

Many Ways, One Aim – Beating Liver Disease

INTERNATIONAL LIVER CONGRESS™ 2022

Legacy Impact Report



A background image showing a group of diverse students sitting at desks in a classroom, focused on their work. The image is overlaid with a semi-transparent blue filter. A large red hexagonal shape is centered over the image, containing white text.

MANY WAYS, ONE AIM - BEATING LIVER DISEASE

Our Vision as
The Home of Hepatology
is to drive change through:

Science | Education | Advocacy




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The EASL Era of Impact and Sustainability

a message from our Secretary General



In 2020, the world was turned upside down as everything went digital, borders shut down, and a glaring light was shone on the impact of health inequities across the globe. Two years later, coming together to address the health and well-being of all has

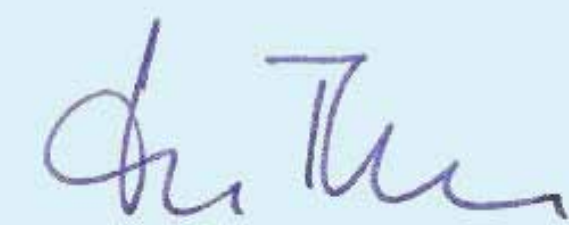
never been more important.

In June of 2022, EASL held its annual congress in London under the banner of “Savour science together again”. Invigorated with a new post-covid energy, EASL is entering a new era of sustainability and long-term impact. In alignment with the Congress theme and as a firm commitment to implementing the latest public health recommendations for liver health, the EASL team is working tirelessly to ensure that our Congress events

benefit local communities as much as attending healthcare professionals.

Being a forward-looking organisation means adapting to the ever-changing needs of those we aim to serve.

Launching impact projects for the first time at our flagship event in 2022 gave us the opportunity to do just that. I’m delighted to present this impact report which outlines the activities we implemented, the outcomes we saw, and the positive impact we hope to impart. This is something we are committed to pursuing in the future; however, we can only improve by setting goals, measuring our impact and being transparent about our process.



Thomas Berg

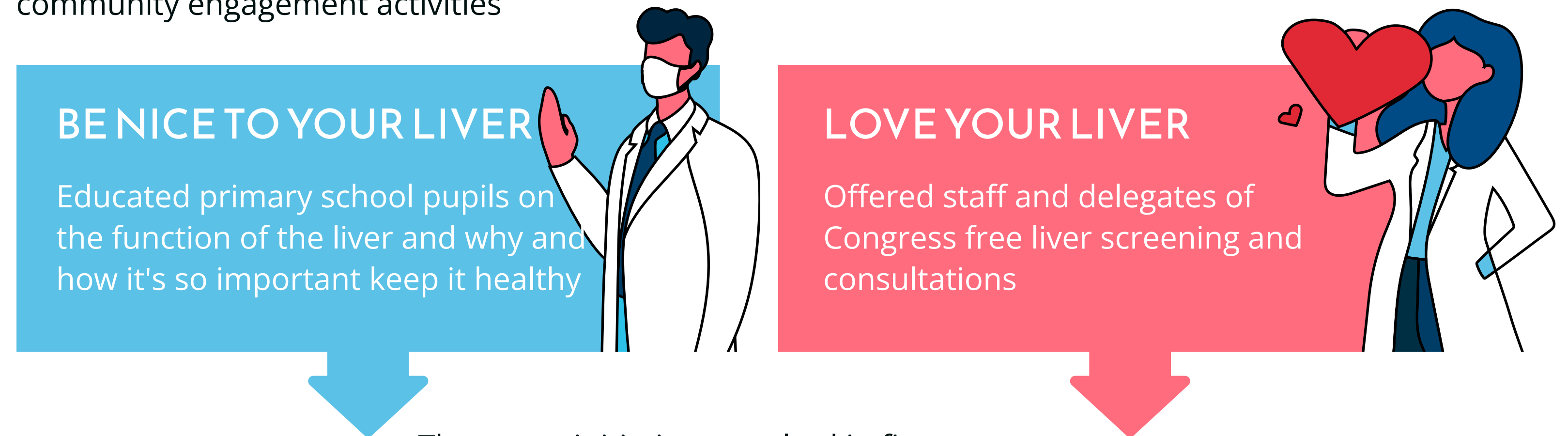
Secretary General

Our Impact Highlights

The EASL Congress is the annual event bringing together leading professionals in fields related to liver health to discuss latest research, scientific advancements, and care strategies. As public health gains importance and traction in preventing and treating liver diseases, EASL is now focusing its efforts on building relationships with host cities and implementing healthy initiatives beyond the four walls of the event space.

In line with the UN Sustainable Development Goals, EASL is working towards developing initiatives for prevention and control of liver diseases that are multidisciplinary. EASL is working on several fronts to engage people and professionals to change the way we approach and treat this disease that is growing in prevalence in Europe.

During the International Liver Congress 2022 in London, UK, EASL organised two successful community engagement activities



These two initiatives resulted in five outcomes:



These become the drivers of impact and change EASL wishes to create throughout Europe.
A novel and complementary initiative in pursuit of EASL's vision:

MANY WAYS, ONE AIM - BEATING LIVER DISEASE

Be Nice to Your Liver



60

PRIMARY SCHOOL
PUPILS ATTENDED

88%

agree that taking
care of the liver is
important

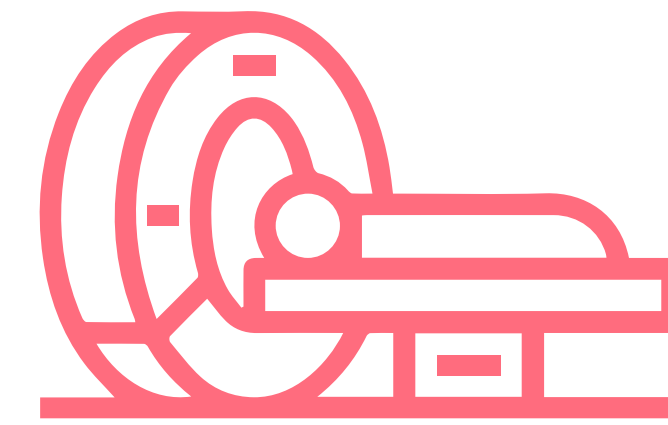
75%

mentioned exercise as
being beneficial for liver
health

93%

correctly explained
the function of the
liver

Love Your Liver



159

PEOPLE HAD THEIR
LIVER SCANNED

6

were referred for
further testing

96%

of people went home
knowing their livers are
healthy

4%

were given the
opportunity to address
their liver health

Media Coverage

9+

NEWS
ARTICLES



published in five countries

2

TV
PROGRAMMES



on national UK television

5

MILLION
PEOPLE



people reached worldwide and
now more aware of liver health

Testimonials: Our First Primary School Cohort



“

I would tell my friends keep fit and healthy. I advise that when you're older, do not take drugs, drink alcohol, or anything with nicotine as a highly addictive substance can cause poor physical health

“

*Look after your liver.
Ingest healthy food.
Violent attacks of sugar,
Leave her in a bad mood.
Everyone knows
She's like an engine.
Boring into chemicals
In the blood system*

“

More hands-on projects will benefit children more as they can really experience sessions. One of my visions as a science lead is to promote and drive sciences within the school and the community, and these sorts of projects will create a love and appreciation for science

The European Association for the Study of the Liver (EASL) is the continent's foremost organisation serving as the Home of Hepatology.

