



Building momentum, changing lives: our strategy 2026 to 2032



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This document sets out our strategy for 2026–2032, a pivotal moment in our journey. In April 2024, the British Liver Trust and the Children’s Liver Disease Foundation came together as one organisation. Since then, we have worked to unite our strengths, our communities, and our ambitions. This strategy is the next step in that vision, and in summer 2026 we will rebrand as Liver UK.

The decision to rebrand followed extensive consultation with supporters, patients, healthcare professionals, partners, and stakeholders. By bringing our work and identity together under a single, recognisable name, we will strengthen our voice, reduce stigma, and ensure that people affected by liver disease—whether in childhood or adulthood—experience seamless, high-quality support and care. A unified brand will raise our profile, helping us reach more people, attract greater support, and amplify our ability to influence change, improve liver health, and ultimately save and transform lives.

Liver disease and liver cancer are among the UK’s fastest growing health challenges. They affect people of all ages and can strike anyone, at any point in their lives. Liver disease is now one of the top four causes of death among people aged 20 to 64, impacting thousands of families across the UK every year.

We are determined to change this.

We stand at a turning point. The solutions to the liver disease crisis align with the Government’s 10-year NHS plan—shifting from sickness to prevention, from hospital to community, and from analogue to digital. The launch of the NHS England liver disease transformation programme offers a once-in-a-generation opportunity to drive real change.

Our new strategy sets out how we will seize this moment. We will ensure that everyone, whatever their age or condition, can access the information, care, and support they need for a better quality of life. We will campaign for a healthier environment to prevent liver damage before it begins. We will push for earlier diagnosis and faster treatment, giving more people the chance to repair liver damage and avoid serious disease. We will work in partnership to raise standards of care nationwide. And we will raise awareness so that more people better understand liver disease, and help break down the stigma that surrounds it.

We recognise that we cannot do this alone, and we hope that you will join our community and support us so together, we can improve liver health for everyone.

Building on our last strategy

The British Liver Trust’s 2021–2025 strategy was ambitious, and thanks to the support of patients, families, healthcare professionals, partners and stakeholders, much of what we set out to achieve has been delivered. Your funding has enabled us to expand the support we offer and connect with far more people affected by liver disease.

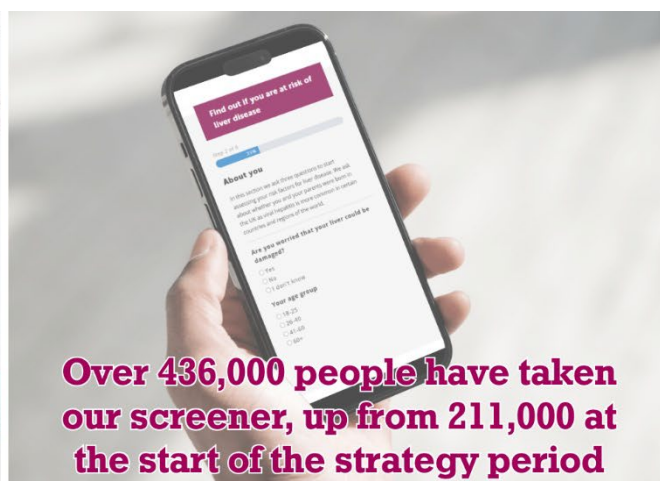
Between September 2020–August 2021 and September 2024–August 2025, helpline enquiries rose from 3,005 to 4,320, the number of patient support groups grew from 76 to 117, publications ordered or downloaded increased from 28,076 to 112,838, and engagement with our online support forum and newsletter sign-ups have more than tripled. These results stand in contrast to wider sector trends, where patient information services have reported declines.

Quality has improved alongside reach. With your support, we transformed our approach to patient information, embedding patients in the process to make sure that everything met patients needs. We enhanced accessibility by translating resources, introducing easy-read materials, and offering

information in multiple formats—web, video, summaries, factsheets, and in-depth guides. A pilot programme allowing healthcare professionals to order print resources for free increased uptake by 50%, directly funded by donor investment.

