

# MASLD: The Hidden Epidemic Threatening Health

(Metabolic Dysfunction-Associated Steatotic Liver Disease – formerly NAFLD)

**50 million**

Americans are affected by MASLD, and more than 90% are undiagnosed.

MASLD is closely linked to diabetes, cardiovascular disease, and excess weight, driving up the burden of chronic care management.

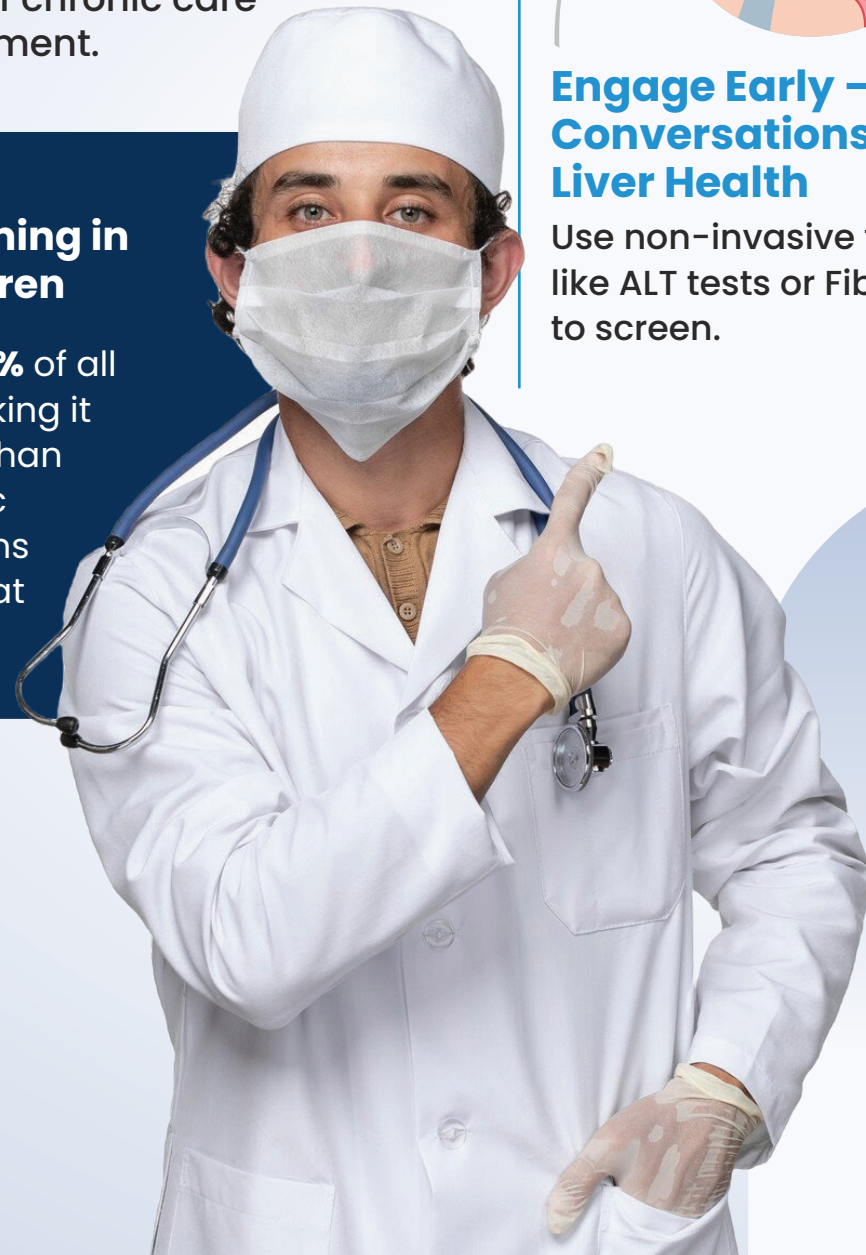


## Alarming in Children

MASLD affects **15%** of all U.S. children, making it more prevalent than asthma. Hispanic children and teens with obesity are at even higher risk.

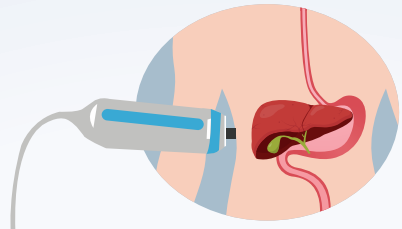
## The Silent Threat – Early Detection Matters

Many patients remain asymptomatic until MASLD progresses to serious complications, including fibrosis, cancer, and end-stage liver disease. However, lifestyle changes can reverse early stages of MASLD and prevent serious outcomes.



## Key Recommendations for Healthcare Providers

1



### Engage Early – Start Conversations About Liver Health

Use non-invasive tools like ALT tests or FibroScan to screen.

2



### Promote Healthy Eating Patterns

Encourage patients to reduce added sugars and processed foods.

3



### Address Food Insecurity

Screen for food insecurity—children in food insecure homes are 3x more likely to develop MASLD. Collaborate with community resources to connect patients to food programs.

4



### Tailor Care to Address Lifestyle Habits

Discuss the role of physical activity, diet, stress, and environmental factors on liver and metabolic health.

## Core Messages to Engage

1

The liver plays a critical role in detoxifying the body. It's essential to talk to patients about how the liver protects against toxins.

2

Liver health is crucial for improving quality of life and preventing chronic diseases.

3

Early diagnosis can change outcomes. Identifying MASLD early helps prevent irreversible damage.

4

Small lifestyle changes can have a big impact. Emphasize that every meal matters.

5

Sugar turns to fat in the liver. Cut back on added sugar, especially soft drinks and sugar-sweetened beverages.

6

Limit processed foods. Processed foods accelerate liver aging.

7

Encourage physical activity. Regular movement is essential for maintaining metabolic health and preventing disease progression.

8

Offer tools and community resources. Providing practical resources boosts engagement and outcomes.

# Why Act Now?

MASLD is on the rise, especially in children. Your actions can make a difference. Conversations about nutrition, lifestyle, and screening are quick but impactful.

Help reduce the growing burden of chronic diseases by promoting early interventions.