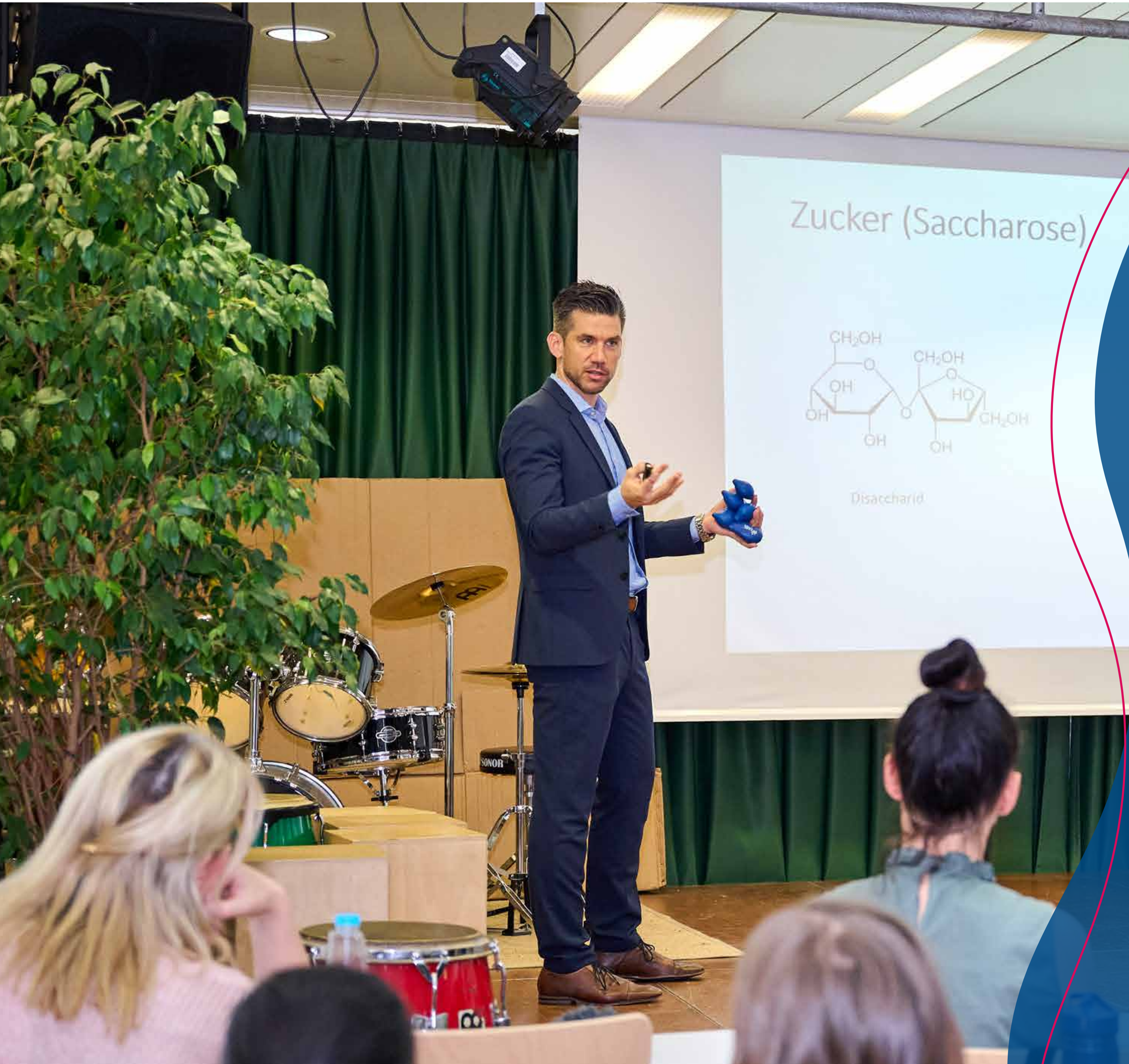




LOVE YOUR LIVER

EASL Congress 2023

IMPACT REPORT



Beating Liver Disease. Promoting Liver Health.

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A Message from our Secretary General



Prof Aleksander Krag

Secretary General

A handwritten signature in blue ink, appearing to be 'A. Krag', located below the printed name and title.

The European Association for the Study of the Liver (EASL) has a mission to promote communication between European professionals and help them realise their full potential in treating and curing liver disease.

The EASL mandate goes far beyond supporting hepatology professionals and has come to encompass a broad public health strategy aimed at directly improving the health and lives of all those impacted by liver disease. In 2020, an EASL-Lancet Commission report was published and called on the international community to change the paradigm of liver care towards one of prevention and early detection instead of end-stage care.

Over the last two years, EASL has implemented social impact projects under the name of LOVE YOUR LIVER which intentionally reflect the much-needed paradigm shift and directly engage the communities within which our flagship congresses are hosted. I am pleased to present this 2023 Impact Report which outlines how this initiative has grown over the last year, the long-term benefits created in Vienna, Austria, and our contribution to raising awareness for liver disease while simultaneously promoting liver health.

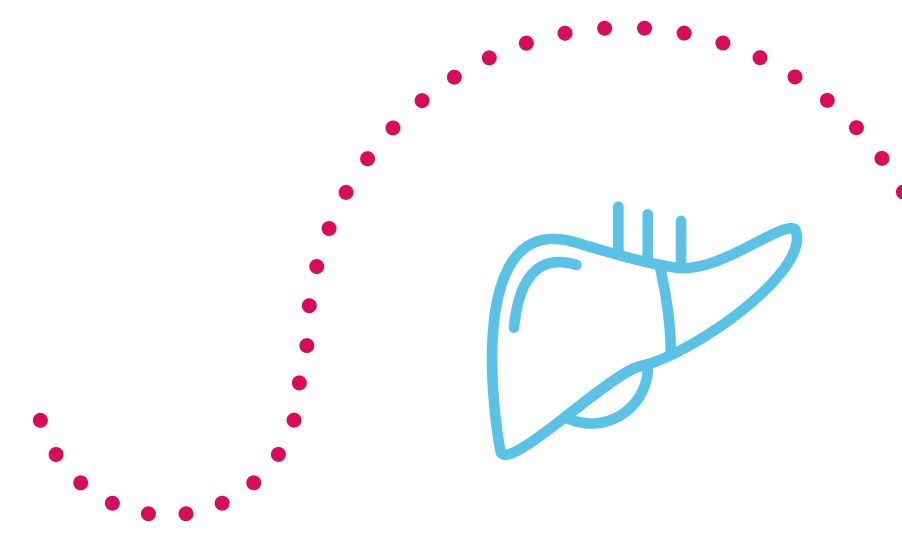
Impact Highlights



EASL Congress is the organisation's annual flagship event bringing together professionals from all areas of hepatology and showcasing the latest scientific advancements from the field. This year in Vienna, EASL Congress presented

milestone achievements such as the changing of **nomenclature for fatty liver disease** and the new **faecal transplant** treatment now in clinical trials for people suffering from advanced liver disease.

