

Focus on Liver Health: Actions and Resources at the State Level

Moderator: West Virginia Senator Patricia Rucker,
Co-Vice Chair, Women In Government Board of Directors

Ivory Allison, National Director of Community Impact,
American Liver Foundation



#AccessToHealthCare



Think Liver **Think Life** ™

The American Liver Foundation's
five-year campaign to improve liver disease outcomes



INPUTS



- \$15 million campaign funding over five years
- Guidance from 100s of liver specialists, public health experts, allied health and government leaders
- Nearly 100 partnerships and collaborations in year one

STRATEGY



2
+
10

disease states: NAFLD/NASH and liver cancer 2022 - 2026

new liver disease initiatives potentially added each year

states added per year (50 states in 5 years)

IMPACT



- Prevent and detect liver disease earlier
- Better manage and treat liver disease
- Reduce stigma and health inequity
- Change policy and increase funding

Initiative Overview



2022 States

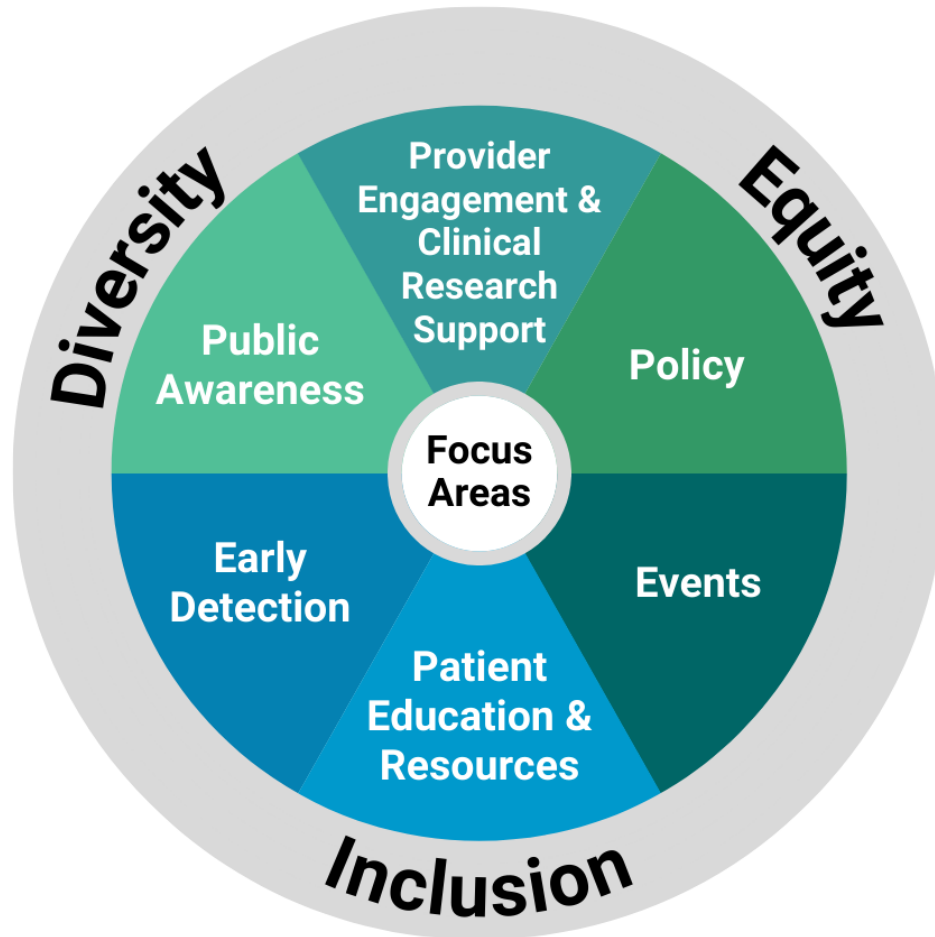
- Alabama
- Arizona
- Florida
- Kentucky
- New Mexico
- New York
- Ohio
- Pennsylvania
- Texas
- West Virginia

2023 States*

- Connecticut
- Iowa
- Louisiana
- Massachusetts
- Mississippi
- Missouri
- Nebraska
- New Hampshire
- North Carolina
- Oklahoma
- South Carolina
- Tennessee
- Utah

