



# Promoting Liver Health

The Canadian Liver Foundation believes that everyone should understand the vital role the liver plays in nurturing and protecting the body and how decisions they make every day can impact their liver health. We represent the liver health of all Canadians, educating and advocating for improved standards for prevention, diagnosis and treatment of liver disease.

## LIVERight

LIVERight is the Canadian Liver Foundation's call to action to all Canadians to learn how to take care of their livers for the sake of their overall health. Through LIVERight, we want to overcome misconceptions about liver disease, and provide positive, preventative and practical advice for better liver health. Not only is LIVERight a call for greater public awareness, but the principles of LIVERight -- to nurture and protect liver health-- now guide the Foundation's core activities.

## Public Education

As Canada's authority on liver health, the Canadian Liver Foundation is able to bring the knowledge gleaned from research, and from working with the medical and scientific communities, forward to the Canadian public through a variety of channels.

### 1-800 HELPLINES

Our national and regional helplines answer hundreds of calls from newly diagnosed liver disease patients, the general public and healthcare professionals seeking information on all aspects of liver health.

### LIVER.CA

Our website provides the latest information on liver disease, liver health and the work of the Foundation.

### EDUCATIONAL MATERIALS

Our library of resources, including pamphlets and medical information sheets in English, French and other selected languages, cover diagnosis, prognosis, prevention and treatment of all forms of liver disease.

### NATION-WIDE INFORMATION PROGRAMS

We offer two nation-wide educational programs. Living with Liver Disease provides a forum for patients and families to connect with one another, to share their experiences and learn from liver experts. We have also introduced the first module of our LIVERight standardized nation-wide presentation series covering non-alcoholic fatty liver disease in response to the increase in prevalence of this condition in Canada and the world.

### LIVERIGHT AWARDS

In collaboration with the food and beverage industry, we are raising awareness of non-alcoholic fatty liver disease (NAFLD), North America's most prevalent form of liver disease. The LIVERight Awards are presented to the tastiest and most nutritious convenience foods as judged by a panel of dietitians and chefs.

LIVERight. Learn How. Liver.ca

**LIVERight** represents the Canadian Liver Foundation's belief in taking a positive and supportive approach to helping Canadians protect and manage their liver health whether they're living with a liver disease, caring for the health of others, or are looking for ways to live well. We want all Canadians to learn how to LIVERight.

**EDUCATION** is key to eliminating preventable liver diseases like hepatitis B and C and non-alcoholic fatty liver disease (NAFLD). That's why we work with communities, governments, health care providers, social agencies, schools and the media to teach people how to protect themselves.

**91** % of medical residents participating in Discover the World of Hepatology rated themselves as "knowledgeable or very knowledgeable" about hepatology as a career choice – versus nine percent in the same group prior to attending.

**70** % of participants in Updates in Hepatology described their knowledge of liver health and disease as "very good or strong" after attending – compared to fifteen percent prior to the program.

## Regional programs

Through our presence in communities across the country, the Canadian Liver Foundation offers a wide array of local programs aimed at reducing risk, improving Canadians' health choices, and increasing awareness about the many forms of liver disease. Programs are developed based on the needs of local communities and range from transplant support groups in Quebec, to a healthy eating program --Kool Kids Cuisine -- in Alberta, to risk reduction programs like Young Voices in Atlantic Canada (increasing awareness of hepatitis C, HIV and sexually transmitted infections among youth).

*"When I learned that the presenter had liver disease, it intrigued me to listen better since he knows what it's like to have it."* – YOUNG VOICES PARTICIPANT

## Professional Education

Canada's hepatology community has blazed a trail to major breakthroughs in liver research. However, there is a serious shortage of specialists following in their footsteps. Liver disease is on the rise and hepatologists are a dwindling resource: there are no more than 50 in all of Canada. The Canadian Liver Foundation is committed to building knowledge and interest in liver disease in the healthcare community and creating incentives to pursue hepatology as a career.

### DISCOVER THE WORLD OF HEPATOLOGY PROGRAM:

We partner with the Canadian Association for the Study of the Liver (CASL) and the University of Manitoba Section of Hepatology to offer a two-day symposium, bringing together expert hepatologists and medical residents who are at a critical juncture in their career decision-making. This showcase of expertise and enthusiasm promotes hepatology as an exciting field full of opportunity and challenge.

### UPDATES IN HEPATOLOGY:

In another partnership with the CASL and the University of Manitoba Section of Hepatology, we offer a program to keep family physicians and other allied healthcare professionals abreast of liver health information they need in their practice. Updates in Hepatology, a Continuing Medical Education program, covers a range of topics, including hepatitis, alcoholic liver disease, immunization, fatty liver disease, hepatotoxicity, liver transplantation, and more.

## Help Canadians LIVERight

The Canadian Liver Foundation is looking for national and community partners that want to help all Canadians to LIVERight. Whether your support takes the form of financial investment, volunteer effort or awareness-building activities, we are ready to work with you. We will provide your organization with the support you need to educate your stakeholders: employees, members, management, or customers.

LIVERight. Learn How. [Liver.ca](http://Liver.ca)