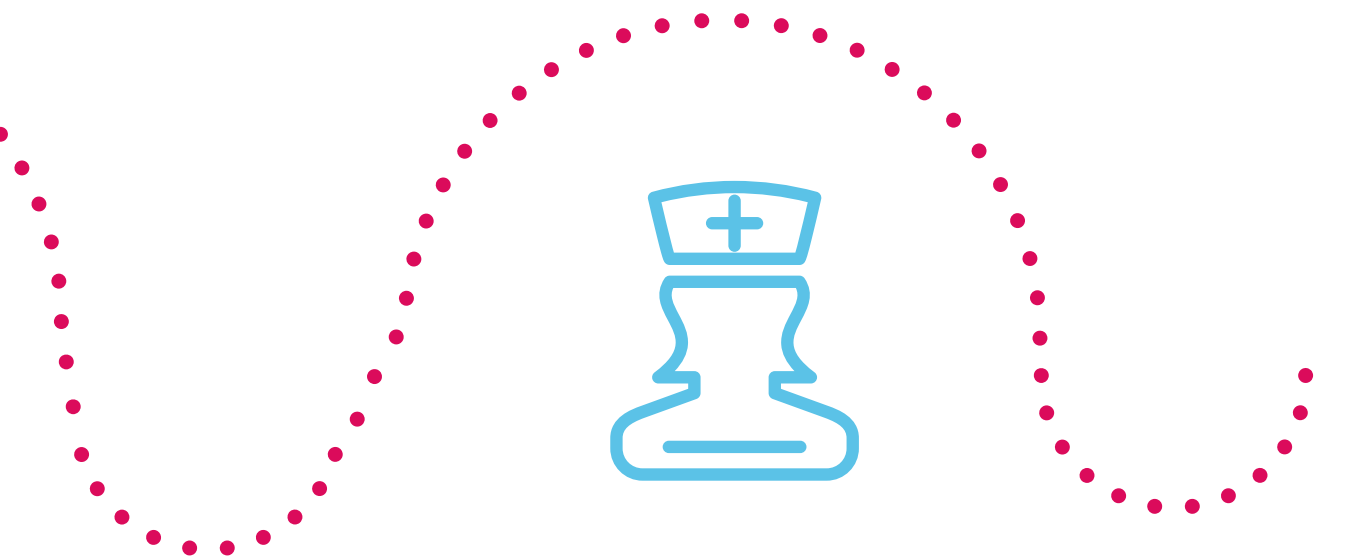
EASL impact initiatives strive to provide long-term positive benefits to the cities hosting EASL Congresses by aligning with the Sustainable Development Goals 2030 and core EASL organisational priorities. Each project aims to fulfil one or more of the following objectives:



Promote liver health and reduce stigma for liver patients



Raise awareness for early detection and screening



Support professional capacity building and skills training for health professionals

Impact Highlights – School Visit

44

Pupils from 2 classrooms
participated

10

Pupil delegates attended
the Opening Ceremony

92

Schools in the district of
Vienna gained access to liver
health lesson resources



“ There are certain risk factors
children already can know

Prof. Thomas Berg

“ We shouldn't eat much junk food
and we should eat healthy food. It's
not good to smoke or drink alcohol

Participating school pupil

Impact Highlights – Mobile Clinic

5

local nurses certified
on Fibroscan

408

people scanned on
Fibroscan

OVER
40%

of those scanned referred to
primary care

93

people tested for hepatitis C

3

positive HCV tests



“ The truck is being placed here to reach as many people as possible without obstacles. You can easily come here, get checked, and the results are very reliable

Gabi Pichler, Austrian Nurse

Impact Highlights

EASL believes that local and international partnerships form the foundation for success with impact projects. Meaningful input from local actors enabled EASL to better understand the needs of the Viennese community and leverage resources

and expertise to meet those needs. Engaging the media can reinforce and further disseminate the messages EASL wants to spread through the impact projects. In Vienna, the LOVE YOUR LIVER initiatives reached:

12

ARTICLES
in international newspapers

1

TV PROGRAMMES
on Austrian national television

2

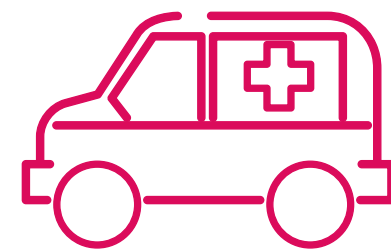
RADIO PODCASTS
on the BBC

More than 10 million people reached

- **BBC Sounds** – ranks in top 1% of podcasts
- **ORF watched** by more than 4.6 million Austrians

Recognition in trade awards and events such as:

- **ESAE Awards**
- **AC Forum**
- **GIAF Conference**



Town Hall

7
SPEAKERS

41
PARTICIPANTS

“ It’s interesting to see which efforts are being taken in Austria to eliminate liver diseases. Together with Prof. Reiberger and Suchthilfe Wien, we have initiated a lot of projects aiming at the elimination of Hepatitis C especially in high-risk populations

Prof. Michael Gschwantler



Nurses and AHPs Forum

- **The start of the nurses and AHPs program day** started with a Germa session to facilitate participation of local professionals in an international congress setting
- **Over 200 local nurses** joined in person or virtually to attend this session

“ The icebreaker session showed the impact and relevance of specialized nursing. It demonstrated that involving nurses, making networking possible and improving access to content can strengthen motivation and broaden knowledge

Dr. Patrizia Künzler-Heule

About EASL

Beating Liver Disease. Promoting Liver Health.

This is EASL's vision.

The EASL activities, driven strategically through science, education, and advocacy, foster communication among and between liver specialists, encourage multidisciplinary collaboration along care pathways, and engage nurses and allied health professionals in the pursuit of better prevention, better treatment, and better care for all liver patients.



5,458
EASL members



129,000
average website views
per month

About EASL

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

Our journals JHEP and JHEP Reports publish the latest research in the field and rank 4th and 13th respectively out of the 93 Gastroenterology and Hepatology publications worldwide.



11,700
resources



24,200+
registered users



25.7
Impact Factor
Journal of Hepatology



8.3
Impact Factor
JHEP Reports

EASL Advocacy, Policy, and Public Health

In 2020, EASL partnered with the *Lancet* to publish a report on the state of liver health and care across Europe. Its main message was a call to action on health professionals, nations, and the international community to implement a significant paradigm shift within liver care.

“ 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-Lancet Commission Report, 2020

2023 Activities Promoting Paradigm Shift in Liver Health

World Liver Day

On 19 April, EASL jointly launched the **World Liver Day** website with other regional liver organisations, AASLD, ALEH, APASL, and SOLDA.

76th World Health Assembly: EASL Side Event

On 22 May, EASL hosted the first ever World Health Assembly side event focusing on fatty liver disease. This event called for the inclusion of fatty liver disease in WHO's NCD list and included policymakers, WHO representatives, and ministers of health from around the world.

EASL Policy Statement: Reducing Alcohol Harms

In June, EASL released its **alcohol policy statement** to urge policymakers to reduce harms caused by alcohol by implementing evidence-based policies. The statement empowers health professionals to use their collective voice to advocate for and inform the public about the risk of alcohol-related liver disease (ARLD).

Policy Dialogues

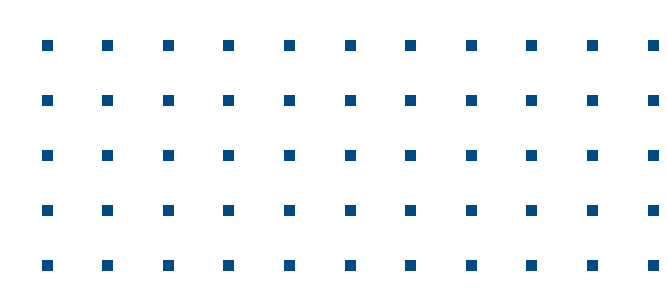
This year marked the beginning of the second season of the **EASL Policy Dialogues**. Each episode showcases a scientific and policy expert to discuss a particular topic within liver health.

