

World Liver Day 2024
19 April

Campaign Toolkit



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1 World Liver Day 2024 toolkit

As we come together to raise awareness and advocate for liver health worldwide, we encourage you to use this toolkit, designed to empower you to make a difference, spark conversations, inspire action, and drive change.

The toolkit offers an initial step to help you elevate your World Liver Day outreach across platforms like Twitter, Instagram, Facebook and LinkedIn, as well as mailers, newsletters, websites and other communication platforms.



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Campaign theme

World Liver Day, observed on 19 April annually, is dedicated to spreading awareness about liver health and the prevention of liver diseases. The liver, often an underestimated organ, is crucial for maintaining overall health, performing over 500 vital functions in the body.

This year, our focus is on educating people worldwide about the significance of their liver, the various diseases that can affect it, and empowering them with simple yet effective measures to safeguard liver health.



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Key messages



- Liver diseases can affect anyone, regardless of age, sex, ethnicity, or socioeconomic background.
- Chronic liver diseases, including steatotic liver disease (previously known as non-alcoholic fatty liver disease), HBV (Hepatitis B), and HCV (Hepatitis C), are major contributors to global health challenges.
- Chronic liver diseases claim millions of lives annually, with 2 million deaths attributed to liver disease each year.
- 1.5 billion people suffer from chronic liver disease, but the good news is that 90% of these cases are preventable.
- Simple lifestyle changes, such as following a balanced diet, regular exercise, routine screenings, and vaccination against hepatitis viruses, can significantly reduce the risk of liver diseases.
- Policy interventions and individual actions can make a substantial difference, as the liver possesses remarkable self-healing abilities.

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Key messages

- Liver disease poses a significant health and socio-economic burden globally, yet it lacks adequate attention on the global political agenda.
- Globally, liver disease is missing in countries' strategies. It should be included in primary health care plans and in services covered by universal health care.
- Chronic liver diseases develop silently, causing progressive scarring and cirrhosis, ranking second to ischemic heart disease in years of working life lost globally.
- Increasing health literacy and promoting behavioural changes would reduce the liver disease burden and significantly impact its morbidity and mortality.
- Stigma surrounding liver diseases, particularly among patients and at-risk populations like people who inject drugs, those with alcohol disorders or with obesity, creates barriers to early detection and care.
- Commercial determinants of health, like aggressive marketing of alcohol and unhealthy foods and drinks, contribute to liver disease and must be addressed.



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Key messages

Eat a healthy diet



Get started by adding more healthy foods - fruits, vegetables, legumes, nuts & seeds, and protein - to your meals. The second step is to slowly reduce intake of foods high in sugar, salt, and trans fats.

- High intake of: Fruit and vegetables, whole grains, nuts and legumes, n-3 fats.
- Low intake of: Sugar-sweetened beverages and fruit juice, red and processed meat, trans fat, sodium.
- No intake of alcohol.

Get a few workouts in



Find an activity that you enjoy and gets your heart pumping. Whether it's cycling, kayaking, or doing yoga on your lunch break - the important thing is to find small, consistent ways to move and sweat.

Check your liver's health



One of the most important preventative measures for liver disease is to ask your doctor to screen your liver regularly. That way, if something is wrong, you can catch it early, treat it, and heal your liver!

Be aware of the risks of alcohol consumption

Alcohol causes 7 types of cancers. For cancer risk, there is no safe level of alcohol consumption. Alcohol also causes almost half of all deaths due to liver disease in Europe as well as many other harms. It is safest not to consume alcohol, and if you do, consume in small amounts and avoid binge drinking.



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Social media - Tiles

@ Handles



Hashtags

#WorldLiverDay

#StepUpForLiverHealth

#livertwitter



Download and use the pre-made social media tiles to amplify your outreach during World Liver Day!

Download the right format according to the social media platform you will be using to share your message, OR create your own posts.

Guidelines:

- Follow our World Liver Day channels
- Always use the general hashtag #WorldLiverDay
- Be creative and feel free to suggest possible hashtags (e.g. #liverhealth #prevention #awareness)
- Add the link to the website on your posts on social media (www.worldliverday.org)
- Don't forget to tag us in your posts!

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Social media - Messages

Looking for the right words?
Use the pre-written messages below for inspiration!
Feel free to be creative and adapt the messages,
while always ensuring they are factual!

