



#RAREAWARE AT A GLANCE

2026 Campaign Summary

Centered on the theme *Early Detection Drives Direction*, Rare Liver Diseases Month elevated awareness of rare liver diseases through patient-centered education, policy visibility, and action-oriented digital engagement. Social content emphasized urgency, early detection, and the need to recognize rare liver diseases as a meaningful public health issue.

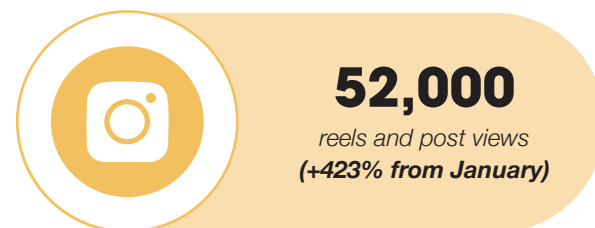


Facebook Spotlight:



18+ Countries Reached

Instagram Spotlight:



20+ Social Media Posts

Patient Stories

Seven videos shared across social media channels

7

Videos highlighted different rare liver diseases, including ICP, PSC, PBC, Alpha-1, Wilson Disease, Autoimmune Hepatitis



Topics focused on caregiver perspectives, support networks, community, and the early detection.

27,000+

The series generated 27,000+ reel views across all social media channels

GLI in the Media

148 MILLION

Press release total potential reach with **769 full-text placements**

LIVED EXPERIENCE SERIES

The Educated Patient featured 2 articles, highlighting A3 alums, Maryanne Peng and Natasha Durant, sharing their journeys with biliary atresia and alpha-1, respectively.

FEATURE ARTICLE

Larry R. Holden, GLI CEO, shared his liver advocacy story in a column for *Liver Disease News*

DIGITAL TAKEOVER

On Rare Disease Day, GLI was 1 of 24 organizations that took over *Rare Revolution Magazine's* Facebook, Instagram, and X accounts to raise awareness about rare liver diseases.

Rare Science Fair & Poster Hall at UMMC, Mississippi

In partnership with the Rare Disease Advisory Council team at the University of Mississippi Medical Center, we amplified student-created posters through a week-long poster gallery to raise awareness about rare liver diseases within a teaching hospital.

The gallery featured seven posters created by sophomores from Pine Grove School, highlighting topics such as mental health and ICP, stool cards and biliary atresia, intersections between PBC, Alpha-1, and ICP, among others.



Action on Capitol Hill

GLI joined Everylife Foundation's Rare Disease Week and brought the rare liver disease voice to the forefront of national policy discussions!

Our pediatric and rare liver disease team members had eight congressional meetings, representing Maryland and Massachusetts. Priorities included:

- **Living Donor Protection Act** - championing protections that support and encourage living organ donation
- **Legislation Supporting Caregivers** - amplifying the critical role caregivers play in health outcomes
- **Appropriations for the Rare Disease Innovation Hub** - advocating for federal investment to accelerate innovation, data, and treatment pathways for rare diseases

