

## Sharing liver health resources for young people

### Authors:

Dufty K<sup>1</sup>

<sup>1</sup>LiverWELL incorporating Hepatitis Victoria

**Background/Approach:** LiverWELL (incorporating Hepatitis Victoria) has developed a range of general and customized resources for communities that encourage healthy lifestyle and benefits for liver health. To encourage healthy lifestyle approaches for young people, in 2021 LiverWELL developed a poster and healthy living guide customised for young people, with input to design and messaging from younger volunteers with the organisation. Chinese translations were made and resources in English and Chinese language are available online and in hard copy.

**Analysis/Argument:** Evidence shows that healthy habits adopted in youth benefit young people during their youth and position them to embrace a healthy lifestyle when older.

Appropriate communications and messaging are crucial when seeking to reach and engage young people. Of existing healthy lifestyle resources available, none were found to include a particular focus on liver health.

**Outcome/Results:** Customised resources received positive feedback from youth members of a regional reference group. Promotion included use of the LiverWELL website and social media platforms, where young people were encouraged to develop and share videos around eating well, getting active, feeling well and drink aware. Incentives were offered. Four younger volunteers submitted videos toward the establishment of a library of videos for young people to engage with on social media. Several youth organisations assisted with cross promotion. Views on social media indicated a level of engagement with young people, with 760 views received for one of the posts relating to the Healthy Living Guide. These views did not result in further videos developed or shared by young people additional to the videos developed by the volunteers.

**Conclusions/Applications:** The customised resources have been well received by young people and will continue to be shared online and at face-to-face activities. Use of social media platforms has demonstrated capacity for extending reach to young people and requires further exploration to maximise engagement.

### Disclosure of Interest Statement:

LiverWELL recognises the considerable contribution that industry partners and volunteers make to professional and research activities. We also recognise the need for transparency of disclosure of potential conflicts of interest by acknowledging these relationships in publications and presentations.