EASL's mission is grounded in ensuring that all professionals in the field can realise their full potential in understanding, preventing and curing liver disease. EASL is determined to serve and develop the liver health community while uniting Hepatology in Europe through patient outreach and public health.



4,734

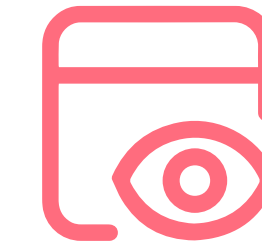
PERMANENT
EASL MEMBERS

EASL Campus is an educational tool available to all which provides resources to medical professionals, patients, industry professionals and policymakers.

Our EASL campus has:

8,743
resources

24,200
registered users



38K

WEBSITE VIEWS
PER MONTH IN 2022

Our journals publish the latest research in the field and rank 5th and 12th respectively out of the 93 Gastroenterology and Hepatology publications worldwide.

Journal of
Hepatology

30.08
impact factor

JHEP
Reports

9.917
impact factor

EU Level Initiatives: The Liver Network:

4

INTERNATIONAL
LIVER
ORGANISATIONS

37

NATIONAL
ASSOCIATIONS

9

PATIENT
ORGANISATIONS

10

MEPs - FRIENDS
OF THE LIVER
GROUP

The purpose of the association is to promote communication between professionals interested in the liver and its related disorders. For the Advocacy, Policy, and Public Health department, three priorities remain at the core of the EASL impact project: public education and awareness, prevention and early detection of liver diseases, and talent acquisition.

Our policy and public health outreach activities include:

- 9 policy statements
- WHO collaborations
- Joint symposiums with European Commission and European Parliament
- Advocacy events
- Position papers
- Research projects

EASL Patient Synergies

Common initiatives in collaboration with our 8 patient organisation partners:

- Podcasts
- Patient forums at annual Congress
- Clinical Practice Guidelines
- Advocacy events

- Patient roundtables
- Conveyance of relevant messages
- Patient art competition
- Patient Representation at EASL Policy and Public Health Committee

“

*A fundamental shift must occur, in which health promotion, prevention, proactive case finding, **early identification** of progressive liver fibrosis, and **early treatment** of liver disease replace the current emphasis on the management of end-stage liver disease complications*

EASL - The International Liver Congress 2022

EASL engages in many activities to achieve association objectives, and one of the most meaningful is the EASL Congress. Formerly known as the International Liver Congress (ILC), the Congress is the annual meeting and flagship event on the EASL educational calendar.

ILC 2022



7,000+
DELEGATES



114
COUNTRIES
REPRESENTED

Topics at ILC



- Basic science
- Cirrhosis and complications
- Immune mediated and cholestatic diseases
- Liver tumours
- Metabolism, alcohol, and toxicity
- Viral hepatitis
- Public health
- General hepatology

In 2022, this event was organised in a way that intentionally reflected the paradigm shift proposed by the EASL-*Lancet* Commission on liver health. The Commission published a report indicating the necessity of changing the dynamics of care from treatment and management to prevention and early detection. In alignment with these recommendations, ILC 2022 implemented a set of impact projects throughout the Congress. The first of its kind in EASL event history, the impact project mandate was to move beyond the borders of the Congress to create a lasting impact in the London community.

Impact Intentions and Strategy

Value creation at EASL does not stop at its members, partners, and delegates. As a medical association, EASL is committed to providing a lasting, positive impact on the lives of all those who are connected to liver disease, and taking it a step further, all who are impacted by its events. EASL recognises the potential for flagship events such as the EASL Congress to have a tangible impact on the host community and therefore seeks opportunities to impress upon those communities a long-lasting legacy of healthy change and sustainable action.



Health conferences have traditionally focused on actors and stakeholders related directly to the field. It has long since been a source of prestige and professional mobilisation for delegates and the association; however, EASL believes it is vital to shift that perspective to conferences that are more sustainable, have a stronger focus on public health, and engage local people, policy makers, and media. Starting with ILC London 2022, EASL is determined to bring long-term positive change to the EASL Congress destination's population, economy, and healthcare system.



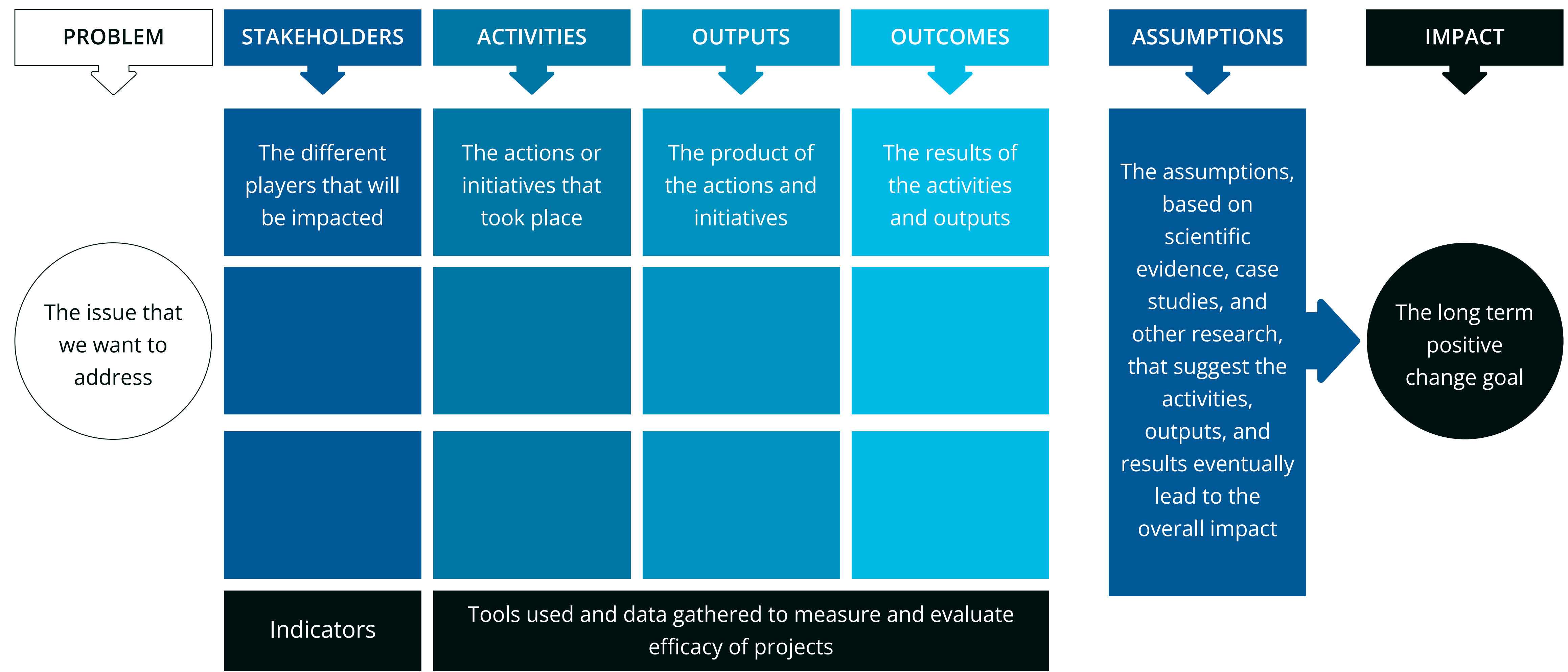
Impact Intentions and Strategy

EASL cannot achieve the level of impact aimed for without the support and dedication of its partners. ExCeL London and London & Partners were instrumental collaborators on the project aimed at educating children and raising awareness for liver health. Alongside making the Congress a success, they aided in coordinating with the primary school and including students in the opening ceremony. The British Liver Trust, a long-time ILC partner, expanded their reach by extending their services to the ExCeL staff and helping to create value for all those engaged in the Congress event rather than only the delegates.

