How to get involved & use our campaign material

to join the fight on #NASHDay

@IntNASHDay
BACKGROUND ON NASH DAY

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INTERNATIONAL NASH DAY 2018

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Hey guys, 
Time to talk about NASH!
Why The International NASH Day

The International NASH Day is the 1\textsuperscript{st} edition of a worldwide movement initiated by the endowment fund \textit{The NASH Education Program}\textsuperscript{TM} aimed at raising awareness about NonAlcoholic SteatoHepatitis (better known as NASH), a growing silent liver disease induced by unhealthy lifestyle habits:

NASH is a silent and degenerative liver disease that affects up to 12\% of the adult population worldwide without symptoms, and is expected to become the leading cause for liver transplant by 2020.

There is a urgent need to raise awareness in the general population about the consequences of this public health burden in the years to come, and to create a relevant bridge between physicians and individuals at risk, to improve patient care worldwide in the future.
BACKGROUND ON NASH DAY

Why getting involved is essential

YOUR LIVER MATTERS: As the center piece of the metabolism, protecting your liver means protecting your whole body to ensure an healthy life.

LIVER DISEASES ARE SUBJECT TO PREJUDICE: Wrongly considered as the only consequence of alcohol or drug abuse, or sexually transmitted diseases.

NASH CAN BE PREVENTED WITH A HEALTHY LIFESTYLE: People must know the consequences of unhealthy diet and lack of physical exercise and how it can impact both your liver and global health.

NASH IS CONSIDERED AS A PUBLIC HEALTH ISSUE: Closely linked to the obesity and diabetes epidemics, and estimated to affect up to 12% of the population worldwide, without any symptoms.

NASH CAN EVOLVE AND LEAD TO SEVERE OUTCOMES: The general population needs to understand that it is more than just a liver disease and that it affects the general health as well.

NASH DAY GIVES A VOICE TO PATIENTS WORLDWIDE: Who are still misunderstood today, and need their stories to be told.

THERE’S STRENGTH IN NUMBERS: And a worldwide coalition to raise awareness about NASH consequences is essential.
Who is behind the initiative

1st International NASH Day is organized by The NASH Education Program™, an endowment fund created at the end of 2016 to address unmet needs related to Non-Alcoholic SteatoHepatitis (NASH) and to increase awareness about this widespread, worrying and yet poorly understood disease.

At The NASH Education Program™, we believe that such a crucial initiative can’t be held by one stakeholder only, and that everyone has a role to play in the fight against this worldwide public health burden. This is why we designed the 1st International NASH Day as a transversal and non-partisan initiative involving every key stakeholder that believes committing to bringing awareness to NASH is more than essential.

This goes by connecting

**PHYSICIANS**
From all relevant specialties (hepatologists, diabetologists, cardiologists, GPs...)

**PATIENTS**
Populations at risk, & their families

**GENERAL PUBLIC**
Media, influencers & all who believes that preventing NASH is essential

**HEALTH STAKEHOLDERS**
Authorities, industry experts & patients advocacy groups
Courageous patients who share their experience!

Healthcare professionals who raise their voice against NASH!

Proud supporters of NASH Day

Generous global & local benefactors of NASH Day

And all of those who participate in promoting our initiative & thus bring awareness to NASH!
Speaking a loud & united voice!

To achieve the objectives of the 1st International NASH Day awareness campaign, it is essential that we use one united voice when we speak or write about NASH, its causes, risk factors and consequences on global health.

The following key NASH awareness messages suggestions are provided in English for your use and adaptation in your own language if necessary. They are provided freely and we encourage you to use them as a part of your communication as much as possible to support the fight.

Gather around the same objective!

