Program Director, Gastroenterology
and Liver Transplantation,
Richmond VA Medical Center
Virginia, USA

JACQUELINE O'LEARY, MD, MPH
Gastroenterologist
Liver Transplant Hepatologist
Chief of Hepatology at the North Texas VA Health Care
System in Dallas
Professor in the Department of Internal Medicine at UTMSI
Texas, USA

MODERATOR
SARAH MANES
Program Director, Liver Cancers,
Global Liver Institute

U.S. Veterans

OCTOBER 24, 2024

Experts from the Veterans Administration (VA), including Dr. Jacqueline G. O'Leary, Dr. Hochong Gilles, and Dr. Brian Davis, explored the disproportionately high rates of HCC among Veterans, the VA's approach to early detection, specific hurdles that Veterans encounter in healthcare and education, and innovative solutions to bridge these gaps.

PATIENT AND CAREGIVER EDUCATION AND RESOURCES



GLI is committed to providing education and information to those impacted by liver cancer across the full disease spectrum. Our liver cancer fact sheets were revamped and redesigned following a more modern approach to create more digestible and easy-to-understand resources. Two languages, Japanese and Vietnamese, were added to the series of resources. These resources provide information on the nature of liver cancer, its progression, epidemiological data, symptoms, risk factors, screening methods, prevention, and more.

COMMUNICATION AND DIGITAL MEDIA

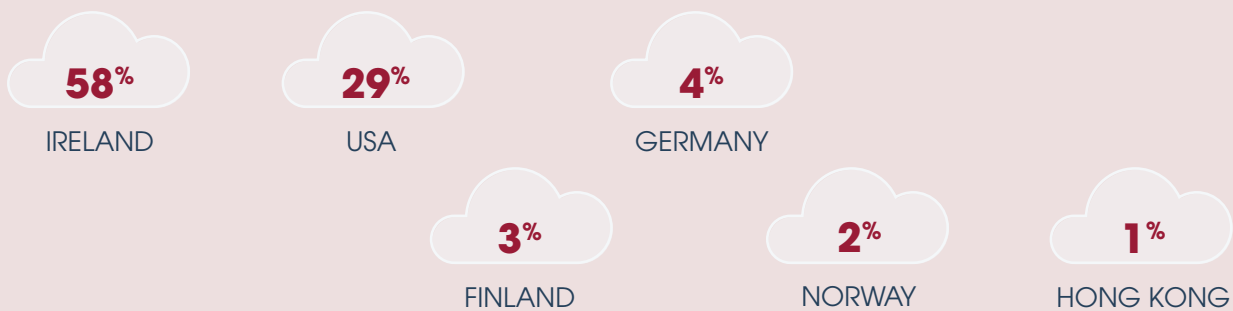
GLI IN THE MEDIA

PRESS RELEASE SHARED ON GLOBAL NEWSWIRE

This campaign achieved a total potential reach of **3.745 Billion** with **748 full-text placements** over the course of the month of October.



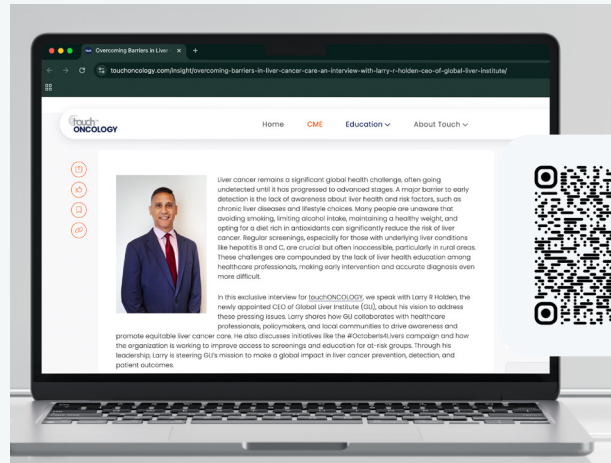
AUDIENCE:



Instagram live with Sharan Verma, liver health specialist (@renourishwithsharan) discussing nutrition for a healthier liver



Sarah Manes featured on Sick & Good podcast



Larry R. Holden, GLI CEO, featured in an interview with *Touch Medical Media*



Karen Hoyt on *Fox 23 News Tulsa*



Jason Crutchley on *ABC 8 News Richmond*

A3 alums Karen Hoyt and Jason Crutchley each embraced the opportunity to share their personal experiences with liver cancer through a local television spot and article. Their stories offered hope to others facing challenging diagnoses while increasing local awareness of liver health.