Hepahealth II Report

In March 2020, the **Hepahealth II** project was launched to model interactions between liver disease risk factors and policy interventions. The report was finalised this year and presented at EASL Congress.

EASL Policy Statement: Liver Cancer

Liver cancer screening is an established method for reducing risk yet there is little political support for implementing screening for chronic liver disease patients. The **EASL Liver Cancer Statement** addresses risk-stratification and defines a strategy for aligning with EASL guidelines and patient preferences.



“Each year, almost 300,000 people in Europe die prematurely due to problems of the liver,” said **Ursula von der Leyen**, at the launch of the Commission report.

“Many of them could have lived longer and healthier lives. Because today, in most European countries, there is good access to secondary care.”

“And in most cases, liver disease can be prevented. Prevention is the best cure that we have. So together, we need to raise more awareness of the preventable and treatable nature of many chronic illnesses.

*Ursula von der Leyen,
President of the European Commission*

EASL Congress 2023

In Vienna, EASL offered delegates 3.5 days of scientific programming including 234 EASL sessions, 12 workshops, and 28 CME credits. EASL Congress 2023 offered 3 Meet the Experts rooms, 3 Skills Learning Centres, 2 Workshop rooms, and 8 Track Hubs.



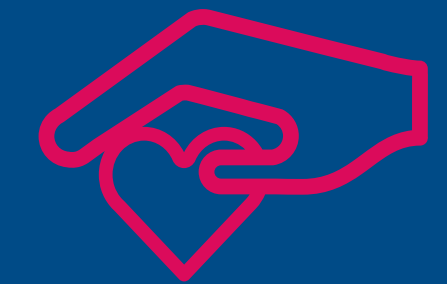
6,780+
DELEGATES



104
**COUNTRIES
REPRESENTED**



1,928
**ACCEPTED
ABSTRACTS**



80+
**SPONSORS AND
EXHIBITORS**

State of the Art

Providing the most current and advanced data and developments in:

- EASL-Lancet Commission
- Inflammatory responses in chronic liver diseases
- Novel insights in alcohol hepatitis

Meet the Experts

Providing informal forums for professionals to discuss cases or topic deep dives such as:

- Benign liver tumours
- 3D liver models
- Hepatic encephalopathy
- TIPS and ascites

Skills Learning Centre

Providing delegates with hands-on courses to improve practical skills including:

- Variceal bleeding
- Hepatic hemodynamic
- Abdominal sonography with ultra-sound simulators

Impact Story and Strategy

Impact is not simply a word or an abstract concept at EASL. Impact is a tangible goal, an unceasing pursuit towards a better future for all Europeans. With the release of the EASL-Lancet Commission report in 2020, EASL decided to broaden its public health mandate and bring its mission and passion for liver health directly to the communities it serves. **The EASL impact projects**, launched in 2022, set in motion a movement within EASL to bring change through community engagement and outreach. Not only did these projects have deeply felt impacts within the association and hepatology community by directly practicing what was recommended by the Commission report, they served as a catalyst for change within the meetings industry, in the host community, and in the policymaking arena.

Starting with the **International Liver Congress** held in London, UK in 2022, EASL launched a series of social impact projects designed to raise awareness for liver health and promote early detection, screening, and prevention.

Take a look at EASL's 2022 impact report to find out more about the unique challenges in liver health faced by the UK and how EASL worked with different partners to address them. Available on the EASL website.



Impact Story and Strategy



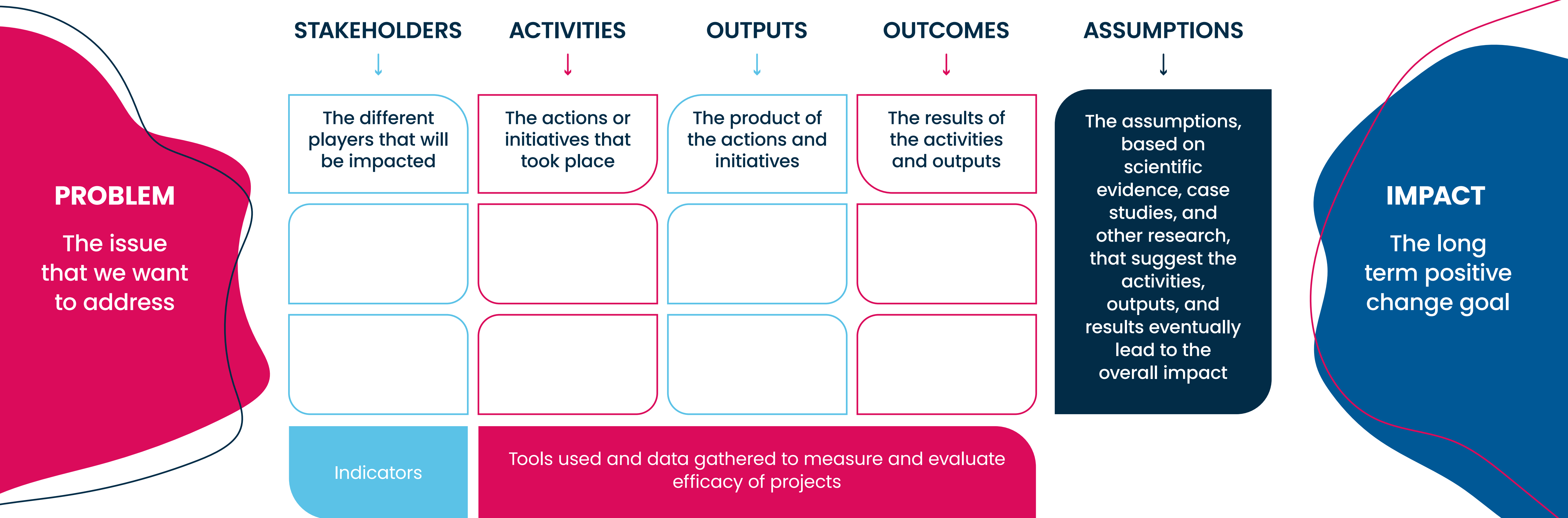
The strategy for a successful implementation can be divided into three stages. The first step is to organise a stakeholder workshop. Hosted in Vienna by the Vienna Convention Bureau, EASL invited over a dozen local actors to brainstorm ways the impact initiatives could be tailored to the needs of the city.

This event helps to establish partnerships with local liver societies, patient groups, policymakers, and tourism representatives and sets the foundation for planning. The next stage involves outlining and defining the actions and initiatives that will be implemented during the Congress and which will provide value for the organisation, each of the partners, the city, and the community.

Theory of Change Framework

With the help of all partners, EASL creates a Framework for Change for each project in each new city to better understand the needs, possible challenges, and desired impacts of the initiatives. The Frameworks for Change (found in methodology section) begin by outlining the problem we wish to address; in EASL's

case, this is the rising incidence of liver disease across Europe. Next, the team maps out the stakeholders involved, the activities that will be implemented, the outputs of the target population, the short-term outcomes and the long-term impacts.



Impact Story and Strategy

Once the frameworks for change have been drafted, the real work begins. For the impact projects in Vienna, EASL hosted regular meetings with partners and stakeholders to provide updates, collaborate on content development, and increase local awareness of the initiatives. This infographic is one example of how EASL disseminated information about liver health and healthy lifestyle guidelines. It was disseminated to students and teachers at the school, to people waiting to have their livers screened at the mobile clinic, and to the public at the town hall. This infographic, along with the many other promotional materials, videos, and the liver health lesson plan developed for classrooms, were all translated into German and offered in both languages.