Measuring impact is the key to understanding and driving long-term change. Prior to the International Liver Congress, EASL worked with consulting company, Meet4Impact to create a Theory of Change framework.



Theory of Change Framework

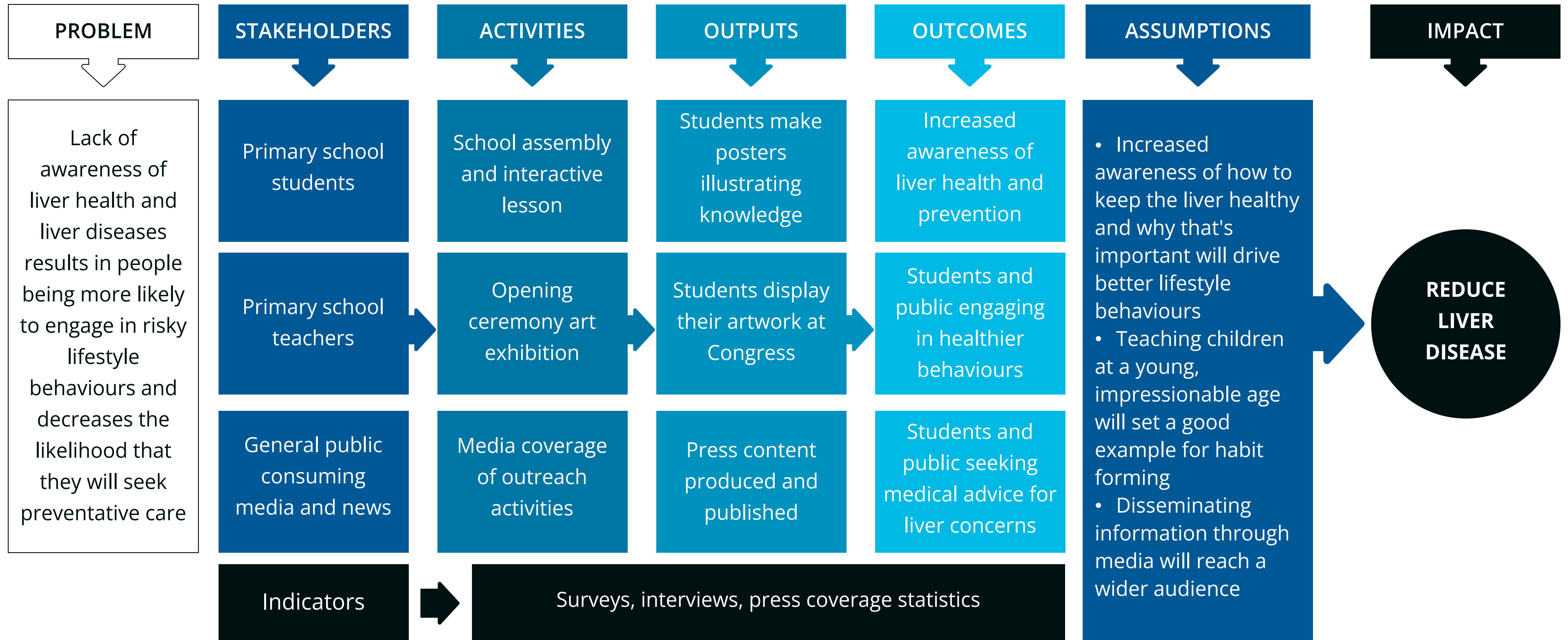




This framework was built on existing EASL organisational priorities and provided a pathway for impact activities. EASL's mission is aligned with the paradigm shift put forth by the EASL-*Lancet* Commission report which outlined awareness, and prevention and early detection as current key priorities. First establishing the needs of the community with local partners, EASL worked backwards to identify activities which would be able to meet those needs and support the overall association mission. EASL used the Theory of Change as a framework to strategically implement that vision into practice during the London 2022 Congress.

The goal of using this framework was to ensure that, post-event, EASL could measure what matters and making a difference where it counts. An example of the Theory of Change Framework we used for the Be Nice to Your Liver project is shown below.

Theory of Change Framework: Be Nice to Your Liver



Impact Projects at the International Liver Congress 2022

SUSTAINABLE DEVELOPMENT GOALS

Over the course of the ILC in 2022, EASL designed and implemented three community-based impact projects: *Be Nice to Your Liver, Love Your Liver, and Hepatology is Hot.*

Each project was developed with one key organisational priority in mind: improving

awareness and education , increasing prevention and early detection, and strengthening talent acquisition and development . These projects, in alignment with the EASL-Lancet Commission on liver health, mark a small but significant step towards the Sustainable Development Goals set for 2030.

EASL reinforced and expanded its engagement in the global effort towards better health and well-being by targeting the following goals:

Impact Projects at the International Liver Congress 2022

3 GOOD HEALTH AND WELL-BEING



Target 3.4: reduce by one third pre-mature mortality from noncommunicable diseases.

- Promoting prevention and educating young people about healthy lifestyles
- Increasing awareness and implementation of early detection of disease

2 ZERO HUNGER



Target 2.1: ensure access by all people to safe, nutritious, and sufficient food

- Incorporating lessons about healthy food choices in projects directed at youth and in the lifestyle behaviours consultations given by nurses

Impact Projects at the International Liver Congress 2022

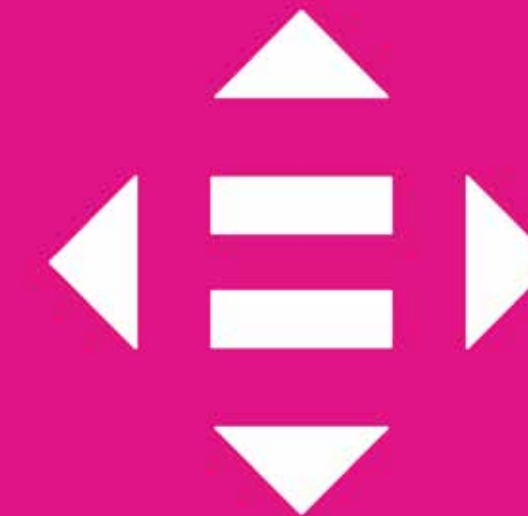
4 QUALITY EDUCATION



Target 4.7: ensure that all learners acquire the knowledge and skills needed to promote sustainable development and global citizenship

- Addressing stigma and mental health are key foundations for creating productive and compassionate global citizens