SOCIAL MEDIA STRATEGY

The #OctoberIs4Livers campaign leveraged multiple social platforms to raise awareness of liver cancers. GLI's strong social media reach was used to share statistics and educational materials as well as stories of liver cancer survivors, patients, and caregivers. GLI focused on short-form patient videos, which consistently have the greatest reach and engagement, as well as educational infographics that were widely shared by global partners and advocates.

#OctoberIs4Livers received **MORE THAN HALF A MILLION** impressions.

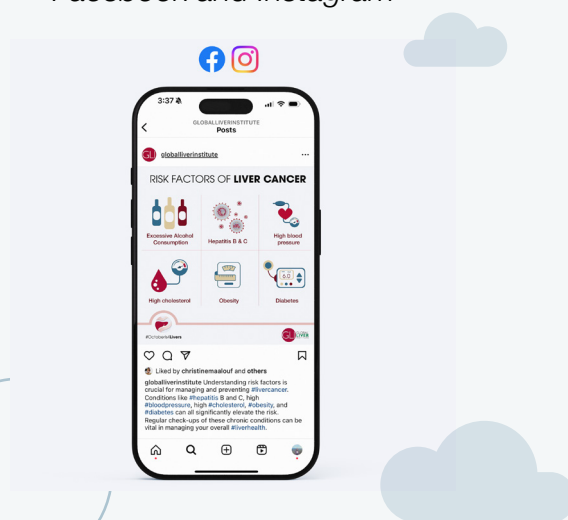


TOP POSTS BASED ON IMPRESSIONS

LinkedIn



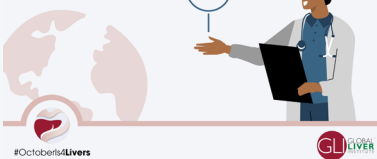
Facebook and Instagram



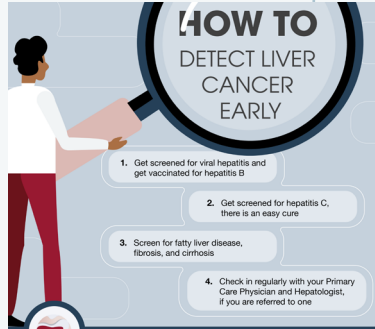


TOOLKIT

OCTOBER IS LIVER CANCER AWARENESS MONTH



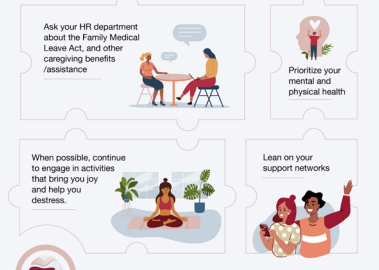
#OctoberIs4Livers



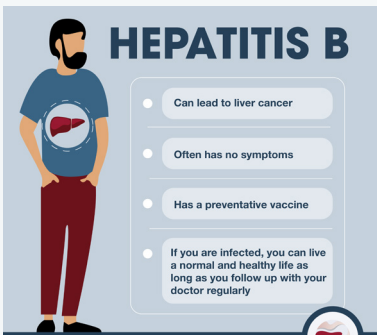
#OctoberIs4Livers



SELF-CARE TIPS FOR CAREGIVERS:

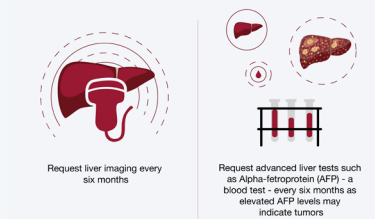


#OctoberIs4Livers



#OctoberIs4Livers

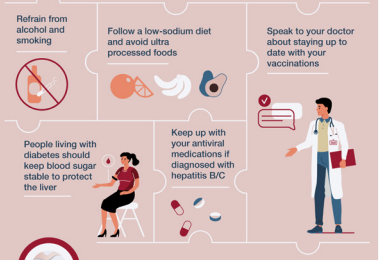
IF YOU ARE AT RISK OF DEVELOPING LIVER CANCER:



#OctoberIs4Livers



HOW TO REDUCE YOUR RISK OF LIVER CANCER



#OctoberIs4Livers



COLLABORATIONS

Sharecare

GLI and ShareCare's patient experience lab released a short survey with general questions about liver cancer. With **2,009 survey responses**, results revealed several common misconceptions about liver cancer, including that less than half of people realize most cases of liver cancer are preventable.



SPONSORS

BURGUNDY



SILVER



BRONZE



CONTRIBUTORS





APPENDIX

GLI LIVE



Sheldon D. Fields, PhD, RN, CRNP, FNP-BC, AACRN, FAANP, FNAP, FADLN, FAAN
Inaugural Associate Dean for Equity and Inclusion, Penn State College of Nursing



George Ioannou, MD, MS
Professor of Medicine, University of Washington
Director of Hepatology, Veterans Affairs Puget Sound Health Care System



Andrea Ewing Reid, MD, MPH
Associate Dean for Student and Multicultural Affairs and Director of the Office of Recruitment and Multicultural Affairs, Harvard Medical School



Tamar Taddei, MD, FAASLD
Chief of Gastroenterology, VA Connecticut Healthcare System
Professor of Medicine (Digestive Diseases) and Vice Chief of Faculty Development (Digestive Diseases), Yale School of Medicine



Claude Sirlin, MD
Radiologist and Professor of Radiology, University of California San Diego

POLICY BRIEFING



Sara Van Geertruyden
Partner, Thorn Run Partners



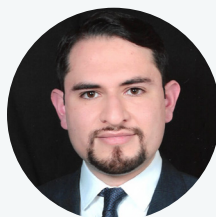
Larry R. Holden
President & Chief Executive Officer
Global Liver Institute

HEALTH EQUITY ROUNDTABLES



Kate Dunn, PhD, MPH, BSN

Assistant Professor Indigenous Health, History and Healing, York University School of Nursing



Jorge Emilio Lira Vera, MD

Clinical Hepatologist and Professor, Hospital Central Dr. Ignacio Morones Prieto



Samuel S. Lee, MD, FRCPC, FAASLD

Professor of Medicine, University of Calgary & Hepatologist



Jacqueline O'Leary, MD, MPH

Chief of Hepatology, Dallas VA Medical Center
Professor of Medicine, University of Texas Southwestern



Melissa Buffalo, MS

Chief Executive Officer, American Indian Cancer Foundation



HoChong Gilles, DNP, FNP-BC, AF-AASLD

Program Director, Gastroenterology & Liver Transplantation at Richmond Veterans Affairs Medical Center



Andrew Moon, MD, MPH

Transplant Hepatologist, Clinical Researcher, and Assistant Professor of Medicine, University of North Carolina (UNC)



Brian C. Davis, MD

Program Director of Gastroenterology & Liver Transplantation, Richmond Veterans Affairs Medical Center



Mbiake Livancliff, MD

Senior Immunization Officer, Health System Strengthening Specialist, Community Engagement and Health Policy Advocate Based in Cameroon



globalliver.org
info@globalliver.org
(800) 845-5910



www.globalliver.org



@GlobalLiver



@GlobalLiverInstitute



Global Liver Institute

Global Liver Institute (GLI) is a 501(c)3 nonprofit organization founded in the belief that liver health must take its place on the global public health agenda commensurate with the prevalence and impact of liver illness. GLI promotes innovation, encourages collaboration, and supports the scaling of optimal approaches to help eradicate liver diseases. Operating globally, GLI is committed to solving the problems that matter to liver patients and equipping advocates to improve the lives of individuals and families impacted by liver disease. GLI holds Platinum Transparency with Candid/GuideStar, is a member of the National Health Council, and serves as a Healthy People 2030 Champion. Follow GLI on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#) or visit www.globalliver.org.

EIN: 46 - 4687212