Finally, measurement and reporting is as crucial as the projects themselves. EASL members conduct surveys and debrief meetings with participants and gather all relevant data. As in 2022, the culmination of the measurement strategy will be the publication of this impact report. This report is then used as a communications tool and guidebook for the next year's projects.

LOVE YOUR LIVER
HEALTHY LIVER HEALTHY LIFE
An EASL Congress impact project

Because your liver loves you

Your liver is one of the most important organs in your body and it is always working to keep you healthy

The liver keeps you healthy by performing over 500 functions for the body, including storing energy, cleaning the blood, and resisting infections

It's never too late to care for your liver. It can regenerate with as little as 25% of healthy tissue, making it one of the most amazing parts of the body.

Your liver is so good at staying strong and keeping your body working... that when it starts getting sick, it doesn't show you any symptoms

Chronic liver disease develops silently. By the time most people start feeling sick and get diagnosed, it is too late to treat and cure. The liver is resilient and often gets overlooked. But... liver disease is on the rise, affecting more than 844 million people and killing 2 million people per year.

The good news is....

90% of liver disease cases are preventable

Find out how to take care of your liver so your liver can keep taking care of you!

EASL **WORLD LIVER DAY**

4 Ways to Keep Your Liver Healthy

01

Eat a healthy diet



02

Get a few workouts in



03

Only drink alcohol in moderation



04

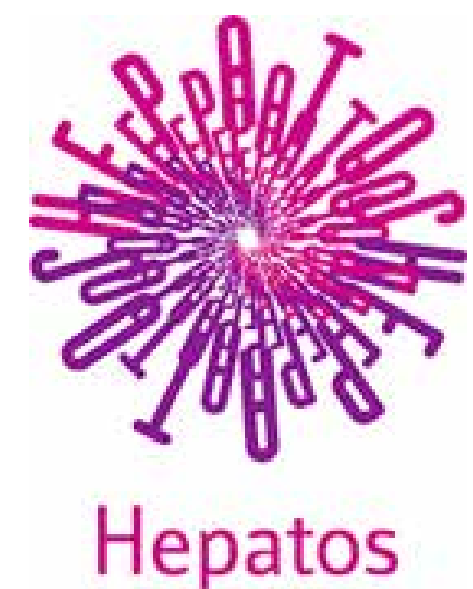
Check your liver health



LOVE YOUR LIVER at EASL Congress 2023

When organisations visit cities for their events, they rarely have deep-rooted connections to local key players such as government entities, policymakers, hospitals, universities, etc. Local knowledge and expertise are the reasons why partnerships, throughout the planning, execution, and measurement of impact projects, are so crucial.

At EASL Congress 2023, the **LOVE YOUR LIVER** projects can attribute their success to all EASL partners both within and out of Austria.



LOVE YOUR LIVER at EASL Congress 2023

In 2015, the United Nations published 17 Sustainable Development Goals which call all countries of the world to work together for peace and prosperity, for people and planet, for this and future generations.

The success of these goals rests not only on nations but on organisations, companies, and individuals. EASL is committed to ensuring that all activities linked with the organisation align with these goals. The **LOVE YOUR LIVER** impact projects are specially designed with the SDGs in mind.

2 ZERO HUNGER



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

- Creating lesson plans which incorporate education about healthy and substantive eating for youths and the public.

3 GOOD HEALTH AND WELL-BEING



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

- Promoting prevention of noncommunicable diseases through early detection and behaviour modification for improved health

4 QUALITY EDUCATION



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

- Creating tailored lesson plans for youth, educating health professionals, and raising awareness among civil society leaders

10 REDUCED INEQUALITIES



Target 10.3: Ensure equal opportunity and reduce inequalities of outcome

- Providing educational tools, healthcare resources, and access to testing to reduce inequalities and gaps in access.

LOVE YOUR LIVER at EASL Congress 2023

WHAT WE DO

Early educational development

Involvement of public education sector, on-site seminar in local classrooms, development of educational liver health materials.

Advocacy for liver health

Engagement with civil society groups and local nonprofit organisations, demand for policy support and implementation.

Community Mobilisation

Demand generation and supply of appropriate liver health care and resources.

Professional capacity building

Development of human resources through formal training opportunities and networking events.

Communications

Public and media outreach.

SHORT TERM OUTCOMES

Classrooms equipped with better liver health resources. Young pupils benefit from lesson planning focused on liver and healthy lifestyle management.

Networking between primary care professionals and organisations working in public health. Promotion of policy interventions and opportunities.

Identifying potential cases of liver disease. Raising awareness through individual education and promoting early detection among civil society and health care professionals.

Skills training among local professionals. Professional networking for and between nurses, medical doctors, and AHPs along care pathway.

Raising awareness of initiatives through communications campaign.

LONG TERM OUTCOMES

Liver health and lifestyle management become core aspect of elementary educational curriculum and awareness is raised for liver health and stigma is reduced for liver patients.

Bridging gaps in care pathways and improving cross-disciplinary liver care. Better policies implemented at local and national level

Better understanding of the need for early detection among primary care and general practitioners. Policies for regular or risk-stratified screening for patients with risk behaviours.

Attracting the best and the brightest to the field of hepatology and improving linkage to care and patient management.

Influencing other organisations to create similar projects within their own mandates and encouraging impact to become core aspect of meetings

IMPACT

REDUCE LIVER DISEASE IN EUROPE & CATALYSE CHANGE IN THE MEETING EVENTS INDUSTRY

LOVE YOUR LIVER: School Visit

On 19 June, the EASL team arrived at the Gymnasium Drasche Strasse high school in Vienna and kicked off this year's impact projects. EASL's Secretary General, **Prof. Thomas Berg**, was joined by two local hepatologists, **Prof. Wolf Huber** and **Prof. Thomas Reiberger**, in delivering an interactive session to young pupils of 10 and 11.

The lesson included learning about the liver, how to keep it healthy, and to the kids' delight, a demonstration of ultrasound imaging technology. The pupils then broke out into smaller groups to create digital love-your-liver posters which were subsequently presented by a delegation of students at the Opening Ceremony of the EASL Congress. In collaboration with the Vienna Convention Bureau and the Vienna Board of Education, EASL created a liver health infographic and liver health toolkit for teachers across the city.



40+
Participating pupils



10
Pupil delegates at
Opening Ceremony



90+
Schools in Vienna



2
1 infographic & 1 liver
health lesson plan

Partnerships:

- Vienna Convention Bureau
- Bildungsdirektion Wien (Vienna Board of Education)
- Gymnasium Drasche Strasse (Vienna high school)
- Austrian Society of Gastroenterologists and Hepatologists

“ Many diseases which occur in adulthood have their origin in childhood

- Prof. Wolf Huber

“ Without the liver you can't live and the liver can regenerate itself

- participating school pupil

LOVE YOUR LIVER: Town Hall

The following day, 20 June, EASL organised a Town Hall event in downtown Vienna at the Billrothhaus, a historical medical building.

This event saw seven distinguished speakers from all facets of the health profession come together to discuss challenges and opportunities for liver health in Vienna. At this exclusively German language event, three hepatologists, a nurse, two patient advocates, one school educator, and a civil society leader spoke to over 40 members of the public about raising awareness for ongoing programmes in Vienna to improve liver health.