* Tentative

Initiative Overview



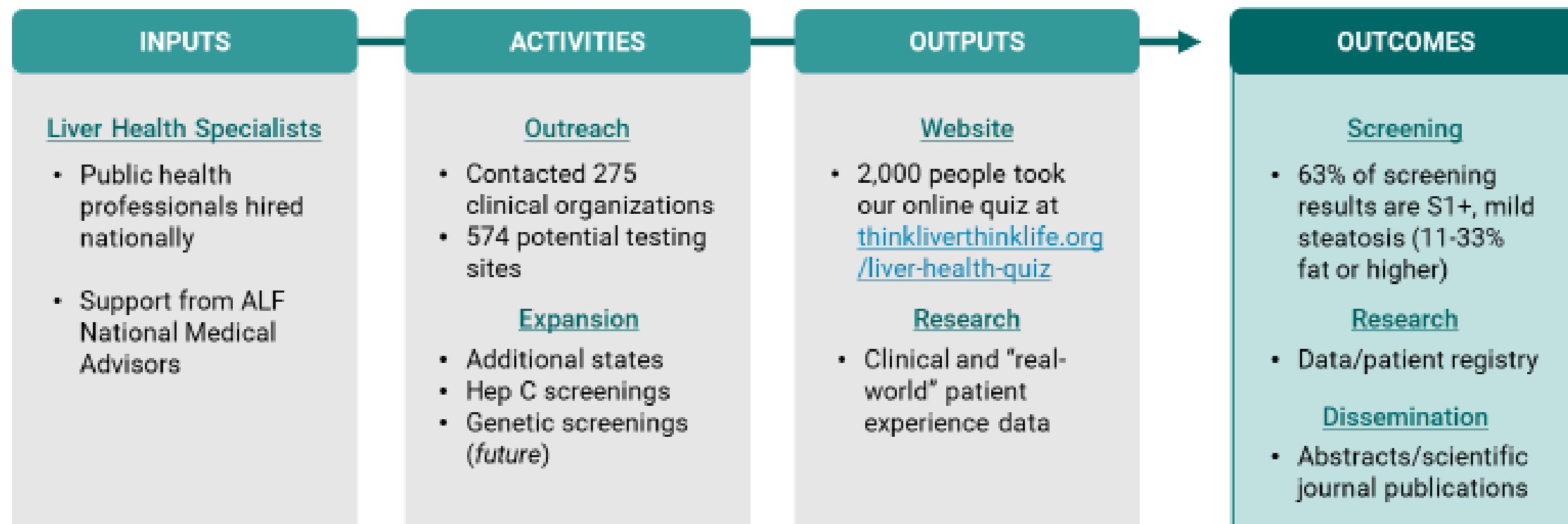
Growing Partnerships:

- CDC Cancer Care Collaboratives
- Community-based clinics
- Community health non-profits
- Health departments (state and county)
- Health systems (public and private)
- Local/regional FQHC's
- Medical professionals
- Mobile clinics
- Patient advocates
- Payers
- State public health associations

Organizational Priorities



PUBLIC HEALTH



Awareness Activities



Community Level Activities

- Awareness and Education at Community Fairs, Festivals, and Events
- Lighting of Buildings, Bridges, and Monuments green to celebrate Liver Health in October
- State and Local Proclamations
- Liver Screenings

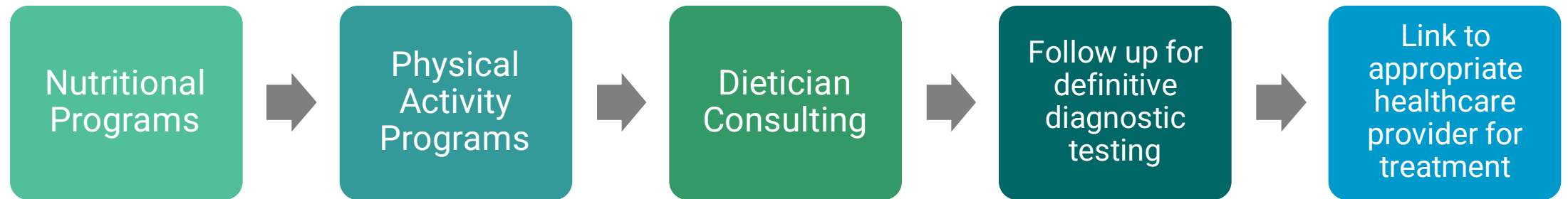
Walk Your NASH Off

- Featured at 3 Liver Life Walk sites in 2023
 - ✧ June 3 - Cincinnati, OH
 - ✧ September 30 - Meriden, CT
 - ✧ October 28 - Houston, TX

5th Annual The Educated Patient: A Liver Cancer Conference

- Share information, strategies, and resources for effective and meaningful dialogue

Connection to Care



Current Partnerships & Collaborations



Initiative Sponsors

AbbVie
Alexion Pharmaceuticals
AstraZeneca
Genentech
Gilead
Mallinckrodt
Merck
Pfizer

Diagnostic Partners

Fibronostics
Echosens (pending)

American Diabetes Association

State Cancer Collaboratives



- Take the Quiz at www.ThinkLiverThinkLife.org
- Take the information you've learned today and share it with your constituents. Help us erase the stigma of liver disease and provide more education and awareness for everyone and increase testing.
- Help Advance the Living Donor Protection Act (H.R. 2923/S. 1384)

Join our transformational public health campaign
and help change our liver world.



Premier Sponsor



Premier Diagnostic Partner



Supporting Sponsors



Campaign Sponsor



Contributing Sponsors

AbbVie
Alexion Pharmaceuticals
Genentech