We have also got much better at understanding the views of patients and gathering insight. For example, we introduced a Helpline Interaction Record system to capture detailed insights into patient journeys, helping us identify trends and better understand the challenges people face.

Through our Love Your Liver campaign, we raised awareness and scanned more people than ever before.



Donor funding has allowed us to evolve the Love Your Liver Roadshow to engage politicians, policy makers, and employers, extending its reach and influence and supporting our campaign to ‘make early diagnosis routine’.

Our campaigning and policy work has accelerated and our influence has grown. We established the All Party Parliamentary Group, launched campaigns and reports, held debates, and submitted over 200 Parliamentary Questions. This work has paid off: liver disease is now a Government priority, liver cancer has a dedicated programme, and early detection pathways have increased from 26% to 36% between 2021 and 2023.

These achievements show what is possible when we work together. But they are only the beginning. The next strategy period must build on this momentum—expanding our reach, deepening our impact, and ensuring that every person affected by liver disease has the support, care, and voice they deserve.

With your continued commitment, we can turn progress into lasting change.



Our Approach

Led by our theory of change, we have identified 4 strategic pillars where we can make a real difference. The pillars are supported by our enablers; the ways we will work to make our vision a reality.

OUR STRATEGIC PILLARS

Supporting everyone affected by liver disease

Pillar 1

Ensuring patients have access to the best care and treatment

Pillar 2

Awareness, early detection and behavioural support for everyone at risk

Pillar 3

Working with healthcare professionals to improve outcomes

Pillar 4

OUR ENABLERS

1. Increasing income so we can deliver our goals
2. Using data and insight to improve decisions
3. Raising awareness and boosting recognition
4. Influencing policy makers and parliamentarians
5. Working in partnership to drive change
6. Having efficient processes and a motivated workforce
7. Developing a diversity, equality and inclusion strategy and embedding this across all our work

Pillar 1: Supporting everyone affected by liver disease

Our goal is simple: to ensure that anyone who needs us receives timely, tailored support and information - whenever and however they need it.

Living with liver disease brings daily challenges that can leave people feeling anxious, isolated, and uncertain. We know that the right support - especially from someone who truly understands - can be a powerful lifeline. We will be here at every step, for everyone affected by liver disease.

41%

of people with liver disease say they were not given enough information following their diagnosis.

Strategic objectives

- Maximise support capacity through a “right service, right time” model
- Make our information more accessible and help patients navigate care confidently
- Expand peer support so more people can share experiences, exchange advice, and build meaningful connections
- Reach underserved communities by optimising service delivery for those who are digitally excluded, have low health literacy, or face language barriers

The big idea: Redesigning our services to support more people

Our new service offering will combine clinical expertise and personal experience to cater for different needs. New interactive pathways on our website and helpline will help users get the right support at the right time.

We will expand our nurse team to include a paediatric specialist. Our nurse helpline is a lifeline for many, providing expert advice whatever your age or type of liver disease. To make sure it's available when people really need it, we'll also develop a network of peer champions – both to help facilitate support groups and also so that we can offer bookable appointments for people to talk through their feelings with someone who has walked the same path.

We'll create more opportunities for children, young people, and families to connect – both in person and using new digital platforms.

And we'll increase our presence in liver clinics to promote our services, engage new users, and strengthen relationships with healthcare professionals.

“Having a child with liver disease is complex – sometimes I need a medical explanation, other times I just need to talk to someone who's been there, or simply read at my own pace the information on the website.”

- Sam. mother of child with liver disease

“I can literally say that going along to a British Liver Trust support group changed my life. I was at rock bottom. I felt isolated, overwhelmed, and unsure how to cope. The support I found there changed my life. I've gone from feeling hopeless to being confident in myself and my future. Now I'm not only managing my own condition, but I'm able to help others who are starting their journey too.”

- Steve, patient with alcohol related liver disease

Pillar 2: Ensuring patients have access to the best NHS care and treatment

Liver disease is a growing public health crisis—one that's not getting the attention it urgently needs. We want everyone diagnosed with liver disease or liver cancer to receive the best possible care and treatment through the NHS, no matter who they are or where they live.

