



ICCA Association Success Story

European Association for the Study of the Liver



ICCA

About EASL

The European Association for the Study of the Liver (EASL) is the continent's foremost organisation striving to serve as the Home of Hepatology. EASL's mission is grounded in ensuring that all professionals in the field can realise their full potential in preventing and curing liver disease. The EASL Liver Congress is the annual event bringing together leading professionals in fields relating 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 traditional four walls of the event space.

Project Objectives

Value creation at EASL extends beyond its members, delegates, and partners. EASL is an association that supports the medical community, but more importantly, it exists to serve people – patients, caregivers, and communities.

At the annual Congress held in 2022 at ExCeL London, EASL launched its very first series of impact projects designed to raise awareness for liver health and promote early screening and detection. The vision for these projects was to break the barriers of the event space and bring the EASL mission and passion to the local community.



The objective was to enrich the relationship between EASL and its hosts, and leverage organizations such as the British Liver Trust which already exist and operate in the city. EASL collaborated with partners from the earliest stages of planning to address the key needs of the local community and mobilize collective resources to make a real difference.

The impact event was separated into two distinct projects: Be Nice to Your Liver and Love Your Liver.

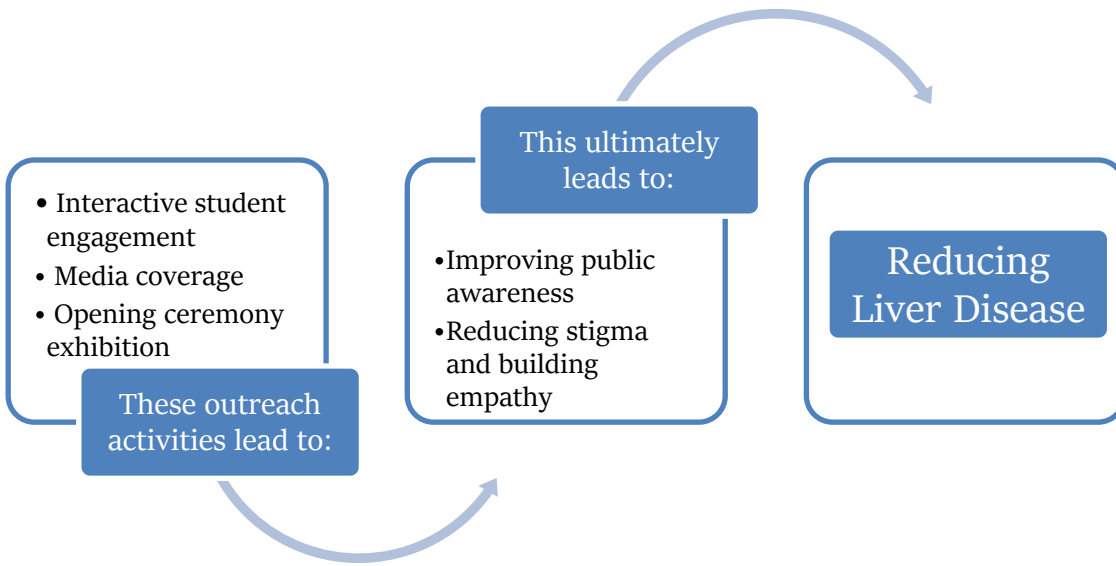
Be Nice to Your Liver

During the Congress, EASL visited a local primary school, Calverton Primary, and brought young people to forefront of prevention and education. A local hepatologist, Dr. Agarwal, gave an interactive talk to a group of students aged 10-11. The goal was to teach students about the liver and how to keep it healthy.

"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" - Dr. Agarwal

Beyond teaching these young students about the importance of keeping the liver healthy, EASL wanted to empower these students to become their own advocates for health. EASL encouraged them to share this information with family and friends, and turn their new knowledge into posters which were then exhibited during the opening ceremony of the Congress. This initiative was primarily focused on improving awareness and education on the part that liver health plays in a person's life and made the students the true agents of change.