10 REDUCED INEQUALITIES



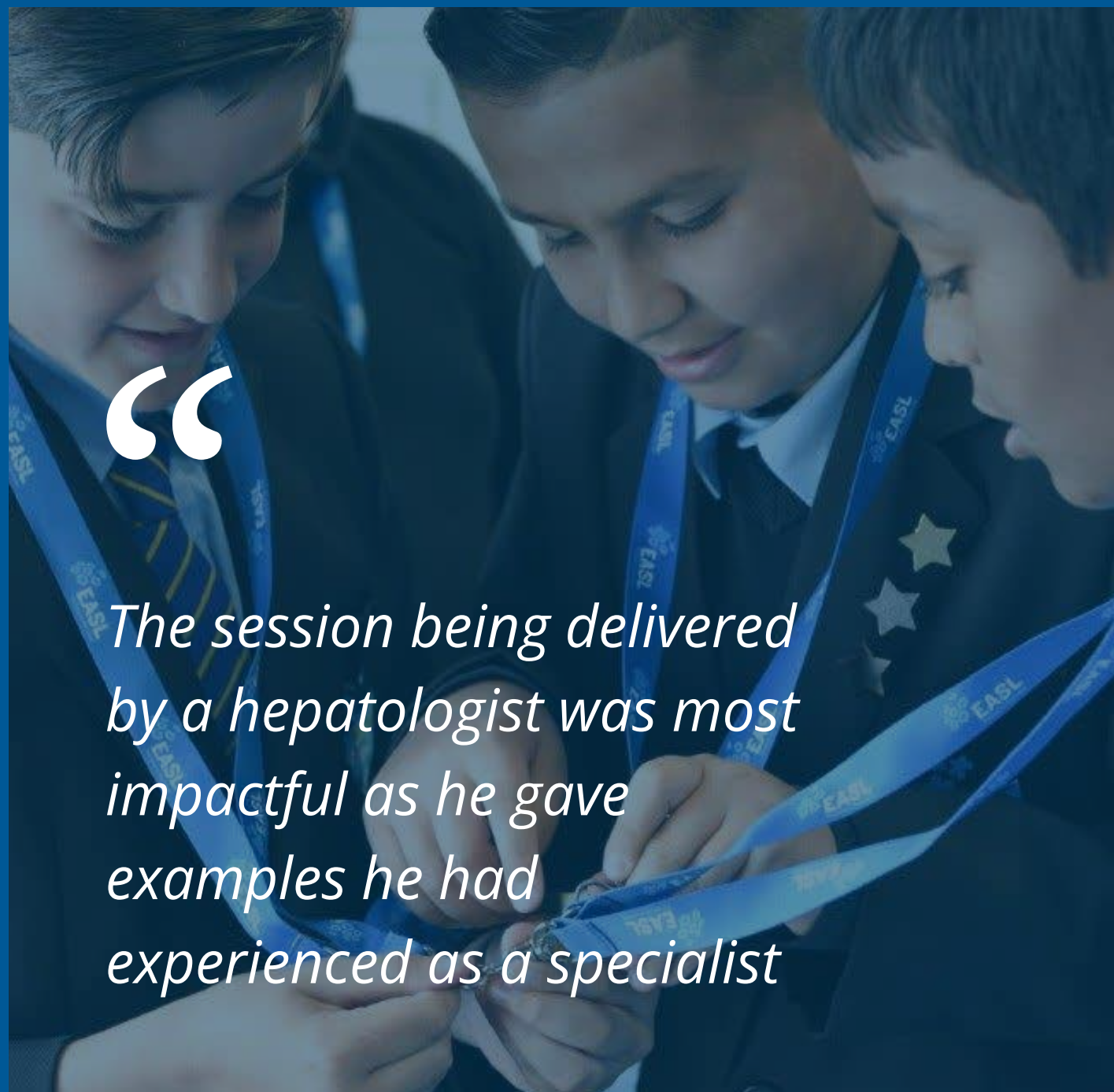
Target 10.3: ensure equal opportunity and reduce inequalities of outcome

- Providing educational tools to reduce gaps in access to information, providing screening to reduce gaps in access to care, and addressing gaps in access to healthy foods.



Be Nice to Your Liver

Educating pupils and teachers about the ways to support liver health and combat disease stigma



The session being delivered by a hepatologist was most impactful as he gave examples he had experienced as a specialist

This initiative was primarily focused on improving awareness and education on the part that liver health plays in a person's life. EASL decided to implement this project within a local primary school, Calverton Primary, because creating meaningful experiences with young people has the potential to inspire far-reaching impact. Dr. Kosh Agarwal, the hepatologist charged with delivering this interactive lesson stressed that ***“younger people are at the core stage of habit forming, and positive messaging makes a massive difference on the habits of exercise and healthy diets”***.

EASL designed a memorable and interactive lesson for students aged 10-11 which gave them the opportunity to learn about the liver's function in the body, how to take care of it through lifestyle behaviours, and

what to do if it becomes unhealthy. The students drew posters illustrating their new knowledge on liver health and eight students were then invited to the opening ceremony of the Congress to see their artwork displayed. This entire process was covered by the press providing an additional opportunity for exposure and awareness building. Through various news publications, EASL was able to reach over 5 million people across five different countries. This initiative was devised to influence young minds, spread the word, and influence local health professionals to deliver their own seminars. Ultimately, these outcomes become drivers for better health outcomes and reduced incidence and burden of liver disease.

Framework of Action & Impact

As the Home of Hepatology, EASL's vision is to prevent and cure liver disease across the continent. EASL shares knowledge and promotes awareness to reduce disease burden and improve health.

Our goal is to reduce liver disease

WE ACHIEVED

- 1** Raising awareness among teachers and pupils about the importance of maintaining liver health
- 2** Raising public awareness and education about liver disease and its prevention and management
- 3** Reducing stigma and building empathy for people affected by liver disease and other conditions

HOW WE ACHIEVED

- 1** Interactive student engagement: liver health & healthy lifestyle lesson
- 2** Media coverage: press interviews with local ambassadors, such as EASL representatives, local doctors, and teachers
- 3** Opening ceremony feature: showcase of student artwork and meaningful participation



Participant Feedback

“

The liver processes chemicals through the blood stream and that a balanced diet is great for the liver

“

I have told my family and they said it's good not to drink or smoke and they agree it's good to look after your liver

“

It was very informative and will hopefully have raised awareness of liver health in the community through the children

“

I am more aware of liver health and its implications on a personal level as well as more empowered to include it in my teaching



60

participating pupils

8

invited to the congress

50%

of students shared their knowledge of liver health with family and friends

87%

of students indicated that alcohol consumption was bad for liver health

Every student responded that eating healthy and staying active were key to maintaining liver health

Bringing Fibroscan® liver screening to the Congress to show the importance of preventive screening and raise awareness on liver health

