



World Kidney Day Press Kit

Table of Content

About World Kidney Day	2
World Kidney Day 2015 – 10th Anniversary	3
WKD Activities	3
World Kidney Day Facts & Figures	4
World Kidney Day Founders	4
World Kidney Day Steering Committee	5
Kidney Facts	6
World Kidney Day Campaign Materials	7
Social Media	7
2015 World Kidney Day Corporate Contributors.....	7
Contacts	8

About World Kidney Day

Celebrated every year on the second Thursday in March, World Kidney Day (WKD) is a campaign dedicated to raising the profile of kidney disease, which affects 10% of the adult population worldwide. It aims at increasing awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide.

World Kidney Day started in 2006 and is now the most successful effort to raise awareness about the impact of kidney disease among policymakers and the general public. Every year, supporters get more creative in finding ways to engage people and help this important cause. Since its inception, World Kidney Day has grown dramatically to become the most widely celebrated event focused on kidney health around the world. Each year, the campaign highlights a particular theme.

Current year theme:

- 2015 - Kidney Health for All

Past themes include:

- 2014 - Chronic Kidney Disease (CKD) and aging
- 2013 - Kidneys for Life – Stop Kidney Attack!
- 2012 - Donate – Kidneys for Life – Receive
- 2011 - Protect your kidneys: Save your heart
- 2010 - Protect your kidneys: Control diabetes
- 2009 - Protect your kidneys: Keep your pressure down
- 2008 - Your amazing kidneys!
- 2007 - CKD: Common, harmful and treatable
- 2006 - Are your kidneys OK?

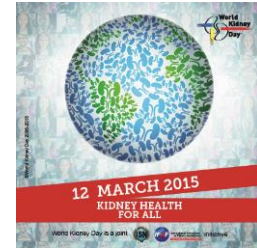
WKD Objectives

- Raise awareness about our “amazing kidneys” highlight that diabetes and high blood pressure are key risk factors for Chronic Kidney Disease (CKD).
- Encourage systematic screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviors.
- Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.
- Stress the important role of local and national health authorities in controlling the CKD epidemic. Health authorities worldwide will have to deal with high and escalating costs if no action is taken to treat the growing number of people with CKD. On World Kidney Day all governments are encouraged to take action and invest in further kidney screening.
- Encourage Transplantation as a best-outcome option for kidney failure, and the act of organ donation as a life-saving initiative.

If detected early, Chronic Kidney Diseases can be treated—thereby reducing other complications and dramatically reduce the growing burden of deaths and disability from chronic renal and cardiovascular disease worldwide.

World Kidney Day 2015 – 10th Anniversary

World Kidney Day 2015 marks the 10th Anniversary of World Kidney Day. The 2015 theme “**Kidney Health for All**” reminds us that not all of us are equal with regards to risk for kidney disease and access to treatment.



Some communities in both higher and lower income countries are at greater risk than others because of their ethnic origin, socioeconomic status and/or where they live. This has major public health implications because of the extremely high costs of renal replacement therapy. African, American Indian, Hispanic, Asian or Aboriginal populations are known to suffer from higher rates of diabetes and high blood pressure which are both leading causes for Chronic Kidney Disease (CKD). These populations are therefore at higher risk of developing severe renal disease and ultimately kidney failure. As an example, in the US, African Americans are 3 times more likely to experience kidney failure. Compared with Caucasians, African Americans have a much higher average blood pressure, develop hypertension earlier in life and have greater risks of complications such as CKD, stroke and heart disease.

In addition, there are a number of key issues and challenges in tackling Chronic Kidney Disease in vulnerable populations: poor water hygiene, lack of hydration, unhealthy choice of food and beverages, language barriers, education and literacy levels, low income, unemployment, lack of adequate health insurance, and certain culture-specific health beliefs and practices – just to name a few.

This World Kidney Day campaign focuses on raising awareness about this issue, while continuing to encourage the importance of living more healthily. Taking steps to live a healthy lifestyle drastically helps to reduce risk of kidney disease, and its progression to kidney failure.

Activation Gesture - Drink a glass of water and give one too

Since “maintaining a healthy fluid intake” is one of the 8 golden rules of prevention, World Kidney Day launched in 2014 the activation idea of “Drink a glass of water for your kidneys”. This is a symbolic gesture to remember that kidneys are vital organs and they should be taken care of. This year, on March 12, 2015, people are invited to “drink a glass of water and give one too”.

How to participate? Drink a glass of water, take a picture and share it with the World Kidney Day community with the message: **Today I celebrate #worldkidneyday. I drink and give a #glassofwater because #isupportwkd.**



WKD Activities

World Kidney Day is celebrated worldwide, bringing together millions of people in over 150 countries and uniting them to produce a powerful voice for kidney health awareness. Every year, countless local and national events are organized by ISN and IFKF national associations, by other kidney health stakeholders, healthcare professionals & authorities, and individuals who want to make a difference.

Examples of initiatives carried out on World Kidney Day:

- Free public screenings for kidney disease
- Walks, runs, and cycle rides
- Lectures, seminars, and public speaking
- Corporate and fundraising events
- Meetings with politicians

Every year we compile a gallery of the best and more successful events organized around the world.

<http://www.worldkidneyday.org/get-involved/galleries/photostream-2014/>

World Kidney Day Facts & Figures

World Kidney Day has grown every year since its inception in 2006. Every year more and more people around the world have participated in the celebration of the day, have organized more events and reached out to larger communities educating their peers to take care of their kidneys.