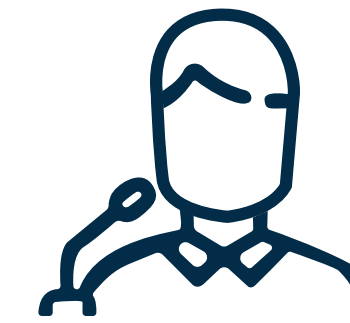
This event laid the groundwork for cross-disciplinary local collaboration within the field and brought the news of EASL Congress and liver health directly to the public.

41



participants in the audience

7



Speakers

Partnerships:

- Vienna Convention Bureau
- Austrian Society of Gastroenterologists and Hepatologists
- Suchthilfe Wien
- Wien Gesundheitsverbund (Vienna Health Association)
- Gymnasium Drasche Strasse (Vienna high school)
- EASL Nurses and AHP taskforce
- Dutch Liver Patient's Association
- Hepatitis Hilfe Osterreich

“ Nobody knows anything about the liver. They don't know where it is, what it does, or that they can survive without it. The liver is the most important organ in your life because a lot of diseases start in the liver and people have no idea what trouble it can give you if you don't look after it

- Jose Willemse

“ I think it's a good start to bring all these stakeholders together, the doctors, the patient advocates, the patients, and nurses, and all are so extremely important in the healthcare for liver patients

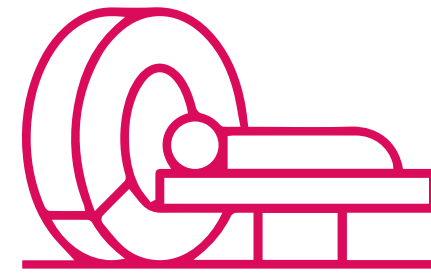
- Jose Willemse

LOVE YOUR LIVER: Liver Screening

The last project aimed to directly improve the health and lives of those living in our host city. EASL hired a truck, branded it with information about the liver, and outfitted it as a mobile health check clinic. Throughout four days of the Congress, EASL opened the doors of the clinic to delegates, staff members, and the public to have their livers screened. Prior to the opening, EASL partnered with Echosens, the company known for their liver screening unit named Fibroscan™, and offered five local nurses and one recently graduated medical student a free certification.

The training, geared towards building local capacity, allowed the professionals to subsequently volunteer their time in service of screening the public. EASL is committed to strengthening partnerships throughout its impact projects.

5 local nurses & 1 medical doctor voluntarily participated and completed a course on the liver screening device, Fibroscan. This certification provided them with the necessary tools to work as volunteer screeners.



408

people screened for fatty liver and liver scarring



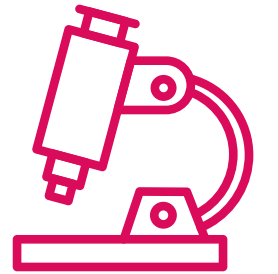
40%

of people referred to their primary care practitioners for further testing



93

people tested for hepatitis C



3

positive tests found

“ I work here on a volunteer basis because it’s for a very important cause. The Fibroscan is an amazing machine, because it can deliver a great diagnostic very quickly

Martina Fellinghauer, Austrian Nurse

“ I received some recommendations from the doctor, which I will be following in the future

mobile clinic patient

Partnerships:

- Echosens
- Hepatos
- Nurses taskforce
- Vienna Convention Bureau
- Messe Wien

LOVE YOUR LIVER : Nurses and AHPs Forum

On the opening day of the Congress, EASL organised and facilitated, with Dr. Patrizia Künzler-Heule, a German-speaking introduction session for nurses and interested healthcare professionals in the local language. This session aimed to provide a platform for local professionals at an international congress to enable

networking directly in their mother tongue. Additionally, this session's objective was to dive into the world of evidence-based nursing practice and reflect on the experiences of patients, nursing peers, and researchers to gain a better understanding of pathways to collaborative work.

Icebreaker symposium followed by participation in different sessions

“ EASL is a role model in leading a national movement towards supporting and strengthening the relevance and involvement of nurses in liver care

Dr. Patrizia Künzler-Heule



NURSES & AHPs FORUM 2023

Welcome Symposium for Nursing Colleagues

ONSITE

ONLINE

31

168

The impact of stigma in liver disease

74

181

Nurses and allied health professionals

25

Health literacy and the consequences for patients with chronic liver disease

73

202

Oral abstract presentations

54

114

Frailty screening, assessments, and next steps

39

Rising star

20

26

The burden of liver disease: prioritising symptom management to optimise nutrition

37

46

Nurses and allied health professionals

31

Communications Campaign

Implementing impact projects in cities that host EASL Congress events is fundamentally grounded in the aim of bringing better liver health directly to those EASL aims to serve.

The initiatives themselves fulfil that organisational objective; however, the extensive communications campaign that is mounted alongside equally contributes to raising the profile of liver health around the region. The best example of this is the airing of the **LOVE YOUR LIVER projects** on the Austrian national television program, ORF, which ultimately led to hundreds of people from around Vienna arriving at the exhibition centre to get their livers screened.

One participant told the volunteer nurse that she had come from two hours away to get this vital test which was expensive to get in the town she lived in. In fact, the amount of people who came to get tested far exceeded capacity and a professional screener from **Echosens** (the company that makes the Fibroscan device) had to come and set up an additional screening machine to meet the demand.

Access to liver screenings and care is fragmented across the region and the EASL projects aim to demonstrate the importance of implementing early detection for liver disease in general practice.

“ We heard in the news about the possibility to check your liver. I didn't want to miss the opportunity



**Einladung zu einem
öffentlichen Treffen zum
Thema
Lebergesundheit**

Die European Association for the Study of the Liver (EASL) veranstaltet in Wien eine öffentliche Diskussion über die Gesundheit der Leber. Mit dem Fachwissen von Ärzten, Krankenschwestern, Pädagogen und Fachleuten des öffentlichen Gesundheitswesens hofft die EASL, das Gespräch direkt an die Wiener Öffentlichkeit heranzutragen und jedem die Möglichkeit zu geben, Fragen zur Leber und ihrer Gesunderhaltung zu stellen.

Termin: Dienstag, 20. Juni 2023

Zeit: 16h00 - 18h30

Ort: Billrothhaus, Frankgasse 8, Wien

Anmeldung:

maraika.black@easloffice.eu

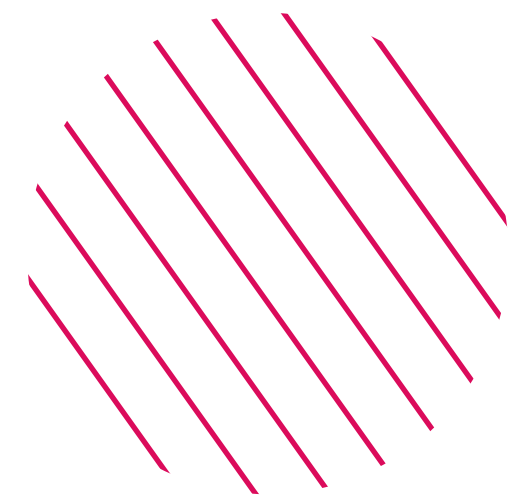
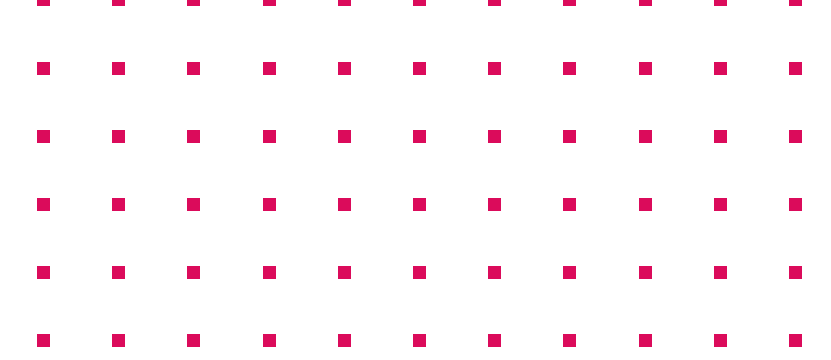
Communications Campaign

Utilising promotional resources such as national television programmes, branding directly across the projects (such as on the mobile clinic), and creating highlight videos and educational materials (such as the infographic and liver lesson plan) helps the initiatives gain traction in the city they are being organised in and builds excitement in the cities where EASL Congress is going next.