Sustained campaigning during our last strategy period from 2021 to 2025, along with game-changing new treatments, means liver disease is poised for change. The NHS and government are working on a range of strategies that could revolutionise treatment. Through both broad campaigning and targeted influencing, we will ensure that revolution happens.

Liver disease causes more working life years lost than ischaemic heart disease, breast cancer, colon cancer, or stroke.

Strategic Objectives

- Raise awareness of liver disease amongst policy makers, politicians and opinion leaders to reduce stigma and build understanding and empathy for those affected
- Drive consensus so that the liver community speaks with 'one voice' and inspire more people to campaign with us to drive improvements in care and treatment.
- Strengthen the evidence base to reduce variation and drive-up quality of care
- Ensure there are effective early detection pathways for adult liver disease in every part of the UK.
- Increase early diagnosis of liver disease in babies through our Yellow Alert campaign.
- Work in partnership to drive up standards of care, reduce variation of care and meet the elimination goals for viral hepatitis

The big idea: Make clinical evidence and lived experience the focus of high-profile, compelling campaigns for change

We will build on our existing, successful campaigns, sharing learnings from each, to capitalise on a favourable policy landscape. Our Make Early Diagnosis Routine aims to ensure there are effective early diagnosis pathways for adult liver disease in every part of the UK. We'll build the evidence base with a survey of effective pathways to measure progress. And provide essential tools and knowledge to support primary care practitioners to think liver disease and act on it.

Our Yellow Alert campaign raises awareness of the early identification of liver disease in infants, focusing on lasting baby jaundice as a key symptom. We will develop new, impactful materials targeting health visitors, midwives and parents. We will lobby to get key information included in child health records. And develop a partnership approach with aligned businesses.

These campaigns will be underpinned by a new state of the nation report, which will use both data and patient stories to drive home the need to act now. We will continue to lobby across the UK and devolved parliaments and engage closely with stakeholders such as NHSE, UKHSA and the health teams in the devolved nations.

"Liver disease has often been missing from wider health initiatives. The British Liver Trust have been instrumental in opening the conversation with policy makers – thanks to them we now have much greater opportunities to deliver change for people living with liver conditions."

- Dr Richard Aspinall, National Clinical Director – Hepatobiliary and Pancreas, NHS England

Pillar 3: Awareness, early detection and behavioural support for people at risk of liver disease

Liver disease is a silent threat, often showing no symptoms until it is too late. There are many causes, including genetic and autoimmune diseases. However, 9 in 10 cases are linked to things like alcohol, obesity and viral hepatitis. Which means the potential for prevention is huge.

This fact is often misunderstood, leading to blame and stigma for people living with liver disease. In today's society, our supposed 'choices' are often constrained. It is much harder to live healthily than it should be, especially for those on low incomes. Whatever the cause of someone's liver disease, it is not their fault. Everyone deserves the best care and to be treated with dignity and respect.

There are many pieces to the prevention puzzle. Our Love Your Liver campaign and roadshow raise awareness of the risk factors and help people care for their liver health. While our policy and campaigning work aims to change the social environment to make it easier for everyone to live a healthy life.

1 in 10

visitors scanned on our Love Your Liver roadshow have signs of liver damage.

Strategic objectives

- Expand and evolve our Love Your Liver campaign to increase public understanding of liver disease risk
- Develop understanding of liver disease amongst employees and in the workforce
- Demand policy changes to shift the UK's alcohol culture and reduce the obesogenic environment so we prevent people from becoming at risk
- Campaign for access to behavioural support for those at risk of chronic liver disease

The big idea: Supercharge our Love Your Liver campaign and roadshow to reach more people, support healthcare professionals, and push the political prevention agenda

As part of our new Liver UK brand, we will launch a new look and feel to our Love Your Liver campaign, reflecting the urgency and ambition of our goals.