Outcomes and Impact



Love Your Liver

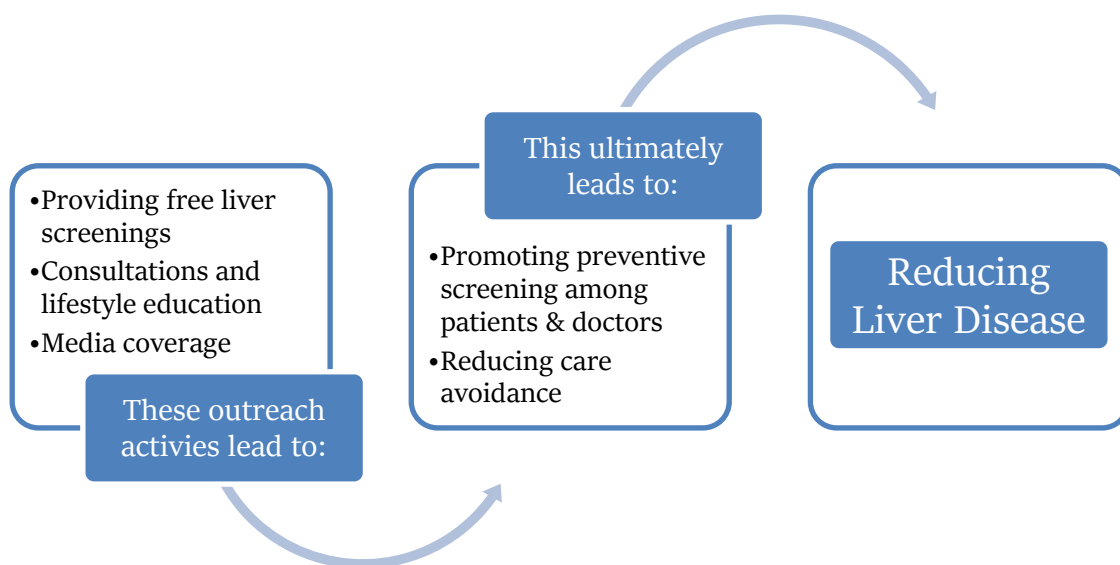
Raising awareness for liver diseases is fundamental for beating it, and part of that education is showing people and healthcare professionals the value of preventive screening. In London, EASL partnered with the British Liver Trust, which is an organization equipped with a mobile unit that provides non-invasive liver screenings and consultations. EASL and the British Liver Trust brought the FibrosScan unit to the Congress and offered free screenings to all delegates and staff members at the event. Given the chance to have personal screenings and consultations opened the floor for participants to have meaningful conversations about liver health, stigma, and demystifying the process and anxiety of finding out about your own health.



“An element of helping patients to tackle their conditions is overcoming fear and suspicion of medical services” - EASL-Lancet Commission on Liver Health

The goal behind offering preventive screening directly at the Congress was to provide users with a comfortable experience outside of hospital walls to demystify the screening experience 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.

Outcomes and Impact



Lessons for the Future



Throughout the planning and implementation of these impact projects, the EASL team learned three very valuable lessons for the future of social impact events.

These lessons came from the challenges EASL faced in planning the projects, the surprising success of news coverage and dissemination of key information, and the feedback EASL received from partners, students, teachers, and staff members.

1. Start early! Defining the impact intentions must be done in collaboration with key partners and right from the beginning to find the sweet spot for value creation for the association, the venue, and most importantly, the community. Using a framework for change to establish the needs of the host city and what initiatives can be taken to meet those needs is an essential aspect of the planning process and should remain a commitment throughout the planning and implementation process.
2. Spread the word! The direct outcomes of the activities and initiatives have the potential to be catalysts for even greater change. Promoting the projects in different ways and getting news out of the important work that’s going on can build momentum for the cause and expand the reach of the impact.

3. Reflect and review! Taking time after the event and investing in social impact measurement can help to contextualize the change that is being made and address further opportunities for the future. Being honest about what worked and what didn't ensures that projects align with organisational priorities while serving people in the way that matters to them.

Feedback/ Testimonial

*"I would tell my friends to keep fit and healthy" "I told someone at home to take care of their liver"
"The liver processes chemical through the bloodstream and a balanced diet is great for the liver" -
Calverton Primary Student Insights*

*"The teaching staff have been at pains to say what a positive impact the Liver Congress
engagement had on the students and indeed the teachers themselves" "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" - Calverton Primary Teacher Feedback*

*"Inviting the ExCeL staff to participate in the liver screening gave them to chance to engage
meaningfully with the event in a way they don't usually have and allowed them to start having more
meaningful conversations about their own health" - ExCeL Staff Highlight*

Written by:

Maraika Geisterfer-Black at
European Association for the Study of the Liver



ICCA Association Success Story

European Association for the Study of the Liver