EASL is now part of a fast-growing campaign within the healthcare conferences industry to bring knowledge and resources directly to those in need. By generating awareness for liver diseases through public engagement, EASL's impact will be felt through the reduced burden of liver disease.

At the same time, EASL's leadership in implementing these projects will encourage other health conferences to do the same and bring about health changes in their own fields.

This reinforces EASL's role globally and inspires our partner organisations in Asia and the Americas to pick up the mantle. It also helps to show our commitment and hands-on capacity to drive change when engaging with global health partners such as the WHO.



Key Lessons from EASL Congress 2023

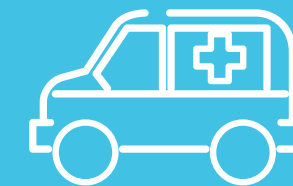
SCHOOL VISIT



Raise awareness for liver health and empower young school pupils in Milan to learn about the function and biology of the liver.

- **Invite multidisciplinary speakers** from hepatology, nutrition, and public health
- **Add interactive element** to boost engagement during the talk about liver health
- **Provide educational toolkit** for entire school and school board
- **Develop partnership** with national association to expand programme

MOBILE CLINIC



Educate the public about keeping their liver healthy and promote the importance of early detection by providing free liver screening.

- **Set up reading materials** on liver health with resources for people waiting
- **Include patient advocates, nurses, and nutritionists** as post-screening consultation specialists
- **Improve linkage to care** by including recommendations and contact points on results documentation

NURSES AND AHPS FORUM



Attract the best and brightest minds to the field of hepatology by promoting it as one with many rewarding opportunities and potential to bring real change to the lives of people living with liver disease.

- **Include broader dissemination** of communication material prior to event at nursing schools/events.
- **Partner with local schools and nurses associations** to invite a broader audience of local nurses.

Methodology

Measuring impact is a core component of implementing successful and meaningful projects. EASL's strategy begins before each project is formulated. EASL creates a Framework for Change for each project in each new city to better understand the needs, possible challenges, and desired impacts of the initiatives. The Framework for Change begins by outlining the problem we wish to address; in EASL's case, this is the rising incidence of liver disease across Europe. Next, the team maps out the stakeholders involved, the activities that will be implemented, the outputs of the target population, the short-term outcomes and the long-term impacts. Measuring long-term impact is challenging due to the difficulty in assessing causal relationships; however, EASL has made assumptions about certain activities leading to longer-term impacts based on previous research and impact literature.

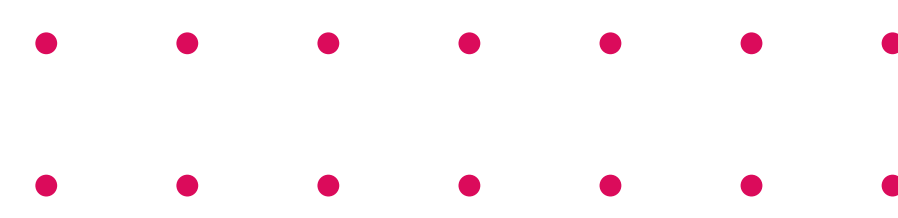
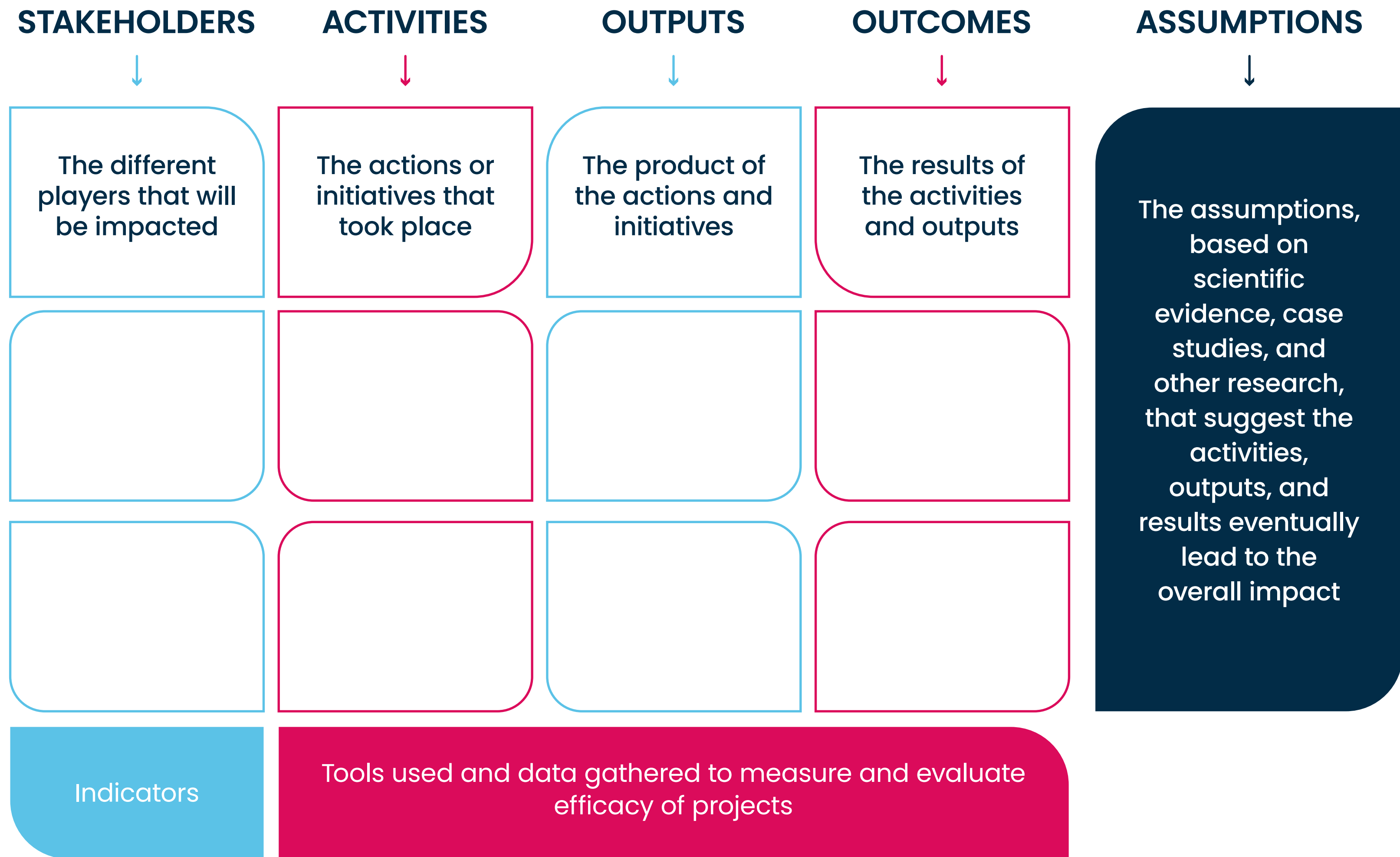
In Vienna, EASL's post-event strategy included debrief meetings with all stakeholders involved (Vienna Convention Bureau, Echosens, Hepatos, the nurses who volunteered to screen, the schoolteachers and local hepatologists, etc.). The Town Hall meeting was measured through attendance and a post-event survey sent to all participants and speakers. The school visit was evaluated through survey sent to participants as well as attendance. Once the liver health toolkit is launched at the beginning of the school year, the number of schools that will have access to it will be recorded. For those classrooms in which it is used, diagnostic quizzes will assess prior knowledge of liver health among students and post-lesson quizzes will demonstrate gained knowledge.

