

Healthy Livers Leeds Campaign

January 2025



January is Love Your Liver Awareness Month, a campaign that aims to raise awareness of liver disease risk factors and how to keep your liver healthy.

Within Leeds we have a Healthy Livers Leeds campaign that we are running in the same month and we would like your support to give it the widest reach possible.

Linked below are four short animations you can download and use on your social media, along with some messages that you can choose from. These should be suitable for Facebook, X, Instagram and even LinkedIn.

If you can share these in January, when people are already thinking about their alcohol-use post-Christmas/New Year we would really appreciate it.

It's a pick and mix approach so select messages and animations however you wish.

Animations

To use the animations below, follow the link then right-click on the animation and save it to your computer.

Liver Animation One: This explains what the liver does and how cutting back on alcohol can help it to perform. Download the animation from: https://www.forwardleeds.co.uk/wp-content/uploads/2024/12/liver_animation_square_01.mp4	After your brain, the liver is the most complex organ in your body.  A purple silhouette of a human figure with a white outline of a liver inside the torso.
Liver Animation Two: This focusses on how reducing your drinking can help reduce risks of alcohol-related liver disease Download the animation from: https://www.forwardleeds.co.uk/wp-content/uploads/2024/12/liver_animation_square_02.mp4	Lowering the amount you drink also lowers your risk of alcohol-related liver disease.  A diagram showing two vertical bars. The left bar is labeled 'Intake' and the right bar is labeled 'Risk'. Both bars are composed of horizontal green segments. The 'Intake' bar is taller than the 'Risk' bar.

Liver Animation Three: This talks about the numbers of people drinking in a way that can damage their liver Download the animation from: https://www.forwardleeds.co.uk/wp-content/uploads/2024/12/liver_animation_square_03.mp4	Currently, one in five people in the UK drink alcohol in a way that could harm their liver. 
Liver Animation Four: This focuses on liver cancer caused by drinking and how cutting down can lower the risks Download the animation from: https://www.forwardleeds.co.uk/wp-content/uploads/2024/12/liver_animation_square_04.mp4	Liver cancer caused by drinking has led to 7000 deaths in the UK during the last decade. 

Social Media Messages

Please feel free to amend or write your own if you do not want to use these as is, but please do use #HealthyLiversLeeds:

🎉 Start the New Year with a healthier you! Cutting back on alcohol can work wonders for your liver. Small steps = big health gains! #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

🍷 Less wine, more shine! Reducing your alcohol intake is a gift to your liver and your health. Make January your month to make a change. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Refresh your routine! Cutting back on alcohol can help your liver recover and thrive. Your future self will thank you. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

🍹 Choose mocktails over cocktails and show your liver some love! Every drink skipped is a win for your health. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Did you know your liver regenerates? Cutting back on alcohol can give it the chance to bounce back stronger! #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

📅 New Year, new goals! A healthier liver starts with fewer drinks. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Every small change matters! Swapping one alcoholic drink for something alcohol-free helps your liver and keeps you glowing. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

January is Liver Awareness Month! Time to make a change & give your liver some TLC by reducing alcohol. Your health is worth it! 💪 #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Cutting back on alcohol = clearer skin, better sleep, and a healthier liver. Start this January and feel the difference for the rest of your life! 🏠 #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

🍷 Cheers to fewer beers! Take charge of your health this Liver Awareness Month. Your liver works hard, so give it a break. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Dry January isn't just a trend—it's a chance to show your liver some love. Let's make it a healthy habit you stick with! #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Make a mindful choice for your liver this January. Cutting down on alcohol can lead to lifelong benefits. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

🥤 Non-alcoholic drinks = a win for your liver and your lifestyle! Try cutting back for better health. #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

🎉 New Year, healthier habits! Cutting back on alcohol can improve your liver function and overall well-being. Start now! #HealthyLiversLeeds #LoveYourLiver #LiverAwarenessMonth

Think about your liver—it's the ultimate multitasker! Cutting back on alcohol keeps it working at its best. Healthier liver, healthier life! #HealthyLiversLeeds #LoveYourLiver