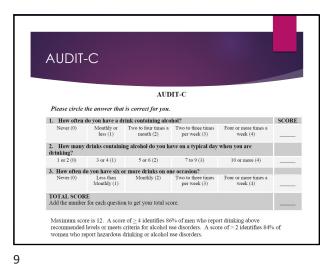
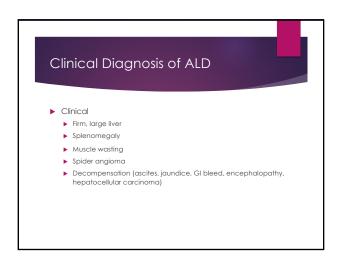


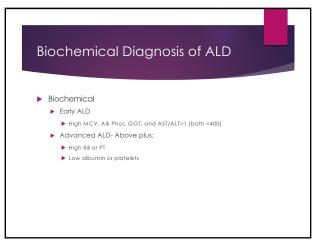
Diagnosis of Alcohol Associated Liver Disease ▶ 12mo HAU (May use AUDIT-C screening) ► Liver disease (clinical, biochemical, imaging) Not caused by: viral, autoimmune, genetic ▶ 90% asymptomatic or vague sx like fatigue

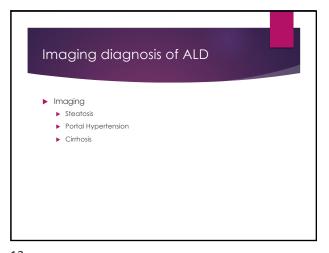
The diagnostic criteria for harmful alcohol use, according to the ICD-10 (F10.1) (e9) There is clear evidence that substance use is largely or wholly responsible for mental and/or physica harm, including impaired judgment or abnormal behavior, that can cause impairment or adverse consequences in interpersonal relationships. • The nature of the harm caused by the substance should be clearly specifiable • The pattern of harmful use has been present for at least one month or repeatedly over the past twelve months. • The diagnostic criteria for another mental or behavioral disorder caused by the same substance are not simultaneously satisfied (with the possible exception of acute intoxication, F10.0).













ALD is Not Attributable to...

Viral

HBV

HCV

Autoimmune

Autoimmune hepatitis-tigG, +ANA, ASMA

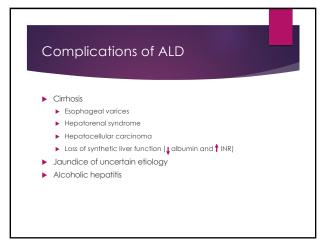
Primary biliary cholangitis-talk Phos, lipids, +ANA, AMA

Genetic

Wilson's-teruloplasmin, turine copper, KF rings, anemia

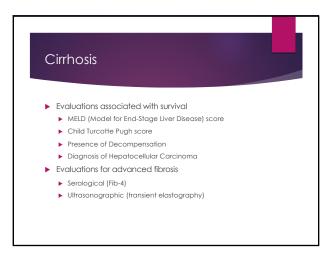
Hemochromatosis- Ferritin>1,000 and tissue iron by MRI

Alpha 1- antitrypsin deficiency

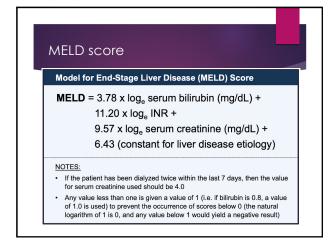


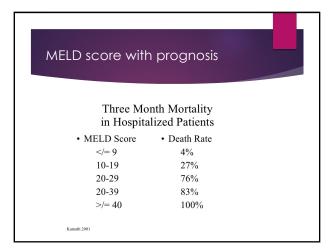
15 16

## Clinical Diagnosis of Cirrhosis Advanced fibrosis with regenerative nodules Symptoms include anorexia, fatigue, hypogonadism Exam-jaundice, spider angioma, gynecomastia, testicular atrophy, ascites, splenomegaly, palmar erythema, clubbing, asterixis, decreasing blood pressure.



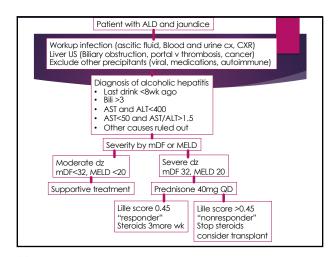
17 18

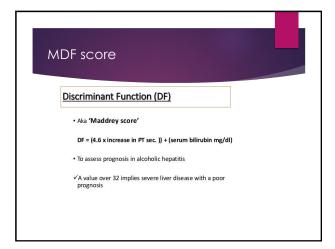


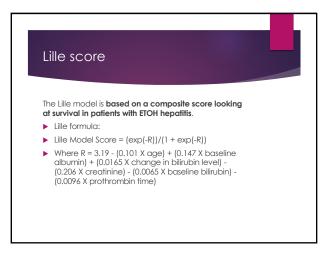


19 20



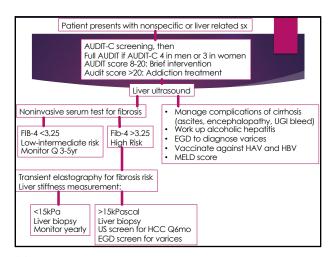






23 24



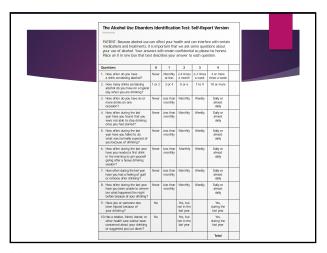




Fecal transplant improves liver function and survival
 DUR-928- regulates genes controlling inflammation
 IL-22- Cytokine promoting hepatic regeneration
 Granulocyte colony stimulating factor- Also promotes hepatic regeneration

27 28





## Alcohol and public health 3 Million die each year from harmful use of alcohol Over 280 million live with Alcohol Use Disorder Alcohol is the leading risk factor for premature mortality and disability among those aged 15 to 49 years, accounting for 10 percent of all deaths in this age group. Disadvantaged and especially vulnerable populations have higher rates of alcohol-related death and hospitalization.

WHO action on alcohol

May 2010- Adoption of the Global Strategy to Reduce the Harmful Use of Alcohol

Feb 2020- Executive board calls for accelerated action

Focus on

cross-border alcohol marketing
advertising and promotional activities

targeting youth and adolescents

adequately resource the work on the harmful use of alcohol.

31 32

## Cross-border marketing of alcohol Disregards social, economic, cultural environment of target country Largely carried out by transnational corporations Included prominent placement of alcohol in TV/ movies/ sporting events. Is unavoidable by people who do not wish to drink Is effective in producing an urge to drink



33

## Much growth in advertising of alcohol is on social media, and is made more effective by using indepth knowledge of users' interests and behaviors Advertising is driven by influencers, often paid Promotion is targeted by highlighting products that "friends" have "liked" Advances in marketing via social media are sophisticated, vast, and have developed quickly

NHO "SAFER" initiative

Strengthen restrictions on alcohol availability

Advance and enforce drink-driving countermeasures

Facilitate access to screening, brief interventions and treatment

Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion

Raise prices on alcohol through excise taxes and other pricing policies.

35 36