Finally, the mobile clinic was assessed through the number of participants and data was gathered (anonymously) about how many people received indicators of fatty liver and/or scarring of the liver. This data allows EASL to determine how many people were referred for further testing and helps to create an accurate assessment of the number of people who may be able to address any liver health issues before it is too late. With the involved nurses, a group discussion was conducted post-event with the aim to evaluate perspectives from those involved. The findings were qualitatively assessed and reflected on by EASL representatives providing a roadmap for improvement in 2024.

These short-term outcomes are all assumed to lead to long-term impacts through established studies. For example, due to the fact that liver disease develops silently, most people do not find out about any issues their liver may have until it is too late. The mobile clinic set up at the venue found 40% of people screened needed to go and see their general health practitioners. In Vienna, over 160 people will be able to go and see their doctors and potentially cure what could later have become a life-threatening condition. As in 2022, the culmination of the measurement strategy will be the publication of the impact report. This report is then used as a communications tool and guidebook for the next year's projects.

Theory of Change Framework

PROBLEM
The issue that we want to address

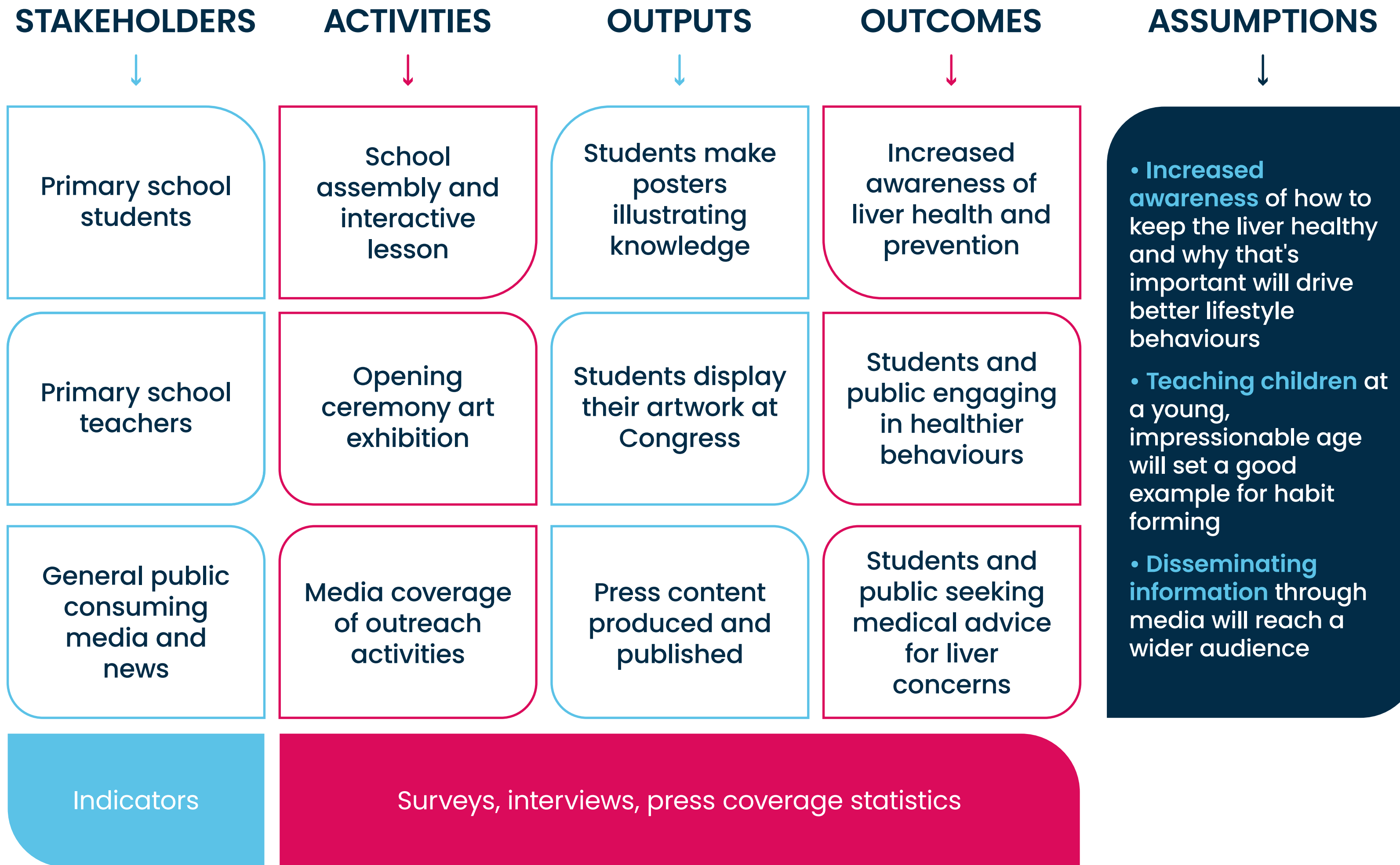


IMPACT
The long term positive change goal

School Visit

PROBLEM

Lack of awareness of liver health and liver diseases results in people being more likely to engage in risky lifestyle behaviours and decreases the likelihood that they will seek preventative care



