



# NHC Health Equity Affinity Group Meeting

Christine Maalouf, Communications Director  
Sarah Manes, Liver Cancers Program Director

October 17, 2024

# Agenda

- Introduction to Global Liver Institute
- Liver Cancer Stats
- Overview of Liver Cancer Awareness Month, #OctoberIs4Livers
- Time for questions

# It all starts with a patient



# Who **we** are.



## **Mission.**

**To improve the lives of individuals and families impacted by liver disease** through promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases.



## **Vision.**

**For liver health awareness to be universal** and for liver disease to take its proper place on the global public health agenda consistent with its prevalence and impact.



## **Values.**

**Patient-centeredness. Collaboration.  
Integrity. Inclusion. Results.**



1.5 billion people worldwide are living with liver disease.

Liver cancer is **THIRD DEADLIEST CANCER** in the world.

Source: WHO, 2022

# GLI Over the Years



# Strategic Approach



## Councils

convene 187+ stakeholders, including patient advocates, clinical researchers, industry leaders, and more, to identify priorities and next steps in the field.



## Policy

### Policy Efforts:

Advanced Advocacy Academy  
CMS  
FDA  
Congress



## Initiatives

Liver Health is Public Health  
Beyond the Biopsy  
GLI LIVE  
Diversity Equity and Belonging



#OctoberIs4Livers #RAREAWARE

## Awareness Campaigns

Global Fatty Liver Day  
#OctoberIs4Livers  
#RareAware

## Global Impact

### Current Partnerships:

EASL, WHO, 15 non-US medical societies and more than a dozen International NGOs



## Education & Support

Advanced Advocacy Academy  
Ambassador Program  
Liver Action Network  
Patient Education  
Virtual Support Groups



# Global #FattyLiverDay



# GLOBAL FATTY LIVER DAY

JUNE 13TH, 2024

**ACT NOW**  
**SCREEN TODAY**





# Achievements in Global Health Policy



- HRS-1 Advocacy with FDA
- Signing Securing the U.S. Organ Procurement and Transplantation Network Act into law
- Global State of Liver Health report
- Best Practices in Liver health report launched at WHA



# We train advocates

through GLI's Advanced Advocacy Academy (A3)



**A3 EVENT HIGHLIGHTS**

- 4** DAY EXPERIENCE
- 3** COUNTRIES (CANADA, ENGLAND, USA)
  - 19 U.S. States & 2 provinces in Canada
- 18** PANELS & EDUCATIONAL SESSIONS
  - 89% of speakers/panelists are patients and/or caregivers
- 17** HILL DAY GROUPS
- 51** CONGRESSIONAL MEETINGS
- 90** LIVER ADVOCATES IN ATTENDANCE
  - 41% first time attendees

# Liver Cancers Stats



## By 2040, WHO estimates

1.4 million new cases  
of liver cancers annually

1.3 million deaths from  
liver cancers annually

70% of cases of liver cancer  
are preventable with available  
knowledge and technology

## HCC risk factors

HBV	44%
Alcohol	26%
HCV	21%
Smoking	13%
Obesity	9%
Diabetes	7%
Aflatoxin	4.6-28.2%

## Global Burden of Liver Cancers

Males 65+ have  
the highest rate  
of liver cancer

Hispanics have the  
highest incidence

AI/AN mortality rate  
of is highest

**Liver cancer is the  
6<sup>th</sup> most common  
cancer, and the 3<sup>rd</sup>  
deadliest cancer in  
the world**

# The Future of Liver Cancers

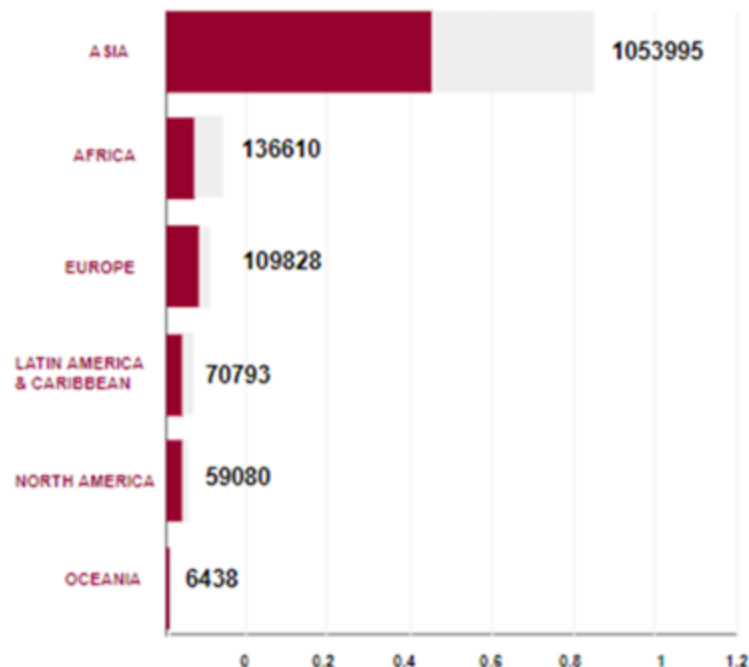
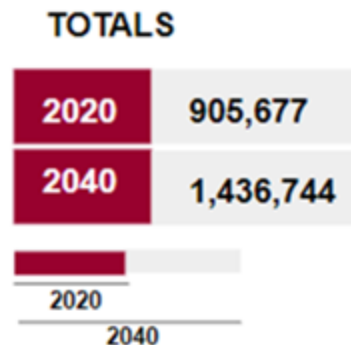
## A Global Outlook



