

World Liver Day 19 April 2026

Campaign Toolkit

**SOLID HABITS
STRONG LIVER**

World Liver Day is an official awareness campaign by:

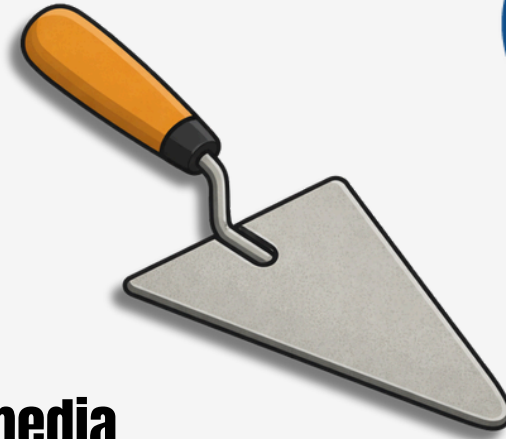


The World Liver Day activities are carried out under the umbrella of Healthy Livers, Healthy Lives.

WORLD
LIVER
DAY



worldliverday.org
#WorldLiverDay



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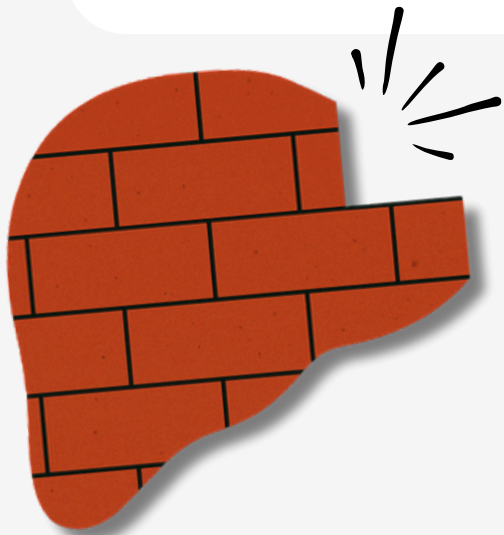
World Liver Day 2026



2 million lives are lost each year to **liver disease.**

1.5 billion people suffer from chronic **liver disease.**

90% of liver diseases are **preventable** through policy & lifestyle changes.



World Liver Day is a global campaign held annually on **19 April** and led by the Healthy Livers, Healthy Lives (HLHL) coalition, made up of liver societies from across the globe. We encourage you to use this toolkit, designed to **empower you to make a difference, spark conversations, and inspire action.**



2 Campaign theme



Our 2026 campaign, **Solid Habits, Strong Liver**, highlights four solid habits that keep your liver strong: **eating a balanced diet, staying active, reducing alcohol intake, and getting regular liver checks.** By making these habits part of your daily life, you can take control of your liver health.

Your liver health's future is under construction.

You can prevent, and even reverse liver disease **one “brick” at a time.**





3

Key messages



Up to 90 % of liver disease is preventable.

Small lifestyle changes, eating well, moving more, reducing alcohol and getting regular checks, can protect your liver and even improve existing conditions.

Your daily habits matter.

Healthy livers are the foundation for healthy lives.

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

Your lifestyle 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%.**

3

Key messages



Looking for the right words?
Use the pre-written messages for inspiration!

Balanced diet

Fuel your liver with fruit, vegetables, whole grains and healthy fats. Cut back on ultra processed foods and added sugar.

Small changes at every meal can prevent liver disease.
#WorldLiverDay #SolidHabitsStrongLiver

Physical activity

Move more to reduce liver fat and boost your health, even without weight loss. Every step, cycle or swim counts. Activity helps to protect your liver.

#WorldLiverDay #SolidHabitsStrongLiver

Reduce alcohol intake

Alcohol can cause serious and lasting damage to your liver. There is no safe level of alcohol consumption. Cutting back, or stopping altogether are powerful steps towards prevention.

#WorldLiverDay #SolidHabitsStrongLiver

Get regular check ups

Liver disease can be silent. Regular checks help detect problems early before conditions become more serious. Early action can protect your liver.

#WorldLiverDay #SolidHabitsStrongLiver

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Get informed



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

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!



Visit worldliverday.org to:

- Learn about your liver's role
- Discover the link between nutrition, physical activity, reducing alcohol intake, regular screening and liver health
- Get tips from a dietitian
- Debunk myths on food and liver health
- Learn about alcohol units
- Get a daily exercise routine for beginners
- Find out easy ways to become more active
- Learn about different liver function tests
- Explore useful resources to help you build solid habits for a stronger liver.





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Social media

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:

- Always use the hashtag **#WorldLiverDay**
- Add **www.worldliverday.org** to your posts
- Don't forget to **tag us** in your posts!

Handles

 @WorldLiverDay

 World Liver Day

 worldliverday

#WorldLiverDay

#SolidHabitsStrongLiver



5

Social media challenge



**Get involved from your own kitchen!
Small habits start at home.**

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 #WorldLiverDay to join the challenge.
5. Post your picture on World Liver Day, April 19, 2026.

...Entries will be featured on our social media and website!

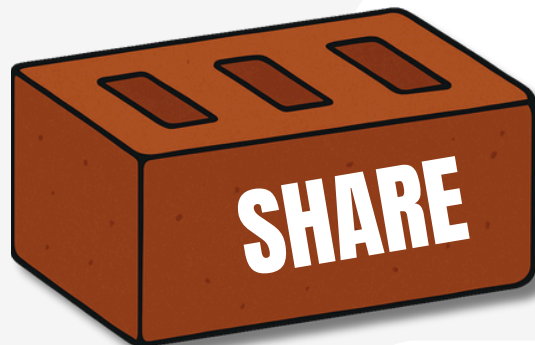


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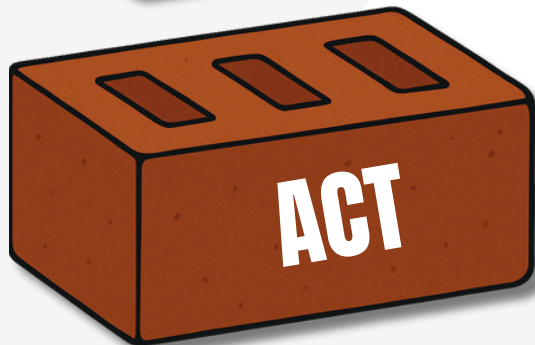
Plan your campaign



- Mark your calendars, World Liver Day is on 19 April 2026.
- Learn about the 2026 campaign on worldliverday.org
- Get informed about liver health and lifestyle.
- Follow World Liver Day on social media.



- 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!



- 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!



Individual action

- Download the World Liver Day recipe book, choose a liver friendly recipe and share it online.
- Commit to one solid habit, eat more vegetables, move daily, reduce alcohol or book a health check.
- Share campaign messages on social media using the official hashtag.
- Talk to family and friends about liver health and prevention.
- Ask your healthcare professional about your own liver risk factors.
- Organise a workplace or school awareness moment, such as a healthy lunch or short walk.

Local action

- Organise or participate in a liver screening activity in your country.
- Partner with local healthcare providers, patient groups or municipalities to host awareness events.
- Arrange a public lecture, webinar or panel discussion on prevention.
- Engage local media with interviews, opinion pieces or awareness stories.
- Light up a landmark building in campaign colours or display campaign materials in public spaces.

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Visual guidelines



Aa **Heading font**
Anton

Aa **Body font**
Neue Montreal
Poppins if not available



Bricks symbolising habits that are the foundation for a healthy liver.



Campaign motto

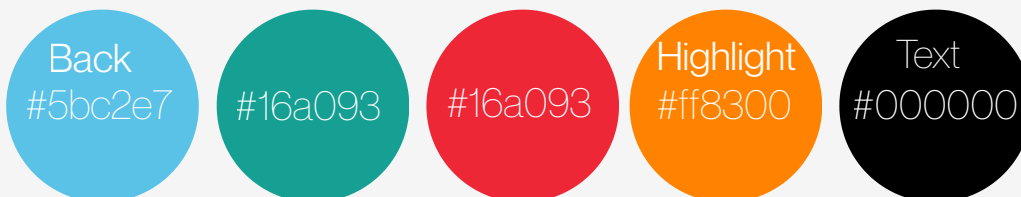


Logo

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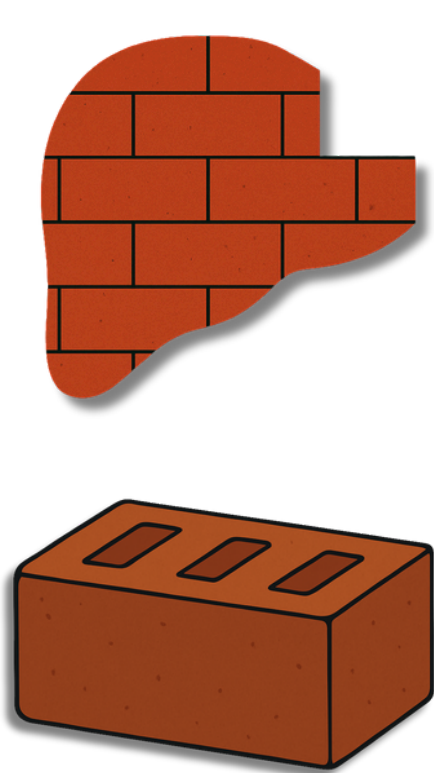


#WorldLiverDay worldliverday.org

Footer text

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Visual guidelines



Physical Activity



Reducing Alcohol



Balanced Diet



Regular Check-ups

8

Campaign assets



Logos

[Download](#)

Social media tiles

[Download](#)

Banners

[Download](#)

Factsheets

[Download](#)

Printable

[Download](#)

Recipe book*

[Download](#)



Download the campaign assets and get started in your promotion of World Liver Day 2026!

*Coming soon

We wish you a happy World Liver Day 2026



WORLD
LIVER
DAY



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



World Liver Day Industry Partners



echosens



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.