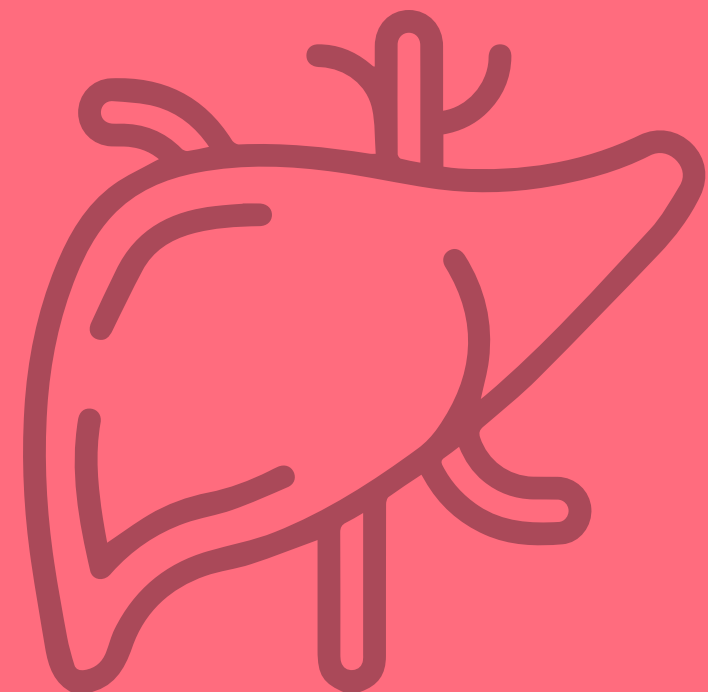
The EASL-*Lancet* Commission report “argues for a joint European approach to shift from a fatalistic, stigmatising, end-stage liver disease treatment concept to one that embraces prevention of liver diseases and preservation of liver health”. Prevention and early detection are the way forward for reducing the burden of liver disease on Europeans today. EASL’s Love Your Liver project is centred around raising awareness for and supporting efforts to educate health professionals on the value of liver screening and encourage individuals to seek preventive care. “An element of

helping patients to tackle their conditions is overcoming fear and suspicion of medical services” (EASL-*Lancet* Commission). This project directly addressed these barriers by inviting the British Liver Trust and their mobile unit outfitted with the Fibroscan liver screening device to the Congress. Free liver screenings were offered to participants and staff of the Congress. These screenings included a risk assessment questionnaire, consultation on lifestyle behaviours and liver health, and, if needed, a non-invasive screening for at-risk patients. The goal behind offering preventive screening directly at the Congress was to provide users with a comfortable experience outside of hospital walls to demystify screening and demonstrate the value of keeping up-to-date health information.



Furthermore, setting up the mobile unit in conjunction with the Congress enabled better media coverage of important conversations surrounding the need for health practitioners working with at-risk groups to prescribe liver screening.

EASL is the leader in uniting hepatology in Europe. EASL works with hepatology organisations across the region to support early detection and champion healthy living.



Our goal is to reduce liver disease

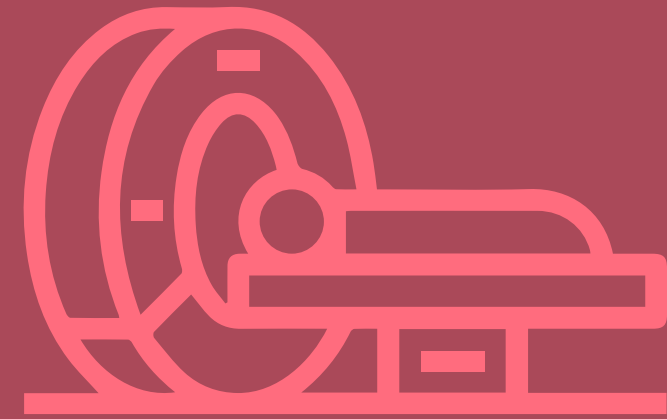
WE ACHIEVED

- 1 Raising awareness for the importance of including preventive liver screening in clinical practice
- 2 Reducing care avoidance and anxiety while destigmatising & promoting value of preventive screening
- 3 Improving visibility of British Liver Trust and their role as liver health protectors among local Londoners

HOW WE ACHIEVED

- 1 Providing on-site liver screening to Congress attendees and staff
- 2 Providing consultations and education on risk factors and optimal lifestyle habits
- 3 Media coverage of mobile screening unit and prevention campaign

Participant Data



159

people had their livers scanned and consulted with a nurse

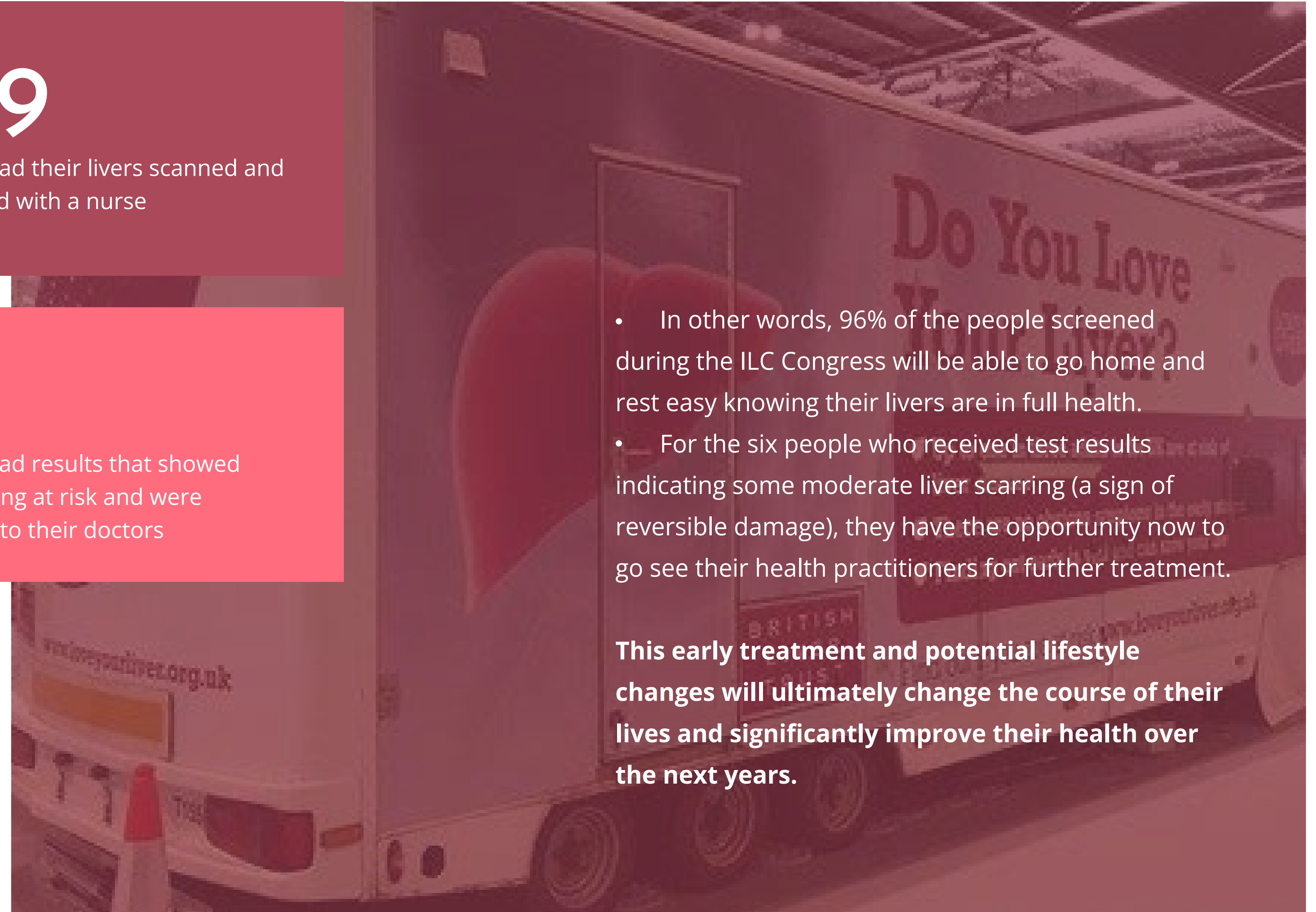


6

people had results that showed them being at risk and were referred to their doctors

- In other words, 96% of the people screened during the ILC Congress will be able to go home and rest easy knowing their livers are in full health.
- For the six people who received test results indicating some moderate liver scarring (a sign of reversible damage), they have the opportunity now to go see their health practitioners for further treatment.

