



Love Your Liver 2013

95% of all liver disease can be avoided through changes in lifestyle

Headlines:

Alcohol, food and exercise can affect the health of your liver

Both alcohol and fatty foods can triple the chances of damage to the liver

An organ under siege from fatty foods

The liver is at much risk from fat as it is alcohol and rates of liver damage are soaring due to obesity levels.

Crash diets don't eradicate fat around the organs and may do more harm than good.

The British Liver Trust is warning people against rapid weight-loss programmes after the festive period.

First time your liver tells you it has a problem – it may be too late.

But our Love Your Liver programme will keep your Liver healthy and help it recover.



Love Your Liver – 3 simple steps to Love your Liver back to health...

Step 1. 3 days off alcohol

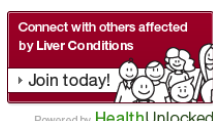
Give your liver a break – replace alcohol with a non-alcoholic alternative 3 days a week – and **your liver will love you for ever.**

Step 2. Take more exercise and stay fit

Replace that drive or bus ride with a short walk or cycle ride. Get off the bus a stop early. Walk to the station. Take the stairs not the lift. Swim or take up a sport. You'll feel better and the exercise will shift accumulated fat from your liver in a way that dieting can't! **It'll give your liver a new lease of life.**

Step 3. Cutting down on sugar and fat

Carrying too much weight or eating a diet with too much sugar and fat will affect the way your liver works. Cut down on sweets, snacks and fizzy drinks and foods that are high in fat. Replace them with more fresh fruit and vegetables, 5 – 7 day if you can! **Your liver will be over the moon!**



Love Your Liver: A British Liver Trust campaign



Registered charity England and Wales 298858, Scotland SCO42140

MEDIA BACKGROUNDER



Love Your Liver top tips!

- **PACE YOURSELF** Don't panic if you're not losing weight as quickly as you'd like, the best way to keep your liver healthy is to fight the pounds gradually and with exercise.
- **DRINK WATER** Stay hydrated and drink plenty of water. Enjoy water more often and add a slice of lemon, lime or any other fruit to get a splash of their flavour. Your liver will thank you for it.
- **EAT SMALL** Try eating from a smaller plate and cutting down on fatty and sugary foods.



About Love Your Liver

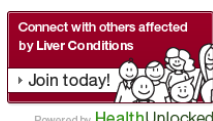
- Love Your Liver is a campaign from national charity the British Liver Trust to promote liver health throughout the UK.
- January is 'Love your Liver Month' and the campaign will be embarking on a national tour of the UK, offering pop-up liver health clinics that will include information, an opportunity to receive a Fibroscan and advice from leading liver specialists.
- LYL brings together all aspects of maintaining a healthy liver and is delighted to have teamed up with Eisberg alcohol free wine to encourage the nation to cut down on their alcohol intake for 2-3 consecutive days per week.
- LYL has also teamed up with Morrisons supermarkets who are kindly providing space for the roadshow in their store car parks of the eight UK cities that the LYL roadshow is visiting.

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- Get a daily liver health tip throughout January and support the LYL campaign via Facebook and Twitter:

- www.facebook.com/britishlivertrust
- www.twitter.com/LiverTrust



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The Love Your Liver Roadshow

Every year, the LYL campaign takes to the road to offer the public the

opportunity to get their liver assessed and to learn about ways they can improve the health of their liver.

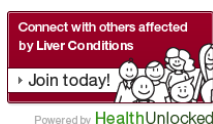
In January 2013, the LYL roadshow plans to visit the following locations from 10am – 4pm:



- Tues 8th Jan, Morrisons, Glasgow, Anniesland G13 1JD
- Wed 9th Jan, Morrisons, Middlesbrough, Berwick Hills TS3 7PB
- Thurs 10th Jan, Morrisons, Bradford Thornbury BD3 7HZ
- Fri 11th Jan, Morrisons, Liverpool Belle Vale L25 2XT
- Tues 15th Jan, Morrisons, Portsmouth Victory Park Retail Park PO1 4QP
- Wed 16th Jan, Morrisons, Bristol Cribbs Causeway BS10 7UD
- Thurs 17th Jan, Morrisons, Cardiff Sports Village CF11 0JP
- Fri 18th Jan, Morrisons, Birmingham Small Heath B10 0X



The roadshow includes pop-up liver clinics, where people will be able to get their liver tested for free with a Fibroscan - a machine that measures the stiffness of the liver – which is worth £300 privately. The British Liver Trust works with local liver services to ensure that people receive a continuation of care if any problems are identified during the liver health assessment.



MEDIA BACKGROUNDER



About Fibroscan:



The Fibroscan is a non-invasive imaging scan that evaluates the degree of liver stiffness, or scarring, known as fibrosis.

Like an ultra sound scan, a Fibroscan uses sound waves; it does this by determining the speed of sound waves through the liver using a sonogram.



The Fibroscan test does not differentiate between liver diseases i.e. they are not diagnostic tests but markers of the severity of liver injury.

Summary of results from the 2012 roadshow

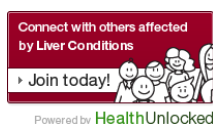
The Trust assessed the liver health of more than 300 people over five days in January 2012.

Over a quarter (28%) of people assessed were told to visit their GP and request a subsequent Liver Function Test (LFT).

Glaswegians were revealed as having the unhealthiest livers; with 41% of those tested receiving a referral form for further liver health investigation.

Liverpool tests resulted in 40% of the public needing referrals and 15% of all people tested in London receiving a letter to take to their GP.

Birmingham fared pretty well in comparison, with 10% of people needing further investigation. The healthiest livers proved to be in Exeter, with only 8% of those scanned requiring further action.



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