Estimated number of new cases (in millions)

Estimated # of new liver cancer cases  
from 2020 to 2040 by region

Both sexes [AGE 0-85+] WHO-IARC, 2020





#OctoberIs4**Livers**



# #OctoberIs4Livers

**2024 Theme:**

**Addressing Disparities in Liver Cancer Care**

# Campaign Goals

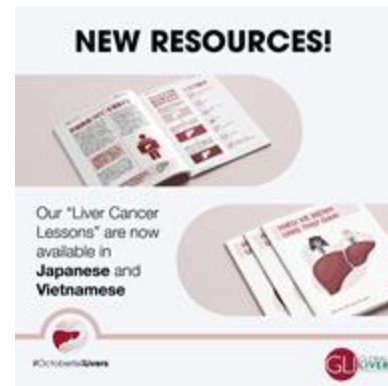
1. Raise awareness of liver cancer prevention, treatment, and survivorship by elevating the liver cancer discourse through conversations with trailblazing panelists of diverse disciplines
1. Increase collaborations with health organizations that serve under-resourced communities that bear the burden of disproportionate liver cancer rates
1. Enhance health literacy of vulnerable communities by translating liver cancer resources to Japanese and Vietnamese
1. Strengthen global public awareness of chronic diseases, including viral hepatitis and cirrhosis, that increase the risk for liver cancer



# Patient and Caregiver Educational Resources



- Liver Cancer Resources in 8 languages
  - Translated in Japanese and Vietnamese
- Patient and Caregiver Toolkit
- Preventing, Diagnosing, and Treating the Third Deadliest Cancer:  
A Policy Briefing on Liver Cancer



# Focus on Health Equity



- Health Equity Roundtables

- Hispanic
- Asian and Asian American
- African & Black American
- LGBTQIA+

2024:

- Rural Communities
- Native American & Canadian Aboriginal Communities
- U.S. Veteran Community

#OCTOBERSLIVERS HEALTH EQUITY ROUNDTABLE  
Rural Communities | October 17th, 1pm ET

**JORGE PEREZ-LUNA, MD, MPH**  
Hepatologist, Gastroenterologist  
Head of the Liver Clinic at the Hospital General "Dr. Ignacio Morones Prieto" del Estado de México, México

**ANDREW MOON, MD, MPH**  
Hepatologist, Gastroenterologist  
Assistant Professor of Medicine, University of North Carolina, North Carolina, USA

**BRISANNE LINDENLUFF, MD, MPH**  
Public Health Specialist and CEO, Engage Women Foundation, United States

**MODERATOR**  
SARAH MAKES  
Program Director, Liver Cancer, Global Liver Institute

REGISTER HERE

#OCTOBERSLIVERS HEALTH EQUITY ROUNDTABLE  
American Indian and Indigenous People in Canada | October 10th, 1pm ET

**FRIDERA BUFFALO, MD**  
CEO, Assistant Senior Cancer Treatment Specialist, Hepatobiliary System, Gynec, and Gynec from the Cree Clinic and Lower Brule Liver Center, Wisconsin, United States

**KATE DUNN, PHD, MPH, BSN**  
Assistant Professor at York University, Geriatric Antineoplastic woman from Mississauga, York Region, Ontario, Canada

**SARAFIL S. LEE, MD, MPH, FRCPC, FRCGS**  
Professor of Medicine, University of Calgary, Calgary, Canada

**MODERATOR**  
SARAH MAKES  
Program Director, Liver Cancer, Global Liver Institute

REGISTER HERE

#OCTOBERSLIVERS HEALTH EQUITY ROUNDTABLE  
U.S. Veterans | October 24th, 1pm ET

**BLAKE C. DAVIS, MD**  
Medical Director, Head of Hepatology at the United States Department of Veterans Affairs, Multiple States

**ANDREW MOON, MD, MPH**  
Program Director, Gastroenterology and Liver Transplantation, Memorial Sloan-Kettering Hospital, New York, USA

**JACQUELINE DUGAN, MD, MPH**  
Hepatologist  
Chief of Hepatology at the North Texas Health Care System, University of North Texas Health Science Center, Dallas, Texas, USA

**MODERATOR**  
SARAH MAKES  
Program Director, Liver Cancer, Global Liver Institute

REGISTER HERE

## LGBTQIA+ Roundtable & Resources

The Outsized Impact of Liver Cancer on the LGBTQIA+ Population

**Primary liver cancer** is cancer that begins in the liver. Liver cancer has many causes, many of which are less severe liver diseases which can worsen to become cancer. It – like many other liver conditions – often begins with minimal or non-specific symptoms, which results in late-stage diagnoses. However, detecting liver cancer earlier provides more options for care, a greater window for treatment and a higher chance of survival.