Spreading these essential messages as widely as possible on June 12, but also every other day of the year, to ensure a long-term penetration of the message and raise ones consciousness about the potentially dramatic consequences of NASH in the future.
About Liver diseases

- Liver diseases are subject to prejudice: patients often face stigma.
- Liver diseases are too often associated with alcohol or drug abuse, and sexually transmitted diseases.
- Cirrhosis does not only imply alcohol abuse: cirrhosis induced by an unhealthy diet is "Non-alcoholic cirrhosis".

NASH: a worldwide public health burden

- NASH is a liver disease that silently affects up to 12% of population worldwide\(^1\).
- NASH is generally caused by unhealthy diet associated with a lack of physical exercise.
- The fat in the liver accumulates gets toxic and creates cell injuries.
- NASH is a severe & widespread liver disease but silent and thus poorly known.
- NASH is expected to be the 1\(^{st}\) cause for liver transplant in the US by 2020.
- NASH is widely recognized as a major public health issue by health regulators (eg. FDA, EMA).
- NASH is considered as a public health issue worldwide by both agencies and healthcare professionals.

\(^1\)Williams, Gastroenterology 2011
About populations at risk for NASH

- NASH is mostly induced by unhealthy diets associated with a lack of physical exercise.
- When sugar & fat intake is higher than what the body actually needs, the fat is stored inside the liver and can become toxic, creating cells injuries.
- People suffering from obesity are at higher risk of developing NASH.
- People suffering from type 2 diabetes are at higher risk of developing NASH.

NASH consequences on health

- NASH can have consequences inside and outside the liver.
- NASH can evolve to cirrhosis and/or cancer and ultimately to liver failure.
- Cirrhosis does not only result from alcohol abuse: NASH can worsen to non-alcoholic cirrhosis.
- Liver health has a strong impact on heart and cardiovascular health.
- Cardiovascular complications are the leading cause of death in NASH patients.
About the stages of progression

- **Healthy Liver**: <5% of fatty liver cells
- **Steatosis (Fatty Liver)**: >5% of fatty liver cells
- **NASH Without Fibrosis**: Steatosis + Inflammation + Ballooning
- **NASH With Fibrosis**: Steatosis + Inflammation + Ballooning + Fibrosis (1 to 3)
- **Cirrhosis or Cancer or Other Outcomes**: Advanced fibrosis (4)

When the disease progresses to **cirrhosis** or **liver cancer**, the only option left is a liver transplant.
How to diagnose NASH?

- The liver is a very discrete organ it doesn’t express when it’s in pain.
- NASH often doesn’t have any symptoms, which makes it particularly difficult to diagnose.
- The best way to diagnose NASH today is with a liver biopsy.
- Research is underway to find easy-to-access and non-invasive diagnostic tools to diagnose NASH, such as blood tests.

About NASH therapies

- Today there are still no approved drugs to treat NASH.
- In the last decade, science has made great progress in developing molecules to treat NASH.
- The provision of safe therapies by 2020’s represents a great hope for patients suffering from NASH.
- Today the only way to resolve NASH is with a drastic long-term lifestyle modification (10% of total bodyweight).
KEY NASH AWARENESS MESSAGES

About lifestyle modification

- To be able to resolve NASH, patients must achieve a weightloss of at least 10% of the total bodyweight and maintain it in the long run, which can be difficult and very demanding.

- Only 10% of patients succeed in losing the required weight and maintaining it in the long run.

About patients needs

- Patients face the greater difficulty to talk about NASH because of the persistent stigma around the condition and its risk factors.

- Patients urgently need to be accompanied in their journey through NASH, and especially through lifestyle changes, exercise and weightloss.

- Involving patients’ families is a key component in overcoming the challenge of weightloss.

- Patients suffering from NASH are often in need of relevant and easy-to-access information regarding their disease to better understand its causes and consequences.

- Due to the lack of therapeutic solutions to cure NASH, awareness remains an essential tool for patients and individuals at risk, to prevent unhealthy behaviors and thus, the expansion of the epidemic worldwide.
NASH DAY CAMPAIGN MATERIAL

That’s for you and it’s for free!

