Kidneys & Women’s Health

Include, Value, Empower

Campaign toolkit

World Kidney Day is a joint initiative
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Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is the global awareness campaign that aims at increasing awareness of the importance of our kidneys to our health and reduces the impact of kidney disease and its associated problems worldwide.

Why is World Kidney Day Important?

Chronic Kidney Disease (CKD) is a non-communicable disease that affects 1 in 10 people worldwide. While severity can vary, CKD is incurable and causes the patient to need lifelong care. As the incidence of kidney disease escalates, World Kidney Day plays a crucial role in educating the public, the medical community and governments and encouraging prevention and early detection of kidney disease.

Our Objectives

- Raise awareness about our “amazing kidneys”.
- Encourage screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviours.
- 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.

The Founders

World Kidney Day is a joint initiative of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF). ISN is a not-for-profit society dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world. IFKF is a not-for-profit federation that advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease and promotes kidney disease research.
Key Messages

- **CKD** is the **8th leading cause** of death in women causing more than **600,000 female deaths** a year
- **195 million women** worldwide are affected by Chronic Kidney Disease
- **CKD** is more likely to develop in **women** compared with men, with an average 14% prevalence in women and 12% in men
- Some **Kidney Diseases** such as **Lupus Nephropathy** or **kidney infection** are more common in **women**
- Women who have **CKD** during **pregnancy** are at increased **risk** for **negative outcomes** for the mother and the baby; pregnancies in women with advanced CKD are most challenging
- **Pregnancy**-related complications increase the risk of **kidney disease** – women who had **preeclampsia** are at 4-to-5 times increased risk of developing end-stage kidney disease
- There is a clear **need** for higher **awareness**, timely **diagnosis** and proper **follow up** of CKD in pregnancy. In turn, pregnancy may be also a valuable occasion for early diagnosis of CKD, allowing planning of therapeutic interventions.
- World Kidney Day promotes affordable and equitable **access to health education, healthcare** and **prevention** for kidney diseases for all women and girls in the world.
GET INVOLVED!

Spread the Word

Follow World Kidney Day on:
Facebook: World Kidney Day_Official
Twitter: @worldkidneyday
Instagram: world_kidney_day_official
and share our messages on your Social Media accounts (for ideas see our Social Media Toolkit below)

Organize a WKD Event

Celebrate World Kidney Day by organizing an awareness event in your community: a walk, a bike ride, a run, a flash mob or a dance, a charity dinner or an educational class for pupils at your local school. Whatever you plan, you will help reach more people and make them aware of the importance of their kidneys. If you already know what you will do, please add your event online here: www.worldkidneyday.org/2018-campaign/worldwide-events

Use World Kidney Day Material

Visit www.worldkidneyday.org and download our resources for free. You can find the following material available:

- Campaign visual “Kidneys & Women’s Health: Include, Value Empower”
- Joint Position paper on Kidney Disease and Women
- Social Media Toolkit
- World Kidney Day press release

Involve Local Celebrities and Press

- Invite local celebrities to support World Kidney Day and help raise awareness
- Reach out to local and national press, radio and TV stations
- Share the official WKD press release with your media contacts
- Tell us about media coverage and celebrity outreach via info@worldkidneyday.org
**World Kidney Day**

- Mark your calendar - March 8 is #WorldKidneyDay!
- To learn about Kidney Disease #prevention visit www.worldkidneyday.org
- 1 in 10 people worldwide is affected by kidney disease #WorldKidneyDay
- Today is #WorldKidneyDay, your kidneys are vital! Take time to learn more about their function!
- I support #WorldKidneyDay and efforts to raise awareness of kidney disease!

**Kidneys & Women’s Health**

- Chronic Kidney Disease affects approximately 195 million #women worldwide. #WorldKidneyDay
- Chronic Kidney Disease is more likely to develop in #women compared to men, with an average 14% prevalence in women and 12% in men. #BeAware #WorldKidneyDay
- Chronic Kidney Disease is the 8th leading cause of death in #women causing more than 600,000 female deaths a year #WorldKidneyDay
- Some kidney diseases, such as #lupus nephropathy or kidney infection (acute or chronic pyelonephritis) typically affect #women. #WorldKidneyDay
- The prevalence of Chronic Kidney Disease is rising and may affect 3% of #women in their childbearing years - #prevention #WorldKidneyDay
- #Women who have Chronic Kidney Disease are at increased risk of negative health outcomes for the mother and the baby. #BeAware
- #Pregnancy-related complications increase the risk of kidney disease – #women who have #preeclampsia are 4-to-5 times more likely to develop kidney failure #BeAware #WorldKidneyDay
- Intensive dialysis can increase chances of successful pregnancy in #women with CKD #WorldKidneyDay
- In #women who have received successful kidney transplants, fertility can be restored and pregnancy-associated complications are much improved. #WorldKidneyDay
- While #women tend more often to #donate organs, they are less likely to receive them. Kidneys are no exception. #WorldKidneyDay
- Education of #women protects both their health and their children's health. #WorldKidneyDay

**Advocacy**

- Kidney disease should be integrated in all NCD prevention, detection and management strategies, specifically those targeting #women #WorldKidneyDay
- #Women should have universal access to healthcare, including for kidney disease #WorldKidneyDay
- Greater awareness is needed of the link between kidney disease and pregnancy-related complications such as preeclampsia – Kidney Disease is a risk factor and an outcome! #WorldKidneyDay
- Early screening for hypertension and kidney disease should be offered to all #women during preconception and prenatal visits #WorldKidneyDay
- Early screening for pre-eclampsia during pregnancy will help to reduce the impact of kidney disease #WorldKidneyDay
- Gender-responsive programs are needed to address the social determinants of health, including kidney health #WorldKidneyDay
- Greater awareness and access to quality education for #women and girls will improve health outcomes across generations #WorldKidneyDay #KnowledgeIsPower
- More research is needed to understand and identify measures to address the barriers faced by #women accessing kidney care #WorldKidneyDay
- Multi-stakeholder engagement is needed to achieve the UN Sustainable Development Goals, especially those relevant to maternal and child health #WorldKidneyDay #SDGs