Michigan Cancer Consortium - Tool of the Month
October is Liver Cancer Awareness Month

- **Sample Article** – for MCC member organization employee newsletters; can also be used as the basis for a press release

- **Quick Data and Data Resources** – ready-to-use quick data to better tell the story, burden, and disparities associated with liver cancer

- **Social media** – ready-to-use liver cancer awareness posts and tweets
Learn how to lower your risk of Liver Cancer during Liver Cancer Awareness Month

Liver cancer is the sixth leading cause of cancer deaths in Michigan. Between 2008 and 2017, liver cancer mortality increased by 46 percent. To help raise awareness and promote early detection and prevention of liver cancer, Michigan residents are urged to take steps to lower their risk of liver cancer.

New cases of liver cancer continue to rise in Michigan. Between 2007 and 2016, Michigan saw an increase in liver cancer incidence by 50 percent. Moreover, liver cancer has the third lowest survival rate of any type of cancer. The five-year survival rate for liver cancer is 18 percent.

In the United States, chronic hepatitis B or hepatitis C infection are leading causes of liver cancer, making up 65 percent of factors contributing to liver cancer incidence. Most people with hepatitis B or hepatitis C, however, do not know they are infected because these infections rarely cause symptoms. To identify current infection, Michigan residents may contact their healthcare provider or local health department for hepatitis B and hepatitis C testing. For individuals with no prior exposure to the hepatitis B virus, hepatitis B infection can be prevented with a vaccine. For individuals experiencing active infection with hepatitis B and/or hepatitis C, treatments are available that can reduce their risk of liver cancer. Hepatitis C treatments can cure over 95 percent of persons infected with hepatitis C.

During Liver Cancer Awareness Month, take steps to lower your risk of liver cancer through early detection, disease prevention, and adoption of a healthy lifestyle.

- Identify your risk for hepatitis B and/or hepatitis C. Take the CDC’s 5-minute online Hepatitis Risk Assessment Tool: Cdc.gov/Hepatitis/RiskAssessment/
- Get tested if you are at risk. Talk to your healthcare provider or local health department about getting a simple blood test for hepatitis B and/or hepatitis C.
- Protect yourself and your loved ones from hepatitis B. Talk to your healthcare provider or local health department about getting vaccinated for hepatitis B.
- If you are currently infected with hepatitis B and/or hepatitis C, talk to your healthcare provider about treatment options. There are treatments for hepatitis B that can lower your risk of liver cancer and new and effective hepatitis C treatments with minimal side effects.
- Follow a healthy lifestyle, such as regular exercise and consuming a healthy diet with limited amounts of alcohol. Excessive alcohol consumption can lead to cirrhosis (scarring) of the liver.

For more information on viral hepatitis and testing and vaccination recommendations, visit Cdc.gov/Hepatitis or Mi.gov/Hepatitis. For more information on liver cancer, visit Cdc.gov/Cancer/Liver or https://www.michigan.gov/documents/mdhhs/Liver_Cancer_2019_660135_7.pdf
Quick Data and Data Resources – Liver Cancer

**Intended Use:** use quick data to help tell the story of liver cancer burden and disparities.

**Quick data:**
- **U.S.**
  - It is estimated that 42,030 new cases of liver cancer will occur in 2019.
  - It is estimated that there will be 31,780 deaths from liver cancer in 2019.  
    *Source: American Cancer Society. [Cancer Statistics Center](https://www.cancer.org/research/cancer-facts-statistics/index).*
  - The five-year survival rate for liver cancer is 18%.
    *Source: Surveillance, Epidemiology and End Results Program (SEER).*

- **Michigan**
  **Incidence**
  - In 2016, the age-adjusted rate of new cases of invasive liver cancer in Michigan was: 6.76/per 100,000
  - There were 910 cases of invasive liver cancer in 2016
    *Source: Michigan Cancer Surveillance Program – readily available for Michigan and county-level data*
  - In 2019, it is estimated that there will be 1,160 new cases of Liver cancer
    *Source: American Cancer Society. [Cancer Statistics Center](https://www.cancer.org).*