Accordingly to our will to create a coordinated international voice for NASH patients, a core set of accessible awareness material have been created by our teams to harmonize the messages displayed to general public, and thus make them understandable by all.

This material has been approved by The International NASH Day teams and by The NASH Education Program™ Scientific Committee, and most of it is available in multiple languages in order to ease its use by and for all.

Our campaign material is available on our website for free in

However, if you do not find a language that corresponds to your needs, you can contact us via our website to express your need and make your translation proposal by clicking here.
CAMPAIGN POSTERS + LEAFLETS

Our official campaign poster & leaflet is available! Download on our website and use freely!

You can get the PDF document here and print it in A5 format for leaflets and A3 or A2 to use it as a poster.

We are thrilled that you are taking action to raise NASH awareness worldwide! This is why we have made this campaign material for your use for free! We just have 2 slight requests when you use it:

- You can edit it by adding your logo to show support for instance, but please do not remove any existing image or text already in it!

- Please quote us when using this material on digital support, so each initiative is part of this worldwide movement.

Can’t find your language? Contribute in the development of this material by sending us your translation proposal so we can make it available in your language! Download the English based document and send your translation proposal to our team highlighting your function, country, language, and how you intend to use the material to support our action.
The best way is still to talk about it!

Specifically created to meet patients’ needs for easy-to-access content explaining the basics of NASH. The NASH Education Program™ holds different types of surveys among physicians and patients, with the aim of better understanding their respective needs, and designing initiatives consequently.

These survey results have shown that one crucial need for both patients and healthcare professionals is easy-to-access scientific information that explains the fundamentals of the disease. This is why we created this explanatory guide as documentation for both general public and healthcare professional.

How to use it?

This document is available here in 7 languages, and can easily be printed on A5 booklet via standard printers. Download, print and share this document with your relatives and/or patients as a support to explain the disease, its causes & consequences.
Let’s play the game of NASH awareness!

In order to ease people speaking about NASH and understanding easily the key information about the disease, we created a card deck named «NASH: The Question Game». The game is composed of 7 recto verso cards corresponding to 7 questions addressing the main categories of information related to NASH understanding.

How to use it?

Download the PDF of the card game here and print the cards on R/V pages so the answers correspond to the questions (see numbers at the top of the cards).

Rules of the «NASH Question Game»

- By teams of two, lay the 7 cards on a table
- 1st player picks a card up, reads the question out loud
- (S)he now gets 30 second to remember the 6 answers
- 2nd player takes the card and disclaims the question again
- 1st player has to give the 6 answers in the right order in a raw
- The player gives the 3 1st answers (s)he wins the «Silver Liver»
- The player gives the 6 answers (s)he wins the «Golden Liver»
- Write down the result and keep going until all the cards are played
- When the deck is empty, players count their scores and topics won
- You can share your result on #NASHday
THE MAC’LIVER CUDDLY TOY JOURNEY

Had the chance to get your own mascot?

You are now a very special Mac’Liver ambassador! We count on you to support us in telling his adventures for the International NASH Day! There are 2 activities that we need your to capture and share: his journeys around the world and his everyday habits (food intake and physical exercise).

#1 CALL ME MAC’LIVER THE TRAVELLER!

👉 How can I tell the world about Mac’Liver’s journeys?

Take pictures of him in front of historical monuments from the world, and have people guess where it is located.

👉 How to take a good picture of this buddy?

#NASHday goes on and #MacLiver keeps his #NASH #awareness travel around the world! Can you guess where he is today? @IntNASHDay
#2 CALL ME MAC’LIVER THE EATER!

How can I support #MacLiver in his healthy lifestyle?

Take funny pictures of him in eating and/or in exercising situations and congratulate his healthy choices (sports & food), warn him about unhealthy habits.

How to take a good picture of this buddy?