This World Liver Day, let's raise awareness about liver health! Did you know that the liver performs over 500 functions in the body? Let's prioritise liver health together. #WorldLiverDay

Liver diseases can affect anyone, regardless of age or background. Let's work towards a future where liver diseases are preventable and manageable for all. #WorldLiverDay

Did you know that 90% of liver disease cases are preventable? Small lifestyle changes can make a big difference. Eat healthy, exercise regularly, and get vaccinated. #WorldLiverDay

On World Liver Day, let's remember the importance of early detection. Regular screenings can help catch liver diseases in their early stages when treatment is most effective. #WorldLiverDay

On World Liver Day, educate yourself and others about liver diseases and how to prevent them. Let's spread awareness and save lives! #WorldLiverDay

This World Liver Day, let's commit to making healthier choices for our livers. Whether it's avoiding alcohol, eating a balanced diet, or staying active, every effort counts! #WorldLiverDay

Join us in advocating for equitable access to liver care. Let's ensure that everyone, regardless of their circumstances, has access to quality liver health services. #WorldLiverDay



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Social media challenge - #StepUpForLiverHealth

Doing exercise is a great way to keep your liver healthy and prevent liver disease!

WHO recommends taking 10,000 steps a day.

Join the social media challenge, by taking a stroll and snapping a pic!

Here's how to participate:

1. Lace up your shoes and head out for a walk.
2. Capture a photo of yourself enjoying your walk OR take a picture of the beautiful landscape you encounter!
3. Tag your location if possible, and don't forget to tag us!
4. If possible, add the World Liver Day frame to your picture to show your support!
5. Share your photo on social media using the hashtags #WorldLiverDay and #StepUpForLiverHealth.
6. Challenge your friends and family to take a walk and join the cause!

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Get informed

On World Liver Day, it's crucial to prioritise understanding and caring for our livers. Through education, awareness, and recommendations we aim to foster a global community committed to liver health advocacy and prevention.

Visit worldliverday.org to read up on:

- Your liver's functions
- The different types of disease that can affect your liver
- Risk factors
- 10 tips to keep your liver healthy
- Hear from real people living with liver disease
- Find useful resources
- Spread knowledge in your classroom

Download the materials and disseminate them among your network!

Steatotic Liver Disease

Understanding Steatotic Liver Disease
Unlike alcoholic fatty liver disease, SLD can develop in individuals who other don't drink alcohol or consume it in moderation. Its association with lifestyle-related disorders marks it as a growing concern in modern public health.

Diagnosis
SLD typically manifests in individuals who have minimal alcohol intake and no other specific causes of liver disease. It is diagnosed when more than 5% of liver cells have fat accumulation, often identified through liver function tests or imaging studies.
SLD often progresses without noticeable symptoms, especially in its early stages. It's frequently diagnosed incidentally during routine health checks or when investigating other health issues.


Disease progression
Steatosis: Initial stage with simple fat accumulation in the liver.
Metabolic Associated Steatohepatitis (MASH): Progression to liver inflammation.
Cirrhosis: Advanced stage with irreversible liver scarring.
Hepatocellular Carcinoma (HCC): Potential development of liver cancer in chronic cases.

Risk factors
Obesity and overweight status are significant risk factors for MASLD. Additional risks include insulin resistance, type 2 diabetes, hypertension, and dyslipidemia.
Notably, MASLD prevalence is alarmingly high among individuals with type 2 diabetes.

Prevalence
MASLD affects up to 38% of the global population, with varying prevalence rates across different regions.
The prevalence of both MASLD and MASH has reportedly doubled in the last two decades, positioning them as leading causes of liver disease in Western countries.

Management
Effective management of SLD includes weight loss, dietary modifications, and increased physical activity. These lifestyle interventions are key to preventing the progression of the disease and reducing its healthcare impact.

SLD is a condition characterised by the accumulation of fat in the liver cells, not caused by alcohol consumption. It's closely linked with obesity, diabetes, and metabolic syndrome. The progression of SLD can lead to liver inflammation, permanent scarring (cirrhosis), and serious impairment of liver functions. SLD increases the risk of death from both liver-related and cardiovascular causes.




MELINDA BACHINE
Cholangiocarcinoma survivor

Diagnosed with terminal cholangiocarcinoma at 41, I underwent surgery followed by a clinical trial at NIH, fighting cancer with my immune system for nearly 12 years. This journey turned me from a paramedic to a patient advocate, emphasising the significance of advocacy, clinical trials, and support networks in battling liver disease. On World Liver Day, I encourage everyone to advocate for themselves, explore treatments, and find supportive communities.

worldliverday.org

Your liver is one of the most important organs in your body and it's always working to keep you healthy!

Chronic liver disease develops silently.

- Liver disease is on the rise, affecting more than 84 million people and killing 2 million people per year.
- Refrain from unhealthy foods, smoking, drugs, and unprotected sex can all increase your risk of liver disease.
- By the time most people start feeling sick and go see a doctor, it is too late to cure.

The good news is:

- 90% of liver disease cases are preventable.
- The liver only needs 25% of healthy tissue to regenerate.
- There are many ways to support your liver health.

