

**Who We Are** American Liver Foundation® (ALF) is a national community of patients, caregivers and medical professionals dedicated to helping people improve their liver health. Providing guidance and life-saving resources, we are a beacon for the 100 million Americans affected by liver disease. We advocate for patients and families, fund medical research and educate the public about liver wellness and disease prevention. We bring people together through our educational programs and events and create a network of support that lasts a lifetime. Founded in 1976, ALF is the largest organization focused on all liver diseases and the trusted voice for patients and families living with liver disease.

**What is Think Liver Think Life?** Think Liver Think Life® is ALF's nationwide public health initiative raising awareness and screening U.S. adults for steatotic (fatty) liver disease and liver cancer. Our goal is to ensure every American understands their risk for liver disease, receives the appropriate liver screening test and feels well-informed and supported throughout their liver journey.

**Focus & Strategy** The goal of this initiative is to raise awareness and screen at-risk individuals in all 50 states for steatotic (fatty) liver disease and liver cancer. To support this effort, ALF partners with Free & Charitable Clinics, Federally Qualified Health Centers, health departments, faith-based and community organizations, and other voluntary health groups nationwide to deliver free liver screenings to uninsured and underinsured populations at greatest risk. ALF also participates in community events nationwide throughout the year to raise awareness and educate the public about the importance of liver health. A free liver health quiz helps individuals understand their risk and take steps toward early detection and care. See if you're at risk today at [thinkliverthinklife.org/quiz](http://thinkliverthinklife.org/quiz).

**Impact** Think Liver Think Life will lead to:

- Earlier 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:

- Liver screenings
- Community Education
- Healthcare Provider Education

**Community Education** Community educational resources and support services provided, include:

- Educational toolkits about steatotic (fatty) liver disease and liver cancer
- Information on free or low-cost lifestyle management programs focused on nutrition, physical activity, and diabetes prevention
- 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:

- Steatotic (fatty) liver disease - 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

To learn more about Think Liver Think Life and how you can get involved, scan the QR code below or visit [thinkliverthinklife.org](http://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.