  **Mortality**
  - In 2017, the age-adjusted liver cancer death rate in Michigan was 6.14/per 100,000
  - In 2017, 837 people died from liver cancer
    *Source: Michigan Cancer Surveillance Program – readily available for Michigan and county-level data*
  - In 2019, it is estimated that 920 people will die from Liver cancer
    *Source: American Cancer Society. [Cancer Statistics Center](https://www.cancer.org).*

**Health disparities:**
- Between 2012 and 2016 in the U.S., Hispanic men had the highest incidence rate for Liver cancer (19.9 per 100,000), followed by Asian men (19.3 per 100,000), Black men (17.7 per 100,000), American Indian men (15.5 per 100,000), then White men (11.5 per 100,000).  
  *Source: Center for Disease Control and Prevention – readily available for United States and state-level data*
- Between 2012 and 2016 in the U.S., Asian men had the highest mortality rate for Liver cancer (13.8 per 100,000), followed by Hispanic men (13.3 per 100,000), Black men (13.2 per 100,000), American Indian men (9.9 per 100,000), then White men (8.9 per 100,000).  
  *Source: Center for Disease Control and Prevention – readily available for United States and state-level data*
- In 2016, Black and Asian Michiganders had a higher rate of new cases of Liver cancer than White Michiganders (10.2 and 9.9 vs. 6.1 respectively/ per 100,000 population)
- In 2017, Black Michiganders also had a higher rate of death from Liver cancer than White Michiganders living in Michigan (7.4 vs. 5.9 deaths/ per 100,000 population). Deaths among Asian Michiganders was suppressed.
  *Source: Michigan Cancer Surveillance Program – readily available for Michigan and county-level data*
Quick Data and Data Resources (Continued)

**Hepatitis C:**
- Approximately 50% of liver cancers are related to Hepatitis C.
- The rate of chronic Hepatitis C is higher in males than in females (143 per 100,000 vs 100 per 100,000)
- Native Americans have the highest rate of chronic Hepatitis C compared to other racial and ethnic groups in Michigan.
- People at risk for Hepatitis C include people who: were born from 1945 to 1965, have ever injected drugs, have a known exposure, are infected with HIV, or were born to mothers with Hepatitis C.

*Source: Viral Hepatitis and Liver Cancer: CDC Fact Sheet. Centers for Disease Control and Prevention.*

**Hepatitis B:**
- Approximately 15% of liver cancers are related to Hepatitis B.
- The rate of chronic Hepatitis B is higher in males than in females (15 per 100,000 vs 10 per 100,000)
- **Asians** have the highest rate of chronic Hepatitis B. Hepatitis B is the leading cause of liver cancer for this population.
- People at risk for Hepatitis B include people who: inject drugs, have a household contact, have an occupational exposure, have an infected sex partner, are a hemodialysis patient or are born to a mother with Hepatitis B

*Source: Viral Hepatitis and Liver Cancer: CDC Fact Sheet. Centers for Disease Control and Prevention.*

**National, State, and Local Data Resources:**
- American Cancer Society
  - Cancer Facts & Figures 2019
- Michigan Department of Health and Human Services
  - Liver Cancer Fact Sheet
- Michigan Cancer Surveillance Program – easily-accessed Michigan and county-level data
- State Cancer Profiles (National Cancer Institute and Centers for Disease Control and Prevention)
- United States Cancer Statistics: Data Visualizations: Centers for Disease Control and Prevention
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Social Media – Quick Posts and Tweets

**Intended use:** use social media below to create interest and a call-to-action for women and their families

**Sample Tweets**

- #DYK October is National Liver Cancer Awareness Month? Reduce your risk of liver cancer and get tested for #HepatitisC. Find a testing location near you: [www.gettested.cdc.gov](http://www.gettested.cdc.gov)

- Hepatitis B and Hepatitis C can become chronic, life-long infections which can lead to liver cancer. Most people with Hep B or Hep C don’t know they’re infected as Hepatitis B and C infection rarely cause symptoms. See if you could be at risk: [https://www.cdc.gov/hepatitis/riskassessment/index.htm](https://www.cdc.gov/hepatitis/riskassessment/index.htm)