This early treatment and potential lifestyle changes will ultimately change the course of their lives and significantly improve their health over the next years.



Hepatology is Hot

Presenting opportunities and advantages of a career in hepatology to medical students

As a forward-looking organisation, EASL is dedicated to ensuring the next generation of doctors have at their disposal, the best and latest knowledge so they can help prevent disease and treat their patients. This means encouraging medical students in their pursuit of hepatology as a specialisation and supporting students in other specialties to develop strong patient-centred ideals for improved holism in medicine. “An important message of the Commission is to break down barriers between primary, secondary and tertiary care and between specialists, such as hepatologists, endocrinologists, and

cardiologists, to put the person at the centre and detect liver diseases and risk factors much earlier” (EASL-*Lancet*). EASL aims to improve unity across medicine to treat liver diseases and reduce the burden of disease on Europeans. Although Hepatology is Hot, as an impact project, is still in its infancy, EASL’s goal is to show prospective liver specialists how the liver can be seen as the “window to 21st century health of Europeans” (EASL-*Lancet* Commission). The 2022 Congress in London focused on building content and testing ideas for student engagement for future events.



Framework of Action & Impact

EASL strives to enhance knowledge of and resources for liver health throughout the world. EASL actively recruits the best and brightest minds and facilitates scientific exchange to continuously enhance research and medical practices.



Our goal is to reduce liver disease

WE ACHIEVED

- 1 Attracting the best and brightest minds to the dynamic field of hepatology
- 2 Improving research capacities and promoting EASL as the Home of Hepatology
- 3 Inspiring delegates to promote hepatology in their own local medical schools

HOW WE ACHIEVED

- 1 Interactive lecture for medical students: hepatology specialisation campaign
- 2 Offering participating students special access day pass to ILC 2022
- 3 Initiative feature in post-congress communications and media

Participant Feedback

“

I am honoured to be part of EASL – this forward-looking organisation trying to engage and inspire the next generation of hepatologists. It was a pleasure being able to transfer my knowledge and passion for liver health to the incredible emerging doctors in the field

Prof. Emmanuel Tsochatzis, Hepatologist and former EASL Scientific Committee Chair

“

Early student engagement in medical schools is critical for hepatology and for liver patients. Attracting young professionals to the field early on is essential for pursuing excellence in research and clinical management of liver diseases and directly contributes to EASL’s end goal of enhancing the quality of life for Europeans

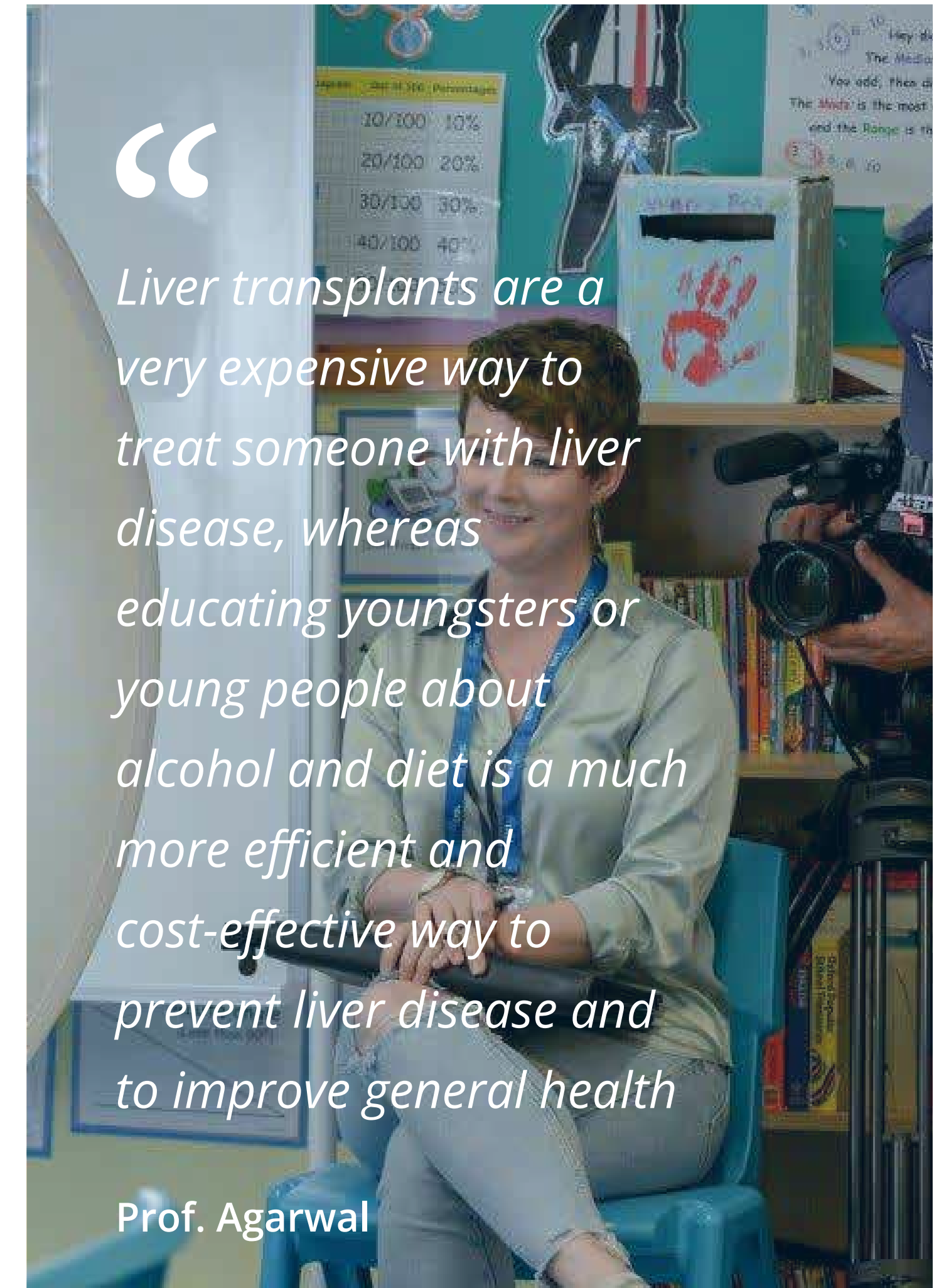
Prof. Rajeshwar Mookerjee, Professor of Translational Hepatology at University College London



Media Coverage

EASL spread the word through focused media coverage which brought news of our impact to readers in multiple countries including Spain, Italy, and France. The decision to engage media outlets was grounded in the desire to amplify the message of the importance of liver health and the risks liver diseases pose for public health. Adding to the narrative of the impact projects, EASL wanted to bring attention to The *Lancet's* recommendations on prevention and early detection, and public education. The media stories helped demonstrate EASL as the Home of Hepatology and leader in the fight towards beating liver disease in Europe. Increasing

association visibility allowed EASL the opportunity to demonstrate its commitment and ability to create positive outcomes for people beyond the event spaces that are occupied during international congresses. The projects were covered by various national press outlets which showcased the Congress activities and used the momentum to talk more broadly about liver health, prevention, healthy lifestyles, and stigma. Channel 4 news in the UK made a televised report showing the growing prevalence of liver diseases in the country. Their viewership alone extends to 1 million readers while reaching several more million over Facebook and Youtube.



