



Love Your Liver Roadshows

Love Your Liver is a year round British Liver Trust campaign to raise awareness of the three main risk factors for liver damage (alcohol, obesity, and viral hepatitis) and improve early diagnosis and screening. A key part of the campaign is the Love Your Liver Roadshow which gives us a crucial opportunity to:

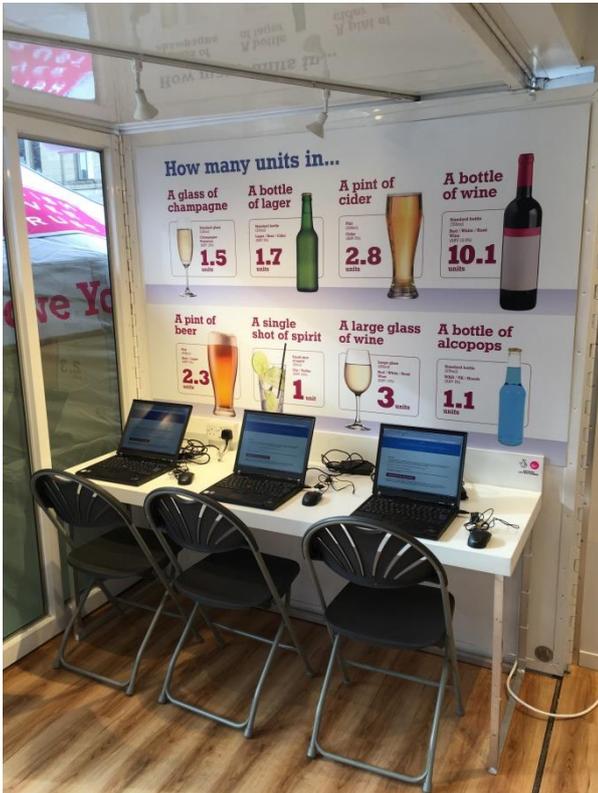
- raise awareness of how people can look after their liver and understand the risk factors
- help anyone worried about the health of their liver to be screened and scanned for potential liver damage
- encourage prevention and early detection
- heighten the profile of the Trust and the work we do with both the public and health professionals

A Love Your Liver branded mobile unit, specially equipped with facilities to complete our online screening tool and provide a non-invasive liver scan, tours the country. Locations with a high footfall such as large retail parks and central shopping centres are chosen to provide maximum exposure. The events are delivered in partnership with local hepatologists and liver nurses

On arrival participants can access general information about liver health and complete the British Liver Trust online health screener. This asks a number of questions about lifestyle and assesses their potential for liver damage against the three main risk factors of alcohol, diet/obesity and viral hepatitis. The answers to these questions generate a risk profile, flagging them as low, medium or high risk. Low-risk individuals may be offered lifestyle advice and hints and tips to continue their good habits. Individuals whose screener results suggest they are in the at-risk category are then offered the opportunity of a liver health check scan using a Fibrosan. They have a consultation with a liver healthcare professional, are given further information and if the scan does give an indication of liver damage provided with a letter to take to their GP so that further tests will be given.



The Roadshows are also used as a hook to raise much needed publicity about the main risk factors in national and regional media, via social media and through local advertising in GP surgeries, libraries, community centres, community and council websites.



Roadshow Schedule – 2018

| | Region | Details |
|---|----------------|--|
| April 21 st -24 th | Scotland | Aberdeen, Dundee, Glasgow, Edinburgh |
| September 24 th -28 th | England week 1 | Newcastle, Doncaster, Bradford, Blackpool, Liverpool |
| October 1 st -5 th | England week 2 | Derby, Stoke, Wolverhampton, Reading, Portsmouth |
| November 19 th – 23 rd | Wales | North Wales & South Wales |
| TBC | London | 4-day mini-tour |

The Love Your Liver Roadshow is vital because:

- The prevalence of liver disease is increasing at an alarming rate – it is set to overtake heart disease as the leading cause of premature death.
- Three quarters of people are currently diagnosed with liver disease in an emergency setting by which time it is often too late for effective treatment or intervention.
- If patients with risk factors or the early stages of liver disease are identified then timely and effective interventions can be provided and lives will be saved.

The Trust hopes that the success of the Roadshow will act as a catalyst for the NHS to ensure that everyone in Britain is appropriately assessed for risk factors for liver disease and screened if necessary in a primary care or community setting.



Love Your Liver Roadshow Facts

- Over 130,000 people have taken the Love Your Liver online screener to see if they are at risk of liver disease
- The Roadshow has visited over 40 locations
- More than one in ten visitors to the roadshow require follow-up tests for Liver Disease – in some areas it has been as many as one in five or 20%
- The new branded mobile unit has two consulting rooms with space for two scanning machines meaning we can scan up to 200 people each day
- One man was found to have a Fibrosan reading of 74.5 (any score above 7 is in abnormal range) and was sent immediately to hospital – the Roadshow may have literally saved his life
- 100% of those who attended our roadshows and filled in our evaluation form rated them as either excellent or good
- The Roadshow has resulted in more than 150 pieces of media coverage including several items on regional television news

Quotes from attendees: Scotland Roadshow 2018

“I was worried and have to see my GP but I have caught it before it got worse. Today was great and I feel knowledge is power.”

“Staff and support have been really helpful in helping me understand more about liver health and health measures I can put in place.”

“Staff were excellent. Fantastic for creating health awareness across the community.”

“It was very interesting. I think it is a very good idea to check everyone to catch problems early. Keep up the good work. Thank you!”

“Well run event, useful to raise awareness of causes of liver disease and range of factors affecting it.”

“We were delighted to work with the British Liver Trust to raise awareness of the need to look after your liver and offer free screening and scans in Glasgow. Millions of people in the UK are at risk of developing liver disease so awareness is vital to improving early diagnosis. The liver is just as vital an organ as the heart but people often fail to appreciate the importance of keeping it healthy.” Dr Ewan Forrest, Hepatologist at Glasgow Royal Infirmary