#MacLiver: Great diet choice w/ fish & veg’ kiddo! #NASHday

WHERE AND HOW SHOULD I POST MY CONTENT?

Twitter: Tagging @IntNASHDay & using #NASHDay #MacLiver

Facebook: Tagging the International NASH Day facebook page & using #NASHDay #MacLiver

Instagram: Tagging @IntNASHDay & using the #NASHDay #MacLiver
“MAC’LIVER: THE NASH ESCAPE”

The 1st exclusive NASH awareness video game!

Aimed at explaining easily the progression of NASH, and its link with the lifestyle habits of our generations. Slide Mac’Liver from side to side of the screen to catch the food that he love and that are healthy for his, and avoid the bad habits that put him in danger and hurt him! Keep your eyes opened, you’ll get a bonus if you make him exercise! Access the game.

The NASH Escape challenge: June 12, a day to gather all our strenghts against NASH!

Ever dreamt of participating in the biggest LAN EVER for a good cause? Connect on June 12 and let’s all add our scores up together to definitely save Mac’Liver from his struggle against NASH. By associating all together worldwide we can achieve the weightloss goal and save him from NASH.

But the fight won’t end there! It has to be sustained on long term remember? No problem, stay tuned on social media and don’t miss the additional contests that will run until september! Ones who will take the greater action by realizing the higher score will get extra super nice gifts from Mac’Liver himself!
INTERNATIONAL NASH DAY WEBSITE

NASH Day website: the meeting point of the event!

We designed our website as a place to be a real meeting area for people who want to talk about NASH! This goes by:

→ An exclusive online WebTV

Hosted by Guy Lagache, journalist, Columbia University graduate. The NASH WebTV will display on June 12, a show dedicated to highlighting key information on NASH, and why it is important to speak loud about it. Worldwide experts & opinion leaders will address the key aspects of the disease for the lamen.

→ The Support Social Wall

The Social Wall is a great tool gathering every NASH related picture, messages and video posted on social media! Share your messages mentioning @IntNASHDay and/or using the hashtag #NASHday.

→ The Patient Story Area

International NASH Day is the first day dedicated to giving voice to NASH patients worldwide and put them in the center of the initiative. This is why we propose them telling us their stories anonymously and sharing it worldwide to raise consciousness about the reality of living with NASH from a patient perspective. Access patient story area
There’s strength in numbers, we all need to gather!

Here are the main information related to our Social Media activity and how you can get involved with us on Social Media to participate in NASH awareness day.

@IntNASHDay
Get the event liveflow & share your knowledge about NASH!

International NASH Day
Read our patients stories & get our awareness events pictures albums

@IntNASHDay
Discover our behind the stage pictures & share the best Mac’Liver healthy moments!

The NASH Education Program
Access & share our awareness videos to increase visibility of NASH!
OFFICIAL HASTAGS AND DESIGNS

Official campaign hashtags & materials

Use the #NASHDay to gather your awareness messages

Use the #MacLiver to share your actions in saving Mac’Liver

Use the #fattyliver to share your story about NASH

To reach the NASH community, we advise you use the hashtags:
#NAFLD #FattyLiver #fattyliverdisease #NASH #LiverDisease
#LiverHealth #PublicHealth #Eatclean #PhysicalActivity #exercise ...

Ready made designs for Social Media

You can download ready made designs adapted to Twitter, Facebook and Instagram in EPS format on our website. You can personnalize with your claim and logo to show support on Social Media on D-day.

Supporting NASH claims

You can inspire from our «Key NASH awareness messages» on page 5 to 10, integrate them to one of our readymade designs using #NASHDay and #DYK. Access ready made designs

Study case: #NASHday #DYK: People suffering from type 2 diabetes are at higher risk of developing #NASH? #LiverDisease
HOW TO TAKE ACTION ON NASH DAY?

Everyone has a role to play in bringing awareness about NASH, and there’s strength in numbers!

