



Spark Conversations This Liver Cancer Awareness Month

This October, join weekly live roundtable discussions, Q&As and more via the Global Liver Institute's [#OctoberIs4Livers](#) campaign.

September 30, 2024 By Laura Schmidt

In recognition Liver Cancer Awareness Month, the Global Liver Institute (GLI) is promoting its [#OctoberIs4Livers campaign](#) to raise awareness about [liver cancer](#), improve prevention, detection and treatment rates and more.

Launched by GLI in 2018, [#OctoberIs4Livers](#) is the only global campaign working to enhance public education and improve liver health equity by improving clinical practices and shaping policies around liver cancer [prevention](#) and [treatment](#).

This year's theme, "Addressing Disparities in Liver Cancer Care," aims to expand global advocacy, enhance public education and increase liver cancer awareness.

More than 800,000 people worldwide are diagnosed with liver cancer each year. What's more, [hepatocellular carcinoma](#) is a leading cause of cancer deaths globally, accounting for more than 700,000 annual deaths, according to the [American Cancer Society](#). In the United States, about 41,600 people are diagnosed with liver cancer annually, and the rate is rising.

Throughout October, GLI will host a series of roundtable discussions and Q&A sessions about barriers to care and the importance of routine screening, prevention and early diagnosis for liver cancer, also known as hepatocellular carcinoma.

In collaboration with health care professionals and advocates, GLI founder, Donna Cryer, JD , will conduct weekly conversations with policymakers, patient advocates, clinicians, researchers and more on [GLI LIVE](#) that folks can also view via Facebook, YouTube and LinkedIn. Cryer will sit down.



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A post shared by Global Liver Institute (@globalliverinstitute)

This year's #OctoberIs4Livers [tool kit](#) identifies risk factors such as hepatitis B or hepatitis C, cirrhosis, heavy alcohol use, tobacco use, type 2 diabetes, obesity and more. The tool kit also offers tips on healthy eating to boost strength and vitality and provides insight on managing a cancer diagnosis.

Additionally, the tool kit offers infographics that can be used for social media posts, including images on liver failure symptoms, detecting liver cancer early, reducing risk factors and self-care tips for caregivers and patients.

GLI LIVE will broadcast the following conversations with experts on GLI LIVE on Wednesdays at 12 p.m. ET:

- October 2: Advancing Health Equity through & within Nursing with Sheldon D. Fields, PhD, RN
- October 9: Let's Create Equitable Care in Liver Cancer with Andrea Ewing Reid, MD, MPH
- October 16: Setting a Standard for Liver Cancer Imaging with Claude Sirlin, MD
- October 21: Better HCC Screening and Care for Veterans with Tamar Taddei, MD, FAASLD and George Ioannou, MD, MS.

Health Equity Roundtable will host discussions on Thursdays at 1 p.m. ET. Click [here to register](#) for any of the following:

- October 3: Advancing Prevention, Treatment, and Care: A Policy Briefing On Liver Cancer
- October 10: #OctoberIs4Livers Health Equity Roundtable: American Indian and Indigenous People in Canada
- October 17: #OctoberIs4Livers Health Equity Roundtable: Rural Communities
- October 24: #OctoberIs4Livers Health Equity Roundtable: U.S. Veterans.

Click [#Liver Cancer](#) to learn more. There, you'll find headlines such as "[Liver Cancer Screening Improved Survival for Adults Cured of Hep C](#)," "[Liver Cancer Screening Improves Survival but Is Underused](#)" and "[Proposed 5-Year Program Aims to Put Country on the Path to Eliminating Hepatitis C](#)."

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