

#OctoberIs4Livers 2025 AT A GLANCE



CAMPAIGN SUMMARY

Global Liver Institute's annual #OctoberIs4Livers global campaign raised awareness about liver cancer and liver health - uniting patients, caregivers, and advocates to drive progress and policy change. This year's theme, **"Know Your Risks – Know Your Options,"** highlighted the need for early detection, equitable access to screening, and innovative treatments to improve survival outcomes. The campaign centered on four key pillars: education, prevention, detection, and survivorship, addressing risk factors, promoting healthy lifestyles, expanding screening access, and supporting patients beyond treatment. Together, these efforts strengthened global awareness and inspired action toward liver cancer prevention, early diagnosis, and improved care.

KEY NUMBERS:

~500,000
IMPRESSIONS



GLOBAL OPEN
HOUSE EVENTS



LIVER CANCER
LESSONS



A GLOBAL
POLICY BRIEFING

GLI IN THE MEDIA:

149.42M

Press Release Total Potential Reach

657 Full-text placements in leading publications
(such as Associated Press, Yahoo, Markets Insider, Bakersfield, Fox 8)

FOUR-PART VIDEO SERIES

In collaboration with MJH Life Sciences's *Cure Today*, featuring Dr. Anjana Pillai

IS YOUR LIVER HEALTHY?

Podcast episode featuring Dr. Neehar Parikh, speaking about the process of screening for liver cancer

Q&A ARTICLE

On *Healio*, featuring Dr. Nguyen H. Tran and A3 alum, Karen Hoyt

TOOLKIT

To facilitate partner engagement, GLI created a digital educational toolkit, made available online, featuring 7 new topics



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 **8 sites this year**, demonstrating the ongoing and expanding impact partners have within their communities.



Odense University Hospital,
Odense, Denmark



Edward Francis Small Teaching
Hospital, Banjul, The Gambia



Sociedad de Gastroenterología del
Estado de San Luis Potosí, San Luis
Potosí, Mexico



Tanzania Health Alliance,
Dar es Salaam, Tanzania

Empowered Women Foundation,
Limbe, Cameroon

Barcelona Clinic Liver Cancer,
Barcelona, Spain

All India Institute of Medical Sciences,
Kalinga Gastroenterology Foundation,
Bhubaneswar, India

Fondazione Italiana Fegato,
Trieste, Italy

SPONSORS