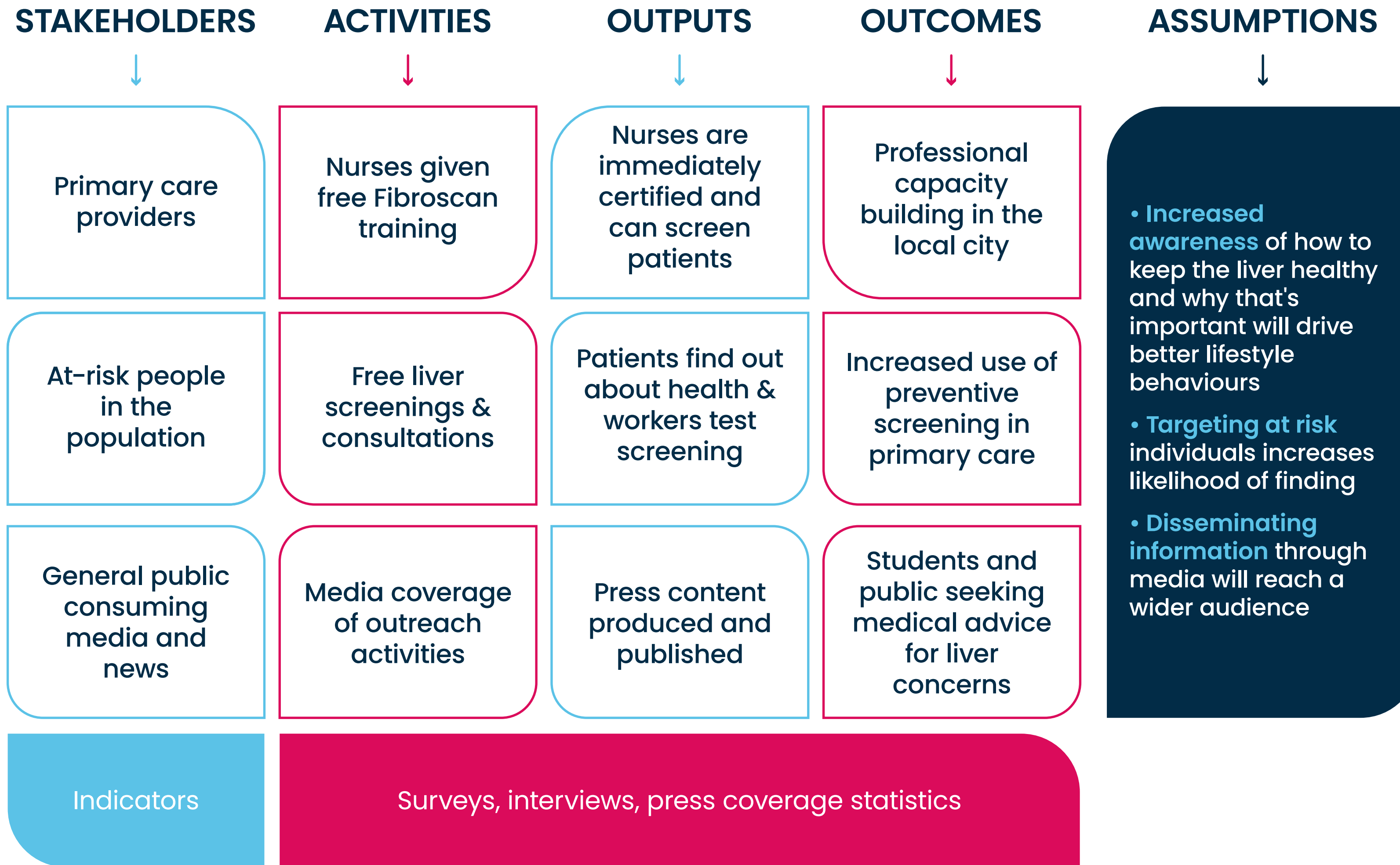
IMPACT

Reduce liver disease

Mobile Clinic

PROBLEM

Lack of awareness of liver health and liver diseases results in people being more likely to engage in risky lifestyle behaviours and decreases the likelihood that they will seek preventative care



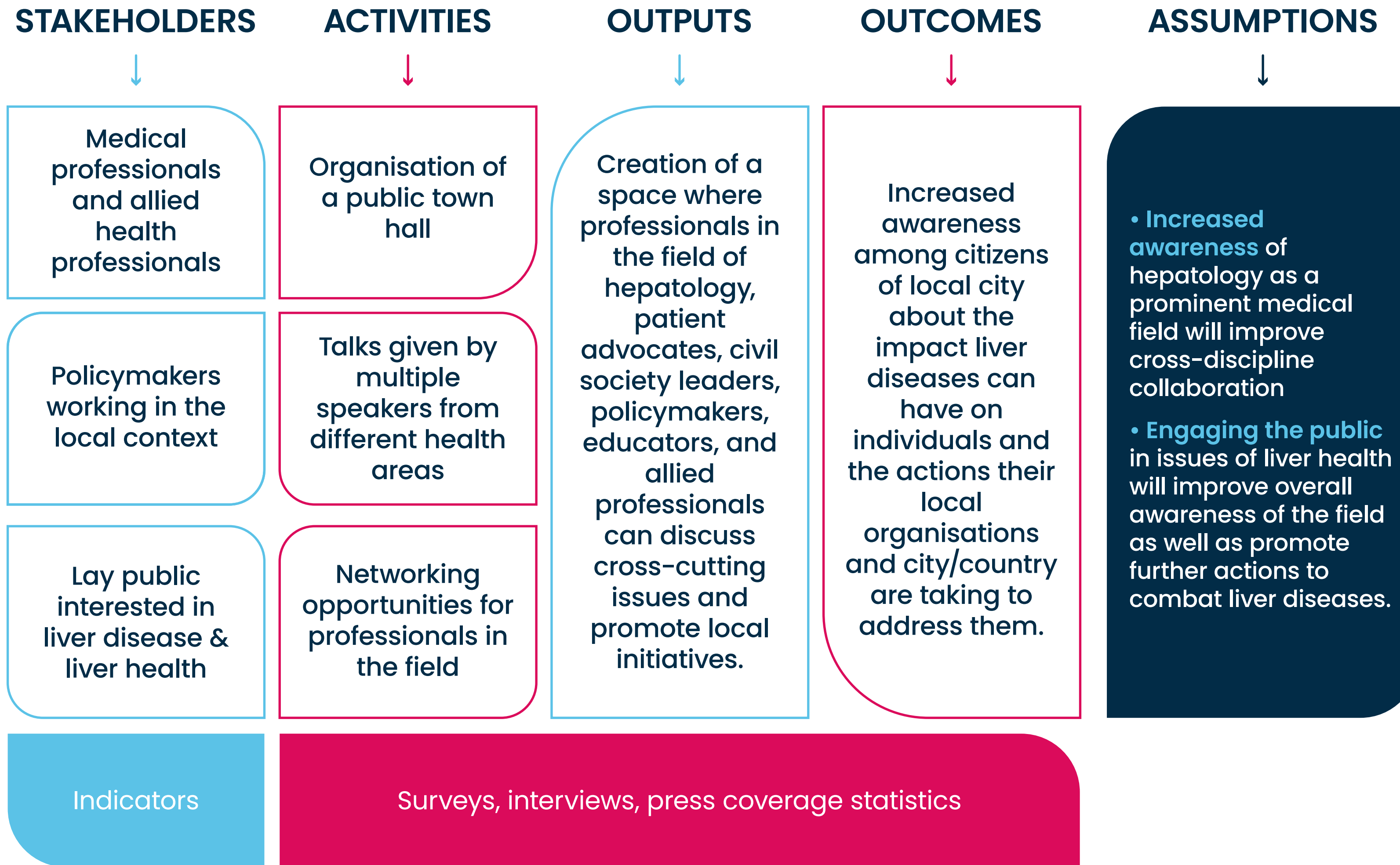
IMPACT

Reduce liver disease

Town Hall

PROBLEM

Lack of public awareness of liver issues in the local communities, resources to get help if one is affected by liver disease, and local efforts to improve population liver health.



IMPACT

Reduce liver disease

Acknowledgment



A BIG THANK YOU TO OUR PARTNERS!

The foundation upon which the success of these projects is built lies within the strength of our partnerships.

The incredible professionals committed to improving peoples' lives:



Prof Thomas Berg

EASL Secretary General
(2018-2023)



Prof Wolf Huber

Associate Professor of
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Association



Prof Michael Gschwantler

Suchthilfe Wien

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The wonderful organisations dedicated to pursuing excellence in health:

