

### Target Audiences

Screening and awareness components of this campaign will focus on people with known risk factors, such as:

- Fatty liver - type 2 diabetes, abnormal levels of fats in the blood, metabolic syndrome, obesity and cardiovascular disease
- Liver cancer - chronic viral hepatitis infection, excessive alcohol consumption, cirrhosis, family history and individuals who take medications that may damage the liver

Outreach efforts will focus on Black, Hispanic and Asian communities as well as underserved populations due to high risk factors and limited access to medical care.

Our target audience for medical professional engagement and education includes:

- Gastroenterologists
- Hepatologists
- Primary care physicians
- Internists
- Pediatricians
- Endocrinologists
- Allied health professionals



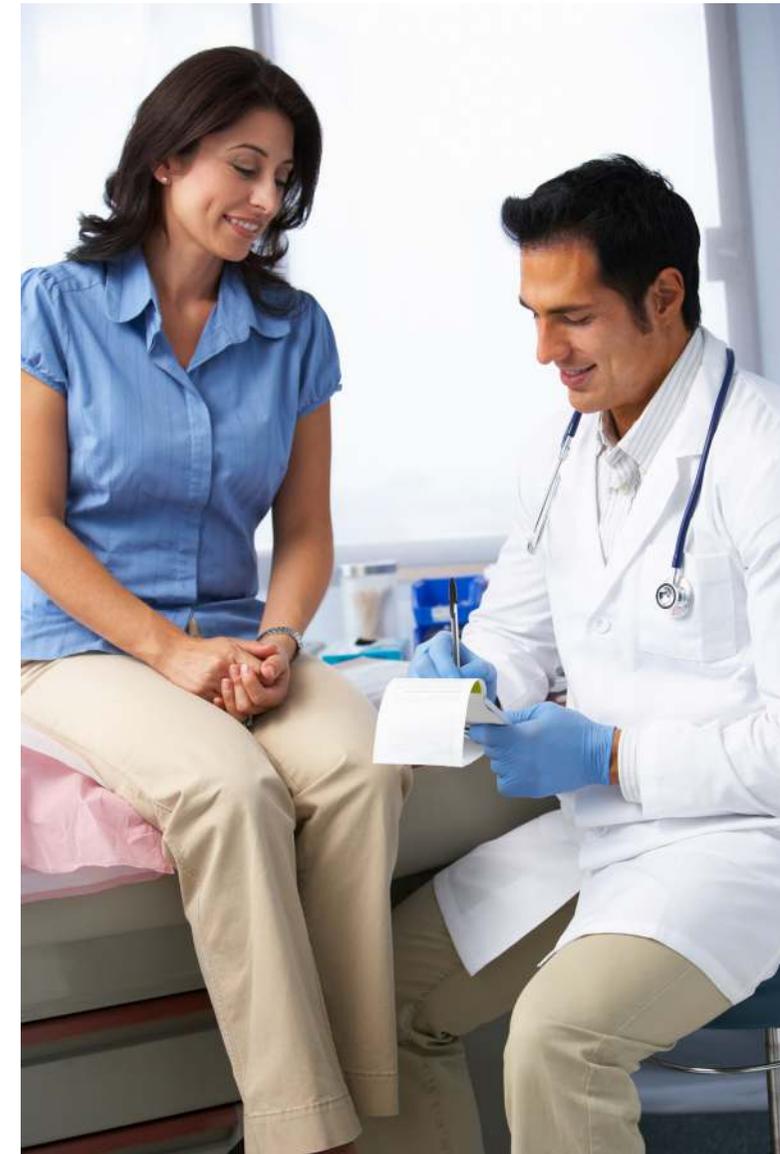
**National Helpline**  
1-800-GO-LIVER (1-800-465-4837)

[liverfoundation.org](http://liverfoundation.org)  
[info@liverfoundation.org](mailto:info@liverfoundation.org)

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Established in 1976, the American Liver Foundation (ALF) is the nation's largest patient advocacy organization for people with liver disease. ALF reaches more than four million individuals each year with free liver health information, education and support services through our website, helpline, social media, programs and events.

### Our Mission

ALF's mission is to promote education, advocacy, support services and research for the prevention, treatment and cure of liver disease. ALF makes an impact in the fight against liver disease by educating patients, families, caregivers and healthcare professionals; advocating for patients and their families; funding medical research to advance treatments for liver patients; and creating public awareness campaigns about liver wellness and disease prevention. ALF is the trusted voice for all patients and families living with liver disease.



*Think Liver Think Life*, ALF's national public health campaign, aims to ensure every American understands their risk for liver disease, receives the appropriate diagnostic testing and care coordination and feels well-informed and supported throughout their liver journey.

To undertake this broad initiative, ALF has developed partnerships and collaborations with key stakeholders, Federally Qualified Health Centers, health departments, diverse faith-based and community groups, and other voluntary health organizations.

### Strategy

- Focus on two disease states:\*
  1. Fatty liver/nonalcoholic steatohepatitis (NASH)
  2. Liver cancer
- Nationwide Expansion - ten new states will be added annually; by 2026, when ALF celebrates its 50th anniversary, *Think Liver Think Life* will be active in all 50 states
  - \*others will be added throughout the life of the campaign

### Impact

1. Prevent and detect liver disease earlier
2. Better manage and treat liver disease
3. Reduce stigma and health inequity
4. Change policy and increase research funding



*Think Liver Think Life* strives to take a comprehensive and proactive approach to improving the liver health of Americans through:

### Diagnostic Testing

- Liver panels
- Risk assessments
- Viral hepatitis antibody screening
- Care coordination

### Patient and Provider Education

- Public screenings, education and resources
- Information about free and low-cost lifestyle management programs focused on nutrition, physical activity and diabetes prevention

- Fatty liver and liver cancer resource toolkits
- An opt-in patient messaging program offering quick tips and resources for newly diagnosed patients
- Professional education opportunities, including tumor boards and liver disease diagnosis and management courses

### Awareness Efforts

- Champions Program - volunteer advocates, patients, caregivers and social media influencers will be identified and encouraged to join and support ALF public health events
- Liver Days - events will be held in each *Think Liver Think Life* state during the month of October and will convene partners, stakeholders and key legislators to discuss specific liver health issues locally
- NASHional Conversation - regional conferences focused on fatty liver disease will be held for patients and providers. Topics will cover diet and nutrition, exercise, behavioral health, clinical trials, disease progression, diabetes/liver connection, bariatric surgery and more
- The Educated Patient: A Liver Cancer Conference - this annual conference offers patients and caregivers effective approaches to coping with liver cancer, communicating with the medical team, understanding treatment options and more
- Participate in state, regional and local CDC funded Comprehensive Cancer Control programs to raise awareness about liver disease and liver cancer