Liver disease UK since 1970



Report

“

In the UK alone, deaths due to liver disease have soared over 400%. This is in stark contrast to diabetes, cancers, or heart attacks which have largely flatlined or decreased. Yet, 90% of liver disease is preventable

Journalists at Euractive, the pan-European news outlet, reported that “nearly every fifth person scanned in British Liver Trust mobile units is advised to go see their general practitioner”. This means that almost two out of every ten people screened at the mobile unit have results that show damage to their livers.

Readers are told to “Bear in mind we’re not going to alcoholic centres, we’re not going to weight management clinics. We are just in the high streets”. This showcases how important disseminating information to the public is. Having knowledge about your own health is powerful and here at EASL, we want to make sure everyone has that power for themselves.

Key Lessons and Future Intentions

The success of this first impact driven event lay in the foundation of the initiatives chosen to be implemented during the ILC 2022. The three activities chosen are critical to the EASL vision and mission and are aligned with the paradigm shift outlined in the *EASL-Lancet* Commission. Talent acquisition, improved public awareness, and preventive screening form the three areas of work and impact that EASL is striving for. The Congress and related off-shoot activities have provided EASL with the opportunity to analyse the strengths and weaknesses and develop lessons for the future.

The impact projects initiative benefited from association staff and leader buy-in from the beginning which allowed for coordinated and committed actions to be organised in a way that aligned with the overall mission and vision of the association. Having each department of the association working together as a unit in service of this vision demonstrated the potential for success when objectives are

clear and shared. During the ILC 2022 Impact events, the Hepatology is Hot event did not see the same level of success as other events due to administrative requirements that went unfulfilled. Going forward, EASL intends to plan early and empower local hepatologists by providing them with a platform to have an impact on their own students and communities.

Key Lessons and Future Intentions

EASL achieved an unprecedented amount of media attention and political interest throughout these events. This led to more meaningful benefits for the local community, increased recognition of the congress, and the reinforcement of the policy and public health vision for the association and its role in reducing the burden of liver disease. In planning future liver Congresses, EASL is determined to further improve and increase the scope of its impact projects. EASL aims to build off this first experience to strengthen the existing initiatives, design and implement several new initiatives, and finally, to release the impact report and assessment

directly following the Congress to maximise readership and engagement with impact programmes. Most importantly, EASL will further develop its SDG focus to integrate sustainability at every level of the Congress and its associated impact events. EASL and the local community mutually benefited from the strong partnerships that were cultivated during the event organisation process. The next steps for EASL will be to build better relationships with local and national healthcare structures and patient groups to assess needs and opportunities in order to design more focused and targeted impact events.



“

“It’s hugely important to teach, from a young stage particularly, the importance of living a healthy lifestyle

Rajesh Agrawal,
Deputy Mayor of London for Business

Be Nice to Your Liver 2.0

- 1 Lesson given to primary school students about liver health and activity where they turn their knowledge into artwork and have it featured at the Congress
- 2 Media coverage of school lesson & opening ceremony

Love Your Liver 2.0

WHAT WE DID THAT WE WILL REPEAT

- 1 Collaborate with local health organisations and leverage their position in host city
- 2 Engage the greater public in discussions about the importance of preventive screening

Hepatology is Hot 2.0

- 1 Hepatology presentation given to medical students (in the year before they choose their specialisation)
- 2 Offer special access day pass to Liver Congress to interested students

WHAT WE DIDN'T DO BUT WOULD LIKE TO ADD

- 1 Press interviews with local ambassadors, teachers, local government, etc., about local health issues & priorities
- 2 Meeting local politicians to encourage school healthy lunch programme implementation
- 3 Encourage EASL community to give a lesson at their own local schools: Create information pamphlet-digital resource for this purpose

- 1 Develop stronger outreach to GPs, family practitioners, and primary care during the congress
- 2 Public and patient engagement project connecting communities to talk about stigma and health
- 3 Health outreach programme
Inviting key community leaders to specific sessions at the Congress

- 1 Create a legacy cohort with a dedicated mentor to follow group and recruit future members
- 2 Provide one dedicated day during conference for medical students led by a mentor
- 3 Organise mentorship for interested students to spend a week working with local hepatologists/public health professionals
- 4 Encourage medical students to join EASL as members

Methodology

EASL is publishing this report in order to measure the social impact created during the 2022 impact projects and build a foundation of planning and reporting for future events. This report is EASL's first step in creating lasting public health outcomes in Congress destinations and will enable stakeholders, collaborators, and the association itself to review the outcomes and participate in creating a legacy of impactful events.

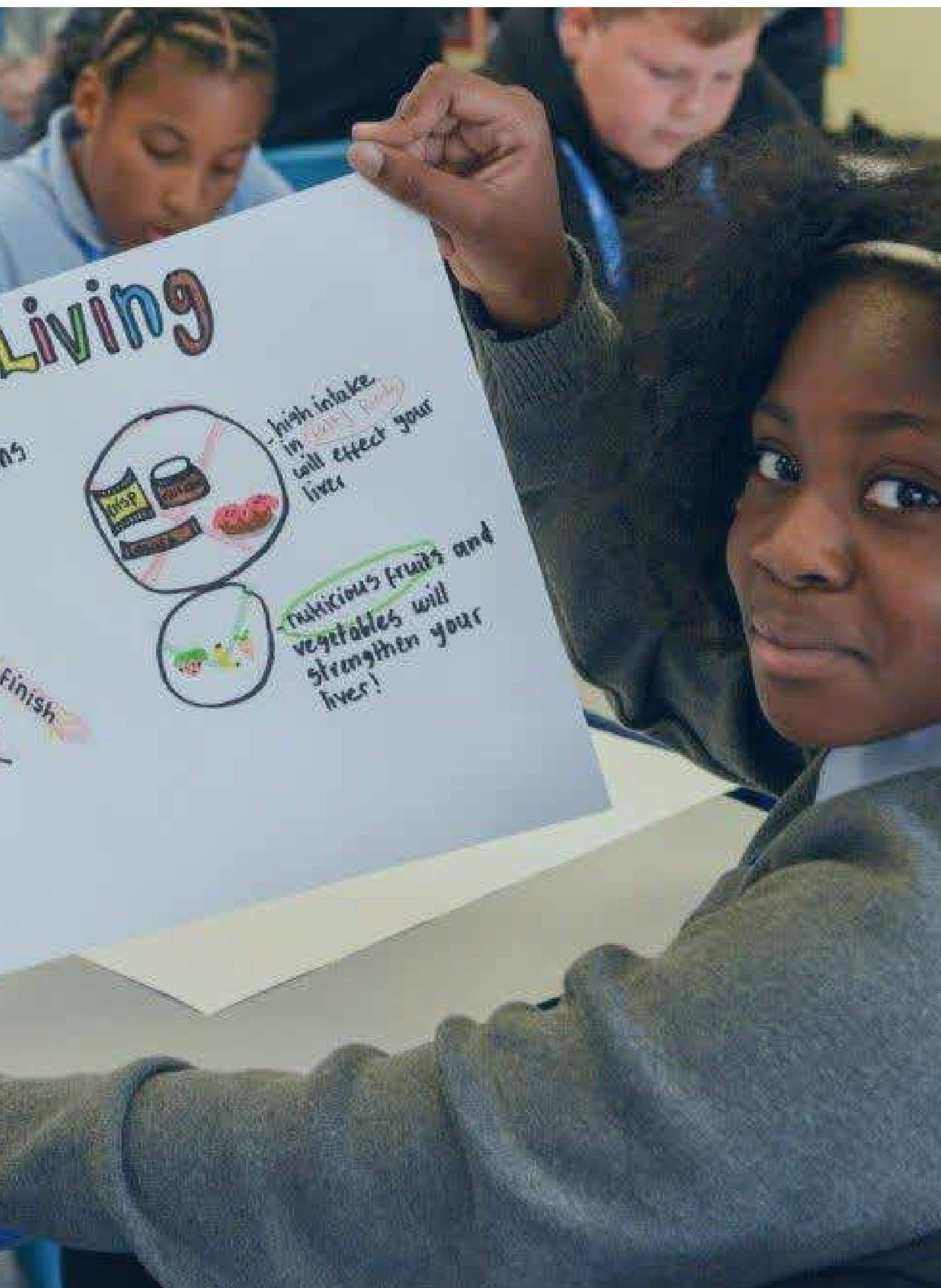
In March 2022, EASL partnered with Meet4Impact to begin

strategy formulation for the impact projects. This began with creating a Theory of Change framework which was predicated upon the intrinsic change model of the association as well as the paradigm shift outlined in the *Lancet* Commission on liver health. EASL is based on a model of change – changing attitudes, behaviours, policies, and practices – all geared towards implementing actions that will reduce liver disease. The *Lancet* Commission outlined the necessity for a shift in the way liver health is managed in care systems throughout Europe.

“

The new Lancet Commission coordinated by the European Association for the Study of the Liver (EASL), is both welcome and timely. The Commissioners have embraced a complex challenge and provide recommendations for a shift in focus towards increased prevention and early diagnosis efforts

Methodology

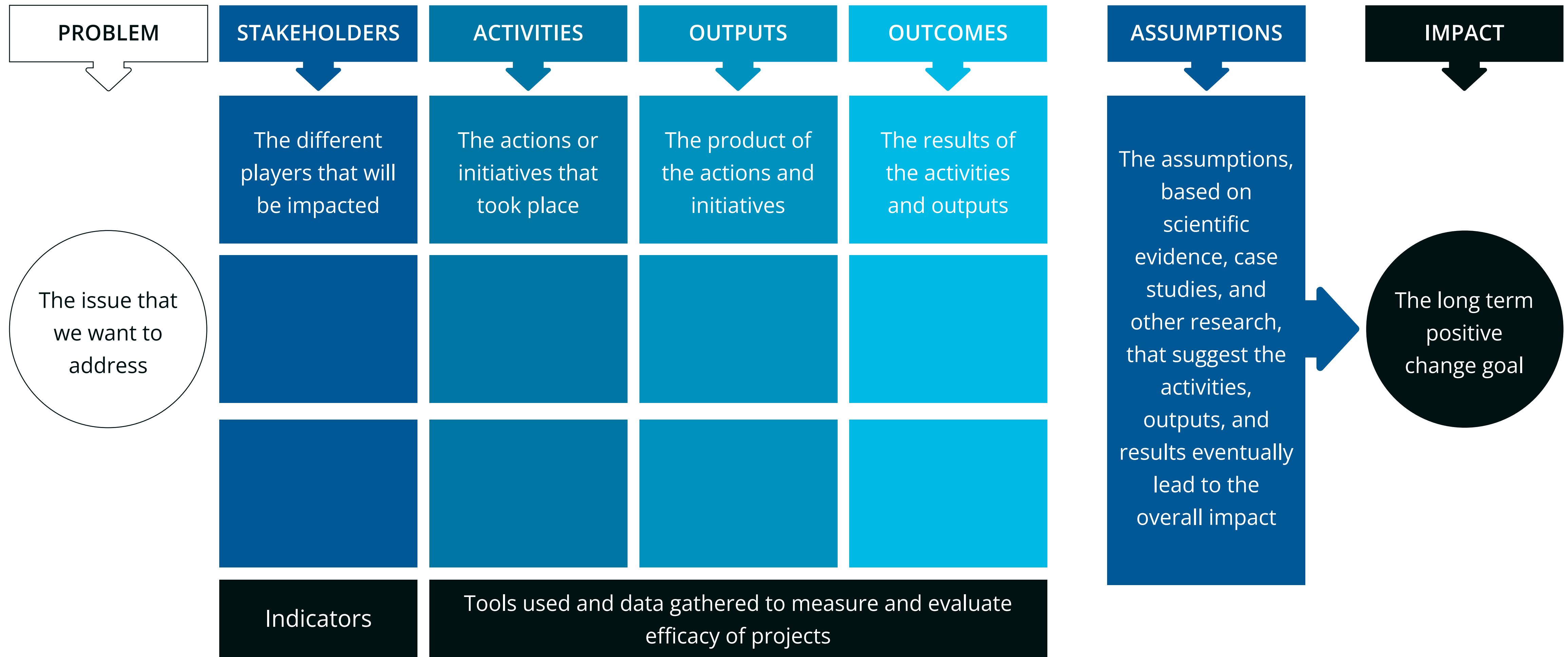


The recommendations put forth by the *Lancet* Commission draw attention away from the prevailing strategies geared towards end-stage care and disease management while drawing focus to prevention and early screening and detection. These two recommendations remain organisational priorities for EASL and became the foundational concepts for the impact projects.

Working with the Meet4Impact consultants, EASL established the Theory of Change framework based on the concept of flow-on impact. Flow-on impact describes the process of identifying impact goals and desired outcomes and working backwards

to understand which actions and activities are necessary to achieve those goals. Due to the fact that social impact measurement is complex and non-linear, a set of assumptions are made that are derived from research and case studies to logically reason how desired outcomes can be achieved. The Theory of Change is therefore used to map out relevant stakeholders, identify their needs and match organisational resources in order to realise the aims of the projects. Below is the Theory of Change framework that informed strategy implementation and guided post-event measurement.

Theory of Change Framework



Methodology

Following strategy formulation, EASL partnered with local businesses and organisations to plan and implement the various projects alongside the International Liver Congress. Collaborating with and leveraging organisations and resources already established in the city was a focal priority for EASL. EASL drew on the strength of relationships fostered throughout the years of ILC events held in London and worked with partners to extend the scope of activities beyond the four walls of the event space.

Finally, once the International Liver Congress and the associated impact projects had come to a close, EASL began the analysis and assessment. This began by sending out surveys to the students and teachers at the primary school where ***Be Nice To Your Liver*** was carried out. The survey responses were catalogued and evaluated against the intended impact goals and reviewed for any comments or suggestions for future projects. Second, EASL

analysed results from ExCeL and the British Liver Trust on the number of staff and delegates who participated in the Fibroscan screening. Finally, EASL engaged in a series of informal interviews both internally and with project partners to assess the success of the projects and identify opportunities for future development.



A BIG THANK YOU TO OUR PARTNERS

The amazing doctors who
contributed to our projects:



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