After only a few years, 212 events were organized in occasion of World Kidney Day in 2010. Since then, the number of events organized around the world has grown, reaching more than 560 events in 2014. New countries have joined the campaign since the beginning. In 2007, 66 countries participated in World Kidney Day. In 2013, 157 countries raised their voices against kidney disease.

A scientific editorial is written every year on occasion of the World Kidney Day campaign by some of the most well-known nephrologists in the world. In 2009 the WKD editorial was published in 33 journals; in 2012 the editorial has doubled this number and keeps raising the interest of some of the most prestigious publications such as The Lancet.

World Kidney Day has extraordinarily grown its social community reaching 22,240 Facebook fans and 4,200 followers on Twitter in 2014.

Key figures

- Over 560 events were organized in 2014.
- In 2013, 157 countries raised their voices against kidney disease.
- There were 22,250 Facebook fans in 2014.
- WKD received support from health ministries in over 30 countries in 2014.
- The WKD 2014 scientific editorial was published in 45 journals in 2014.

World Kidney Day Founders

World Kidney day is a joint initiative of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF).



The International Society of Nephrology (ISN)

The International Society of Nephrology (ISN) is a not-for-profit society dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world. With over 9,000 professional members in 126 countries, the ISN provides a widely connected platform for scientific exchange between healthcare professionals around the world. The Society celebrated its 50th anniversary in 2010.

For more information: www.theisn.org



The International Federation of Kidney Foundations (IFKF)

The IFKF, a not-for-profit federation founded in 1999, currently has a membership of 63 kidney foundations and patient groups in 41 countries. IFKF advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease; disseminates standards of best practice of treatment and care; assists with the establishment of kidney foundations in countries where they do not yet exist; facilitates educational programs for its members; and promotes kidney disease research.

For more information: www.ifkf.org

World Kidney Day Steering Committee

The Steering Committee for World Kidney Day 2015 is composed of nephrology and transplantation experts who live and work in Africa, Asia, Europe, South America and North America.

Members of the Steering Committee are:

- Philip Kam Tao Li, Co-chairman for ISN, Hong Kong
- Guillermo Garcia, Co-chairman for IFKF, Mexico
- William G. Couser, ISN, USA
- Timur Erk, IFKF, Turkey
- Elena Zakharova, ISN, Russia
- Luca Segantini, ISN, Belgium
- Miguel C. Riella, IFKF, Brazil
- Charlotte Osafo, ISN, Ghana

Kidney Facts

The kidneys are complicated and amazing organs that do many essential tasks to keep us healthy. The main job of your kidneys is to remove toxins and excess water from your blood. Kidneys also help to control your blood pressure, to produce red blood cells and to keep your bones healthy. Each roughly the size of your fist, kidneys are located deep in the abdomen, beneath the rib cage. Your kidneys control blood stream levels of many minerals and molecules including sodium and potassium, and help to control blood acidity. Every day your kidneys carefully control the salt and water in your body so that your blood pressure remains the same.

Your Kidneys:

- Make urine
- Remove wastes and extra fluid from your blood
- Control your body's chemical balance
- Help control your blood pressure
- Help keep your bones healthy
- Help you make red blood cells

Chronic kidney disease (CKD) is a progressive loss in kidney function over a period of months or years. Between 8 and 10% of the adult population have some form of kidney damage, and every year millions die prematurely of complications related to Chronic Kidney Diseases (CKD).

Between 1990 and 2012, there has been an increase of 82% in people affected by CKD. CKD can develop at any age and various conditions can lead to it. In some countries, kidney disease is one of the greatest causes of death. In Mexico, CKD was ranked the 3rd most common cause of death in 2010. Kidney diseases are common, harmful and often treatable. There are 600 million people that are losing out on proper care because of lack of access or availability of kidney care. 112 countries in the world have no resources for dialysis and transplant.

Kidney diseases are silent killers, which will largely affect your quality of life. There are however several easy ways to reduce the risk of developing kidney disease.

8 Golden Rules:

1. Keep fit and active
2. Keep regular control of your blood sugar level
3. Monitor your blood pressure
4. Eat healthy and keep your weight in check
5. Maintain a healthy fluid intake

6. Do not smoke
7. Do not take over-the-counter pills on a regular basis
8. Get your kidney function checked if you have one or more of the 'high risk' factors
 - you have diabetes
 - you have hypertension
 - you are obese
 - one of your parents or other family members suffers from kidney disease
 - you are of African, Asian, or Aboriginal origin

World Kidney Day Campaign Materials

Campaign Materials: <http://www.worldkidneyday.org/resources/2015-campaign-materials/>

Gallery of Events: <http://www.worldkidneyday.org/get-involved/galleries/photostream-2014/>

Social Media

Facebook page <https://www.facebook.com/worldkidneydayofficial>

Twitter <https://twitter.com/worldkidneyday>

Youtube <https://www.youtube.com/user/TheWorldKidneyDay?feature=watch>

Google+ <https://plus.google.com/117842957806163318518/posts>



For more information on the World Kidney Day campaign visit: <http://www.worldkidneyday.org/>

2015 World Kidney Day Corporate Contributors

WKD Partners:

			
Abbvie	AstraZeneca	Danone	Sanofi Renal

WKD Supporters:

	
Alexion	Amgen

WKD Benefactors:

- Baxter
- Fresenius Medical Care

Contacts

Sophie Dupuis, Campaign Manager
sophie@worldkidneyday.org

Agnese Ruggiero, Campaign Coordinator
agnese@worldkidneyday.org

Rik Bollaert, Fundraising
rik@worldkidneyday.org

Rue des Fabriques 1b
1000 Brussels –
Belgium
Phone: +32 2 808 04 20
Fax: +32 2 808 44 54
info@ worldkidneyday.org