

Who We Are Established in 1976, 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.

Think Liver Think Life 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.

Focus & Strategy The focus is on two disease states, fatty liver disease and liver cancer.*

We are planning a nationwide expansion, adding ten new states annually. We anticipate that 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 Think Liver Think Life will lead to:

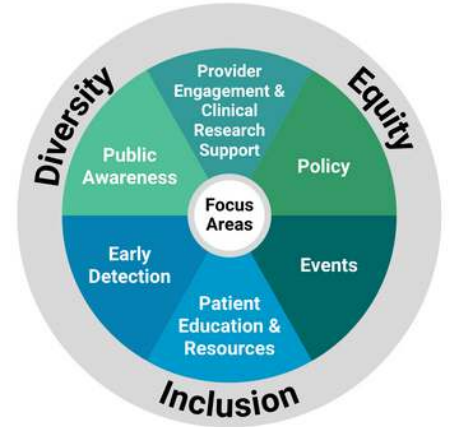
- Earlier prevention and detection of liver disease
- Better management and treatment of liver disease
- Reduction of stigma and health inequity
- Changes in policy and an increase research funding

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

Community 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



Target Audience

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

For more information about Think Liver Think Life, visit thinkliverthinklife.org.

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For questions about liver wellness and disease, or for emotional support to patients at the point of crisis and information on local resources including physician referrals, please contact our Helpline at 1-800-465-4837.

