

Communications Toolkit

Rare Disease Day, February 28th 2026

Rare liver diseases affect tens of thousands of adults and children across the UK every day. These poorly understood and lifelong conditions lack the profile of preventable liver diseases. A diagnosis leads to many questions, confusion and the need for trusted information and support.

**No One
Left Behind**

The British Liver Trust is here for everyone affected by all kinds of liver disease and our ***No One Left Behind*** campaign, launching on Rare Disease Day (February 28th) aims to raise public and professional awareness, promote earlier diagnosis and more investment in research.

Will you help us raise vital awareness of rare liver diseases and the support and information available by promoting this campaign, either on your website, via social media or in your next email newsletter?

What this toolkit contains:

- Copy for you to publish as a blog or article
- Suggested social media posts, with links to images to use with them
- Text to include in your email newsletter

Feel free to use as many as these assets as you like, and adapt text to say why this is important to you!

With thanks to Ipsen for their sponsorship of this activity.

Blog/article copy:

Why we want no one to be left behind

Liver disease is often spoken about as if it were a single condition. In reality, there are hundreds of different liver diseases, many of which are rare, complex, and poorly understood. And they lack the profile of more common liver conditions, including alcohol-related and fatty liver disease.

Rare liver diseases affect tens of thousands of children, adults and their families, across the UK every day. Delays in diagnosis, limited access to specialist care, and low public and professional awareness contribute to inequities in treatment and outcomes for those living with these conditions.

Autoimmune hepatitis (AIH), Acute Hepatic Porphyria, Biliary Atresia, Budd Chiari, Primary Biliary Cholangitis (PBC), Primary Sclerosing Cholangitis (PSC) and Wilson's Disease are just a handful of conditions where a diagnosis leads to many questions, confusion, and the need for trusted information and support – as well as a lifetime of medical care and possibly a liver transplant.

“People who don't live with a liver condition often ask, ‘but I thought the liver can heal itself?’ Or if he seems well, they think that means he is now cured. It is hard to find the right level of communication to explain to people what life is like with a chronic incurable condition that affects the liver.” Mother of a teenager with Primary Sclerosing Cholangitis

British Liver Trust's **No One Left Behind** campaign, launching on Rare Disease Day (February 28) aims to support everyone affected by rare liver diseases by raising public and professional awareness, increasing understanding of the patient experience, promoting earlier diagnosis and, crucially, more investment in research. You can find out more about the campaign and how you can support it at britishlivertrust.org.uk/nooneleftbehind.

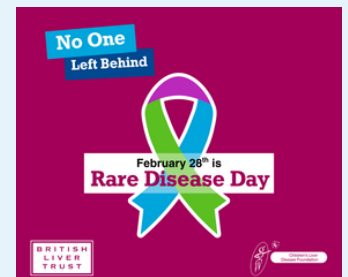
Suggested social media posts:

You can download the images in shapes to suit various social media platforms by [clicking here](#).

Join us in posting your first post on Rare Disease Day (February 28th) to help the campaign launch with maximum impact. Feel free to post more in the days and weeks that follow to keep the campaign rolling.

Post 1 (to be used on Rare Disease Day - February 28th)

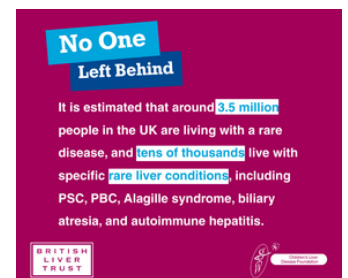
Today is #RareDiseaseDay. We're standing with the thousands of people across the UK living with a rare liver condition. Together, we can ensure #NoOneLeftBehind.



Download images: [Post 1 \(landscape\)](#) | [Post 1 \(portrait\)](#)

Post 2

Rare liver diseases affect thousands of people across the UK yet many remain under-recognised. By raising awareness and improving understanding, we can help people get the support and care they need sooner. Learn more and get involved: britishlivertrust.org.uk/nooneleftbehind #NoOneLeftBehind



Download images: [Post 2 \(landscape\)](#) | [Post 2 \(portrait\)](#)

Post 3

There are hundreds of different liver conditions. Many are rare, lifelong diseases, and in some cases the causes are still unknown. Raising awareness can improve understanding, support, and enable earlier diagnosis. Find out more: britishlivertrust.org.uk/nooneleftbehind #NoOneLeftBehind



Download images: [Post 3 \(landscape\)](#) | [Post 3 \(portrait\)](#)

Email newsletter copy:

The British Liver Trust has launched a new campaign to mark Rare Disease Day (February 28th), **No One Left Behind** focusses on lesser-known liver diseases which are misunderstood and lack the profile of other health conditions.

Rare liver diseases affect tens of thousands of adults and children across the UK every day. Delays in diagnosis, limited access to specialist care, and low public and professional awareness contribute to inequities in treatment and outcomes for those living with these conditions. **No One Left Behind** aims to provide support to everyone affected, raise awareness and increase understanding, promote earlier diagnosis and more investment in research.

Find out more at britishlivertrust.org.uk/nooneleftbehind.

Thank you

Thank you for supporting this campaign. Together we can ensure that no one faces rare liver diseases alone, and that truly no one is left behind due to a lack of awareness or understanding of these conditions.



If you have any questions please get in touch at media@britishlivertrust.org.uk.

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