We will scale up our roadshow activity to deliver a new series of multi-day, high impact Love Your Liver Super Events. And grow our partnerships with employers and NHS Trusts to deliver workplace activities. These will also act as a springboard for influencing and partnership working with clinicians and policy makers.

We will expand our work with healthcare professionals. We'll develop a new suite of resources tailored for use in primary care and community settings. And work with the clinical community to fund a structured behavioural research programme focused on roadshow attendees.

In tandem, we will continue to campaign against liver disease stigma, raising awareness by sharing real people's stories and providing information and tools to combat stigma in healthcare settings.

"These ambitious plans will help more people understand their risk and ultimately save lives."

- Sara one of our supporters whose dad Stephen was told he had a fatty liver in 2014 but given no treatment or advice. Tragically he passed away from fatty liver disease in 2024

Pillar 4: Working with healthcare professionals to improve outcomes in liver disease for people of all ages

Despite the rising prevalence of liver conditions, patients continue to face stigma, delayed diagnoses, and inconsistent access to support.

We will strengthen partnerships with clinicians and multidisciplinary teams to deepen their understanding of the patient experience, reduce stigma, and ensure consistent signposting to our support services. As well as a core focus on hepatology and gastroenterology teams, we will also forge links with primary care and other specialisms with cross relevance such as diabetology.

In parallel, we will champion research that reflects the lived experience of patients. By embedding the patient voice in research design and delivery, we will ensure studies address the questions that matter most to those affected.

1 in 2

people with liver disease have experienced stigma from a healthcare professional. **Nearly 1 in 3** say stigma has stopped them seeking or receiving medical help.

Strategic objectives

- Strengthen healthcare professionals' understanding of what high-quality liver care looks like
- Increase awareness and knowledge of liver disease in community and non-specialist settings
- Provide simple, effective tools for healthcare professionals to signpost patients to our services
- Champion patient involvement in research and priority-setting
- Address historic underinvestment in liver disease research by influencing funding and promoting dissemination

The big idea: engage healthcare professionals inside and outside the liver community to drive better care and reduce stigma

We helped establish the UK Liver Alliance (UKLA) to bring together the liver disease community and act as a single voice for patients. We will work with the UKLA and key clinical organisations to develop and implement high quality care standards across the UK. Ending the postcode lottery and ensuring all patients receive the best possible care.

We will collaborate with leading clinical education organisations to embed our materials into training and practice. We will influence curriculum development and contribute to creating liver-related educational content to support earlier intervention and better patient outcomes.

We will attend major conferences and develop partnerships to reach professionals in diabetology, maternity care, and other relevant fields to raise awareness, tackle stigma and foster cross-disciplinary engagement.

“My liver team are great – but I’ve had some bad experiences in other parts of the health service. Bringing more doctors and nurses into the liver community will help me get the care I need, whether I’m discussing my liver disease treatment or seeing the GP about something else.”

- Jen lives with primary biliary cholangitis and autoimmune hepatitis

Measuring our impact

We will track our progress and measure success by assessing both the outputs of our work and the impact they achieve. Outputs include tangible actions such as the number of people supported through our helpline and peer groups, the reach of our publications and campaigns, the numbers of people scanned at Love Your Liver, and MPs engaging with our work.

Alongside these, we will measure impact—for example, whether our services improve quality of life or reduce stigma, and whether our policy work drives earlier diagnosis by increasing detection pathways across the UK. Through our patient survey, we will track how patients and their families experience care and treatment.

By combining hard data with patient stories and healthcare insights, we will demonstrate not only what we deliver, but how it changes lives. This focus will ensure accountability, guide continuous improvement, and show our supporters the real difference their commitment makes.

We're here to unite the liver community so that everyone with any kind of liver disease gets the care and support they need.

We're helping overcome the day-to-day challenges of liver disease by:

- **Standing by your side** when it can all feel too much, with a network of friendly experts and people who've been through what you're going through
- **Guiding you with expert information and advice** to help you get the support you are entitled to and need
- **Partnering with healthcare professionals** to improve detection, treatment and support
- **Putting liver health on the map** and advancing care nationally and locally



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