This is why we propose to give you some tips on how you can be the leader of your own personal action against NASH, and share it with the world so our common voice is louder on June 12!

Let’s raise our voice!

PHYSICIANS

PATIENTS

PATIENTS FAMILIES

HEALTH AUTHORITIES

PATIENTS ADVOCACIES

INDUSTRY EXPERTS

HEALTH INFLUENCERS

MEDIA
HOW TO TAKE ACTION ON NASH DAY?

You’re a patient, or a family member!

We know that people suffering from NASH have the greater difficulty to speak about their feelings because of important stigma and discrimination related to metabolic and liver diseases. This is the time to break the silence, talk freely about your condition, and share your story and prevent NASH worldwide by alerting general population.

Take a moment to talk about it!

Download our NASH explanatory guide and plan a moment to speak about your condition to your family with the help of the guide. Tell them how serious the condition is, and to stop enduring the prejudice and stigmas often attached to metabolic and liver disease.

Raise your voice, tell your story freely!

Share your story on our website and we will spread it anonymously worldwide to raise consciousness about the reality of what living with NASH is. Your opinion matters, your story matters, your feelings matter.
HOW TO TAKE ACTION ON NASH DAY?

You’re an individual, a charity or an influencer

We know, you know, everybody knows that we won’t win this fight on our own. This is why we designed the 1st International NASH Day as a third part non-profit initiative. If just like us, you believe that alerting general population about NASH and its consequences on public health is important, here is why and how you can make a difference on International NASH Day.

→ Use your voice for a good cause!

If just like us, you believe that alerting general population about NASH its causes and its consequences on health is important, here is how you can make the difference on International NASH Day. Speak about it, use our ready made messages and designs to tell the world about NASH and how terrible this condition is for patients, and worrying for public health in the near future.

→ Open discussions with your communities!

Ask their opinion on how to act on NASH and how to change everyday habits easily to prevent fatty liver diseases and NASH. Engage by sharing some insights, ideas and tips to keep a healthy lifestyle, using the #fattyliver and #NASHDay.
HOW TO TAKE ACTION ON NASH DAY?

You’re a healthcare professional

As a healthcare professional, your opinion means a lot, and you have the power to spread the word to a population that is particularly at risk, towards a long term change of lifestyle habits and a durable prevention of fatty liver diseases in the future.

Talk about it with your patients!

As a healthcare professional, you are the closest and most reliable source to speak about the causes and consequences of NASH to your patients. We provided you with all the essential material you could need to explain the disease to your patients easily and bring awareness to NASH. Download and print our patient brochure, poster and card game to support your event, and share it with us on social media.

Share your opinion with the world!

Create your own self awareness video explaining easily why, as a healthcare professional, you believe that NASH must be highlighted and taken care of worldwide to prevent the tremendous consequences for populations, and share it on social media using #NASHDay!
**HOW TO TAKE ACTION ON NASH DAY?**

**You’re a media organization**

We know, you know, everybody knows that we won’t win this fight against NASH on our own. This is why we designed the 1st International NASH Day as a third part non-profit initiative. If just like us, you believe that alerting general population about NASH and its consequences on public health is important, here is how you can make the difference on International NASH Day.

**Write about NASH & our initiative!**

Be an actor and increase NASH awareness in the general public and alert the general population. We need your voice and support to highlight the causes and consequences of modern lifestyle habits in people who are particularly susceptible to NASH. Use this material and our «NASH Explanatory Guide» to write about NASH and alert your audience, mentioning the #NASHDay.

**Contact us to get an interview!**

As using our voice to bring awareness to NASH is crucial, our team remains open and available to give media interviews to speak about the disease to the general population and explain the necessity of gathering around the initiative. Do not hesitate to contact our team via our website to set-up a meeting, we will be happy to make ourselves available.
HOW TO TAKE ACTION ON NASH DAY?

You’re an Industry expert, a Company, an Agency

Become an official NASH Day benefactor!