There are several reasons why the LGBTQIA+ communities might face a higher burden than average due to liver cancer. Heightened risk factors may increase the likelihood that liver cancer develops, while delays to accessing and treatment can worsen outcomes. It is important to know the signs – and know what you can do to protect your liver.



Liver cancer is the **4th most common cancer** & the **3rd deadliest cancer**.<sup>1</sup>

### RISK FACTORS:

- |  |   |
|--|---|
| <p><b>Discrimination from healthcare providers</b></p> <ul style="list-style-type: none"> <li>Provider bias can limit access to life-saving and health-improving care.</li> <li>It is a goal to be understood to make appointments after being discriminated.</li> <li>Discrimination leads to late diagnosis – which makes treatment more challenging.</li> </ul> | <p><b>What Hepatitis</b></p> <ul style="list-style-type: none"> <li>Viral hepatitis can be spread through unprotected sex, injection drug use, and contact with infected blood.</li> <li>25% of men with hepatitis B infection are among men who have sex with men (MSM).</li> <li>What hepatitis can lead to liver cancer. If untreated, a man's risk increases by up to 40%.<sup>2</sup></li> </ul> |
|--|---|

- |  |   |                      |       |                      |       |                      |       |                      |       |
|--|---|----------------------|-------|----------------------|-------|----------------------|-------|----------------------|-------|
| <p><b>High rates of alcohol use</b></p> <ul style="list-style-type: none"> <li>Alcohol consumption is prevalent, especially among bisexual people, gender minority women, and transgender individuals.<sup>3,4</sup></li> <li>Alcohol misuse leads to cirrhosis, liver failure, and liver cancer.</li> </ul> | <p><b>Rates of alcohol dependence</b></p> <p>Increased alcohol use can lead to developing liver disease and liver cancer.</p> <table border="1"> <tr> <td>Alcohol Use Disorder</td> <td>14.4%</td> </tr> <tr> <td>Alcohol Use Disorder</td> <td>13.3%</td> </tr> <tr> <td>Alcohol Use Disorder</td> <td>18.1%</td> </tr> <tr> <td>Alcohol Use Disorder</td> <td>11.9%</td> </tr> </table> | Alcohol Use Disorder | 14.4% | Alcohol Use Disorder | 13.3% | Alcohol Use Disorder | 18.1% | Alcohol Use Disorder | 11.9% |
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# GLI LIVE



## 4 new episodes of GLI LIVE

- Advancing Health Equity through and within Nursing
  - Dr. Sheldon Fields
- Let's Create Equitable Care in Liver Cancer
  - Dr. Andrea Reid
- Setting a Standard for Liver Cancer Imaging
  - Dr. Claude Sirlin
- Better HCC Screening and Care for Veterans
  - Dr. Tamar Taddei
  - Dr. George Ioannou

**#OctoberIs4Livers**  

Better HCC Screening and Care for Veterans

October 23, 2024  
12PM EST

 **Donna R. Cryer, JD**  
GLI LIVE Host  
Founder & CEO  
Global Liver Institute

 **Tamar Taddei, MD, FAASLD**  
Chief of Gastroenterology  
VA Connecticut Healthcare System

 **George Ioannou, MD, MS**  
Director of Hepatology  
VA Puget Sound Health Care System

 #OctoberIs4Livers  LIVE on YouTube, LinkedIn, and Facebook

**#OctoberIs4Livers**  

Let's Create Equitable Care in Liver Cancer

October 9, 2024  
12PM EST

 **Donna R. Cryer, JD**  
GLI LIVE Host  
Founder, CEO  
Global Liver Institute

 **Andrea Ewing Reid, MD, MPH**  
Director of Diversity and Faculty Development  
for Gastroenterology  
Massachusetts General Hospital  
Associate Dean of Student and Multicultural  
Affairs, Harvard Medical School

 #OctoberIs4Livers  LIVE on YouTube, LinkedIn, and Facebook



# Global Open House Series

# Global Open Houses



# Be a part of our campaign!



## Leverage Online Platforms

- Post on social media platforms, newsletters, or websites
- We will provide you with:
  - Media Tiles
  - Descriptions
  - Registration links
  - Hashtags
  - Website links to resources

#OctoberIs4Livers



# Questions?

# Stay connected



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[@globalliverinstitute](https://www.instagram.com/globalliverinstitute)



Global Liver Institute





# Thank you!