Find out more about how to take care of your liver on the WORLD LIVER DAY website.



Fill in the blanks

The liver is one of the vital _____, which means it is necessary to keep you alive. The other vital organs are the brain, heart, lungs, and kidneys. Amazingly, only _____ of your liver is needed to maintain normal functioning. This organ performs over _____ vital tasks and this video will discuss some of the most important ones. The liver is the human body's second heaviest organ. It has _____, right, left, caudate, and quadrate. These lobes contain 1 million hexagonally shaped hepatic lobules. Lobules are the functional unit of the liver, meaning that they are the smallest structures capable of performing the liver's tasks. Lobules are made up of hepatocytes. A key task of the liver is to _____.

At any given time, the liver contains 13% of your blood volume. Freshly oxygenated blood comes down from the heart's aorta and enters the left and right hepatic arteries to supply the liver. Blood leaves the liver by the hepatic vein and goes through the inferior vena cava back to the heart. Then, circulation starts anew. The liver also receives blood through the portal vein from the gastrointestinal tract. It _____ this blood to remove pathogens and toxins like _____.



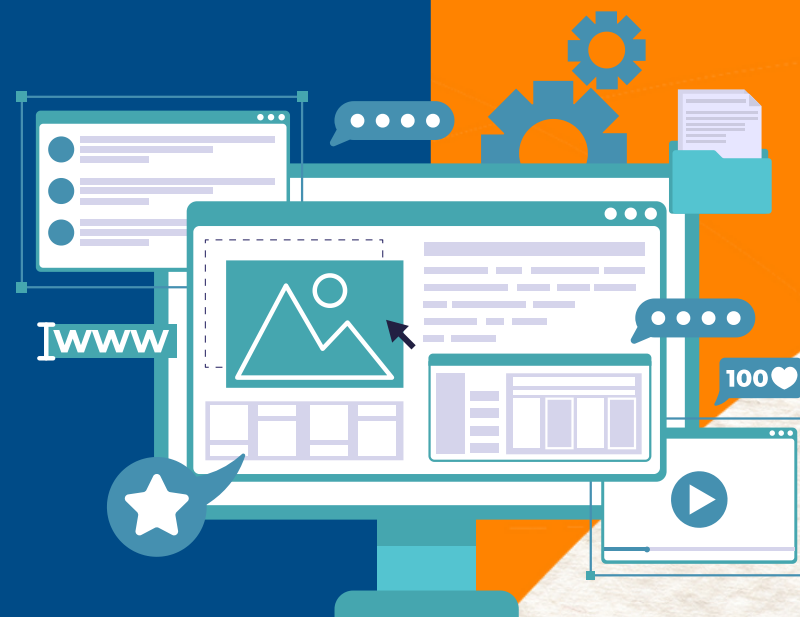
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6 Website

Visit and share the official World Liver Day website containing all the information to learn more and get involved through your communication channels.

The link can be shared to:

- Social media posts
- Mailers
- Your own website
- Press releases
- Or shared among your network!



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7 Plan your campaign



PLAN

- Mark your calendars, World Liver Day 2024 is on 19 April 2024
- Learn about the 2024 campaign on worldliverday.org
- Get informed about liver health
- Follow World Liver Day on social media

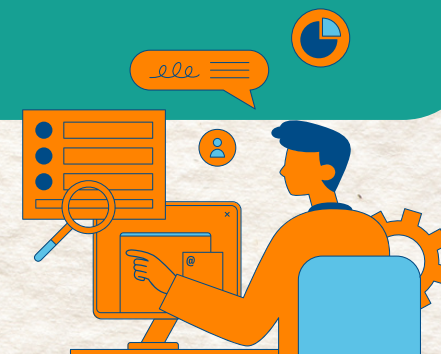


SHARE

- Plan your posts, get creative
- Use the pre-prepared social media assets, factsheets, and messages to spread the word
- Don't forget to use the hashtag #WorldLiverDay and tag @WorldLiverDay!
- Keep sharing beyond 19 April, World Liver Day is a yearlong campaign!

MONITOR

- Follow what's happening on our official channels
- React, comment, spread your posts to reach a wider audience



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Campaign assets

**Liver disease
factsheets**

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Liver health leaflet

[Download](#)

Logos

[Download](#)

Social media tiles

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**Liver health
lesson plan**

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Banners

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frame**

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Patient stories

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We wish you a happy World Liver Day 2024!

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is a joint campaign in collaboration with:



The World Liver Day activities are supported by MSD and Boehringer Ingelheim. MSD and Boehringer Ingelheim have had no input into the content of the World Liver Day's activities

Contact us: info@worldliverday.org