



Kidneys for Life:
Stop Acute Kidney Injury

www.worldkidneyday.org



STOP Kidney Attack! Protect your kidneys, find out how

In recent years the global kidney community has recognised the **urgent need to increase awareness of Acute Kidney Injury (AKI)** amongst physicians and hospital staff, but also the need for a public awareness campaign to demystify this dangerous condition and make **'kidney attack'** recognisable to the public in a similar way that heart attack and stroke campaigns have done.

Currently AKI is inadequately addressed in clinical education and training, and largely neglected in public awareness and research programmes. The consequences are missed opportunities to reduce risk, delayed diagnosis, poor management and increased lengths of hospital stay – which all contribute to spiralling health care costs.

This year by focusing on 'kidney attack', World Kidney Day seeks to raise awareness of AKI and stimulate discussion, education and policy development, leading to improved prevention and treatment of this condition across the globe.

March 14th, 2013 will mark the eighth World Kidney Day – a day of global action jointly organized by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF). For more information, please see www.worldkidneyday.org