

World Liver Day 19 April 2025

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#FoodIsMedicine Campaign Toolkit

worldliverday.org
#WorldLiverDay



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World Liver Day 2025 toolkit



On 19 April 2025 we come together to advocate for liver health worldwide. We encourage you to use this toolkit, designed to empower you to make a difference, spark conversations, and inspire action.

The toolkit is initial step to help you elevate your World Liver Day outreach across social media, as well as mailers, newsletters, websites and other communication platforms.



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Campaign theme: #FoodIsMedicine



This World Liver Day, we're celebrating with the theme "**Food is Medicine**" and highlighting how nutrition impacts liver health.

A balanced diet has the power to support liver function and reduce the risk of metabolic issues. However, healthy eating isn't accessible for everyone, with government policies and commercial forces shaping food environments. Dietary guidelines, health labeling, zoning laws, and school meal programmes can foster healthier choices. While many barriers to healthy eating are beyond personal control, **you can empower yourself** by staying informed and making small, manageable changes to improve your diet.



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3 Key messages



Healthy livers are the foundation for healthy lives.



The health of your liver reflects the health of your environment.



Every sip you take and meal you make shapes your liver health.



You can support your liver in healing the body and healing itself.



Your liver deserves care at every stage – starting today makes a difference.



Even years of damage can be reversed – **healthy changes today can cut liver disease risk by 50%.**



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Social media

Hashtags

#WorldLiverDay

#FoodIsMedicine



Handles



@WorldLiverDay



@World Liver Day

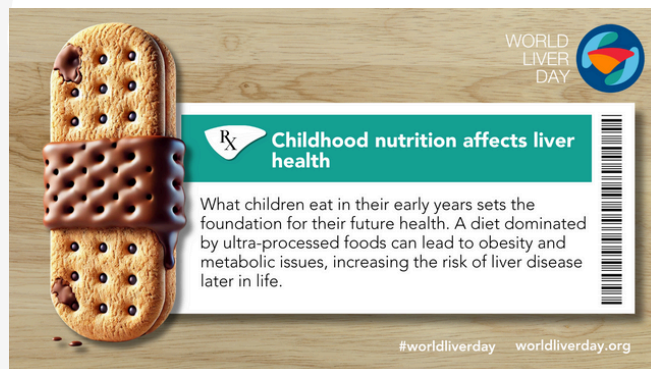


@worldliverday

Download and use our social media tiles to boost your World Liver Day outreach!
Select the format that fits your platform, or create your own post.

Guidelines:

- Follow our World Liver Day channels (X, LinkedIn, and Instagram).
- Always use the hashtag **#WorldLiverDay**
- Add www.worldliverday.org to your posts
- 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.

Just a 5% reduction in body weight can make a big difference in liver health! Eating right and staying active can help prevent, manage, and potentially reverse steatotic liver disease. #WorldLiverDay #FoodIsMedicine

The best diet is the one that works for you! Tailor your meals with fresh, unprocessed foods while cutting back on sugar and unhealthy fats. Enjoy your favorite cuisine while supporting a healthier liver! #FoodIsMedicine #WorldLiverDay



Did you know that 90% of liver disease cases are preventable? Small lifestyle changes can make a big difference. #WorldLiverDay #FoodIsMedicine

From policies to community programmes, everyone plays a role in making healthy food accessible. Schools, local governments, and families can all support better food choices and liver health. #WorldLiverDay #FoodIsMedicine

The Mediterranean diet is proven to support liver health. Rich in olive oil, veggies, fruits, nuts, and fish, it's a great way to manage steatotic liver disease with wholesome, delicious foods. #FoodIsMedicine #WorldLiverDay

Quick-fix diets may harm your liver in the long run. Instead, focus on balanced meals with whole foods. A healthy liver thrives on consistency—not strict restrictions! #WorldLiverDay #WorldLiverDay

Early food choices shape lifelong health! Diets high in ultra-processed foods can lead to obesity and liver issues later on. Help children build a foundation for a healthy liver. #WorldLiverDay #FoodIsMedicine

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Social media: Challenge

Be a part of our **#FoodIsMedicine** Challenge—a fun way to share and enjoy liver-friendly meals from our recipe book.



1. **Download & pick a recipe:** Choose a liver-friendly recipe from our book at www.worldliverday.org.
 2. **Cook it up:** Make the dish and enjoy preparing a liver-loving meal.
 3. **Share your creation:** Post a picture of your dish on social media.
 4. **Tag & hashtag:** Tag @WorldLiverDay and use #FoodIsMedicine and #WorldLiverDay to join the challenge.
 5. **Post your picture** on World Liver Day, April 19, 2025. Make it creative! Whether you're plating like a pro or keeping it simple, we want to see your unique spin.
- ...Entries will be featured on our social media and website!



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Get informed



On World Liver Day, it's crucial to prioritise understanding and caring for our livers.



Visit worldliverday.org to:

- Learn about your liver's functions
- Discover the link between nutrition and liver health
- Get tips from a dietitian
- Debunk myths on food and liver health
- Learn how to read food labels
- Discover what fruits and vegetables are available in April
- Explore useful resources
- Get inspired by liver-friendly recipes with the WLD recipe book

Download the materials and share them among your network!

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Website: worldliverday.org

Visit and share the official World Liver Day website containing all you need 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
- Your network!

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Plan your campaign

PLAN

- Mark your calendars, World Liver Day is on **19 April 2025**.
- Learn about the 2025 campaign on worldliverday.org
- **Get informed** about liver health and nutrition
- **Follow World Liver Day** on social media.

SHARE

- Use the assets 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!

ACT

- **Follow** what's happening on our official channels.
- Inform us about your initiatives and take part in ongoing ones: worldliverday@easloffice.eu
- **Engage with our content** to reach a wider audience.
- **Challenge your network** to participate!



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8 Campaign assets



Food is medicine
factsheet

Download

Recipe book

Download

Social media tiles

Download

Videos

Watch

Banners

Download

Logos

Download

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We wish you a happy World Liver Day 2025!



is a Healthy Livers, Healthy Lives Coalition campaign
in collaboration with:



Contact us: worldliverday@easloffice.eu

World Liver Day Industry Partners



The World Liver Day activities carried out under the umbrella of Healthy Livers, Healthy Lives, are supported by Boehringer Ingelheim, Echosens, MSD, and Novo Nordisk. Our industry partners have had no input into the content of the World Liver Day activities.