You want to be a key stakeholder of the International NASH Day initiative? Contact our teams to become an official International NASH Day benefactor for the future editions of International NASH Day and make your mark in the NASH landscape.

Show support to our online actions!

By telling how you’ll promote NASH awareness among your own community on June 12, and sharing our messages and actions on social media using the #NASHDay.

There’s strength in numbers!

Everyone has a role to play in bringing awareness to NASH!
To support the visibility of this initiative and thus the covering of NASH worldwide, we designed multiple onsite activities all over Europe and America to meet with people on the street, that will all be relayed on a special Web TV show on June 12, to support discussions about NASH.

The awareness events co-planned by The NASH Education Program™ and International NASH Day partners will take multiple forms, as follows:

- Patients and physicians awareness conferences, hosted by key NASH stakeholders worldwide
- Free patients screenings, graciously provided by partners Hospital organizations
- Multiple onsite street awareness happenings
- A strong digital awareness campaign coverage
NASH DAY EVENTS PROGRAM

Patients and physicians conferences
Angers - Barcelona - Boston - Brussels - Durham - Istanbul
Lille - London - Mainz - Mexico - Miami - New York - Nice
Paris - Philadelphia - Rome - Saint Louis - San Antonio -
San Diego Santiago - Sevilla - Stockolm - Washington

Free patients screenings
Antwerp - Brussels - Maastricht - Mexico - San Antonio

Street awareness happenings
Angers - Berlin - Boston - Brussels - Istanbul - Lausanne
Paris - Phoenix - Rome - San Antonio - San Diego
Singapore - Stockolm - Washington

Access all the information you need about the events on the interactive map on our website, and let us know if you wish to Join an activity.
Part #1 NASH: What is it?
Pr S. Harrison, Pr S. Francque
World tour: Who knows about NASH?
Explanation of NASH mechanisms

Part #2 NASH: How common is it?
Pr M. Rinella, Pr M. Arrese, Pr J. Lavine
How common is the disease and what populations are most commonly affected?

Part #3 NASH: Who is at risk?
Pr K. Cusi, Pr J. Schattenberg, Pr E. Bugianesi
Chef Steven Ramon, Association Ensemble contre la NASH
Why are some people more at risk than others and why?

Part #4 NASH: Getting Diagnosed
Pr S. Augustin, Pr V. Ratziu, Pr J.F. Dufour, Pr Q. Anstee
When is NASH suspected, and what does the patient journey looks like?
Part #5 NASH: Disease evolution & consequences

Pr V. Ratziu, Pr V. Miller
Pierre Ménès

What are the consequences of NASH inside and outside the liver?

Part #6 NASH: Patient care and clinical management

Pr L. Castera, Pr B. Cariou, Dr C. Blanchard, Dr J. Gournay, Emilie Pigeon, Tom Nealon

How to manage patients in the absence of treatment?

Part #7 NASH: What perspectives?

Pr A. Sanyal, Pr P. Newsome, Donna Cryer

Why does NASH needs awareness and what are the future perspectives for patients?

Connect on our website on June 12 to access the WebTV live & replay
On June 12 and beyond!

Rome wasn’t built in a day, and neither will NASH awareness! To prepare the world for 1st NASH day on June 12, we will be hosting and sharing many initiatives all along the weeks before and after June 12 to ensure a long term penetration of the awareness messages and raise conciousness!

The word from the Community Managers

Hello dear community,

We are taking SO much pleasure in taking care of the social media campaign for this 1st #NASHday! We deeply hope that the story we wrote with love for our little friend Mac’Liver will help to highlight the causes and consequences of NASH, and support people in adjusting their habits, towards a healthier world! There’s strenght in numbers guys! Come meet us on social media, open discussions with us, share all our hope of recovery for Mac’Liver, and be a part of our beautiful digital Story!

Victoria & Margaux from @IntNASHDay
1st International NASH Day