- Hepatitis C is a leading cause of #LiverCancer. People born from 1945-1965 have the highest rate of Hepatitis C. [https://www.youtube.com/watch?v=kobASPljwMA](https://www.youtube.com/watch?v=kobASPljwMA)

- 1 in 12 Asian Americans has #HepatitisB, but most don’t know they’re infected. Hep B can cause serious liver problems, including #LiverCancer. Know your status. Ask your doctor for a simple blood test. [https://www.youtube.com/watch?v=erMmKb6jwws](https://www.youtube.com/watch?v=erMmKb6jwws)

- #DYK Hepatitis C can spread from mother to her child at birth? Hepatitis C often has no symptoms. Talk to your OB/GYN about getting tested for Hepatitis C. Hepatitis B and Hepatitis C are both leading causes of #LiverTransplants and #LiverCancer. For more information about who’s at increased risk and how to prevent and treat hepatitis: [https://www.cdc.gov/hepatitis/featuredtopics/livercancerandhepatitis.htm](https://www.cdc.gov/hepatitis/featuredtopics/livercancerandhepatitis.htm)

- #DYK there is a safe and effective vaccine to prevent Hepatitis B? There is no vaccine for #HepC, but there are medications available to treat Hep B and C infections. For more information, talk to your doctor about vaccination or treatment options.

- If you feel healthy, you don’t have Hepatitis C, right? Wrong! Most people don’t have symptoms, and left untreated, it can lead to #LiverCancer. See if you should get tested: [https://www.cdc.gov/hepatitis/riskassessment/index.htm](https://www.cdc.gov/hepatitis/riskassessment/index.htm)

**Sample Facebook posts:**

- October is National Liver Cancer Awareness Month! #DYK: #HepatitisB and #HepatitisC are leading causes of #LiverCancer, but most don’t know they’re infected. Take the first step towards reducing your liver cancer risk and ask your doctor for a blood test for Hepatitis B and C.

- Everyone born from 1945 to 1965 should get tested for Hepatitis C at least once. People born from 1945 to 1965, also known as baby boomers, are 5 times more likely to have #HepatitisC, which is a leading cause of #LiverCancer. See the testing recommendations from @CDC below: [https://www.cdc.gov/hepatitis/hcv/guidelinesc.htm](https://www.cdc.gov/hepatitis/hcv/guidelinesc.htm)
Viral hepatitis can affect anyone, everywhere. Hepatitis B and Hepatitis C infection rarely cause symptoms; however, left untreated, chronic Hepatitis B and C can cause severe liver problems, including #LiverCancer. Ask your doctor about a blood test for hepatitis! #LiverCancerAwarenessMonth

Were you or your parents born in Asia or the Pacific Islands? If you answered yes, @CDC recommends you get tested for Hepatitis B. Hepatitis B is a leading cause of #LiverCancer for Asian Americans. Treatments are available that can save your life. Ask your doctor for a simple blood test for Hepatitis B. [https://www.youtube.com/watch?v=2FWV7lWf2-E&feature=youtu.be](https://www.youtube.com/watch?v=2FWV7lWf2-E&feature=youtu.be)

Hepatitis C can spread from mother to child at birth. Hepatitis C often has no symptoms and left untreated, can lead to #LiverCancer. The @AASLD and the @Infectious Diseases Society of America recommends all pregnant women be tested for hepatitis C infection, ideally at the initiation of prenatal care. Know your status. Talk to your OB/GYN about getting tested for hepatitis C.

Of the more than 3 million people living with Hepatitis C, 3 out of every 4 were born from 1945-1965. Over time, chronic hepatitis C can cause serious health problems, including #LiverCancer. Successful treatments are available with minimal side effects. Talk to your doctor about getting tested for Hepatitis C. [https://www.youtube.com/watch?v=kobASPljwMA](https://www.youtube.com/watch?v=kobASPljwMA)