CAMPAIGN OVERVIEW

850 MILLION PEOPLE WORLDWIDE are now estimated to have kidney diseases from various causes. CKD causes at least 2.4 million deaths per year and is now the 6th fastest growing cause of death. Acute kidney injury (AKI), an important driver of CKD, affects over 13 million people worldwide and 85% of these cases are found in low and middle-income countries. Around 1.7 million people are estimated to die annually because of AKI.

Despite the growing burden of kidney disease worldwide, kidney health disparity and inequity are still widespread. Early diagnosis, prevention and delay of progression are sustainable options to reduce costs and consequences of kidney diseases for individuals and countries. Yet, barriers to available, accessible, adequate and quality kidney care persist. In 2019, in its 14th year of existence, World Kidney Day set out to raise awareness of the high and increasing burden of kidney diseases worldwide and the need for strategies for kidney diseases prevention and management.
EVENTS OVERVIEW

over **1300 events** submitted

network of **98 champions** in 60 countries

**96 countries** involved

over **4300 pictures** shared
GLOBAL ACTIVITIES & EVENTS

HEALTH SCREENINGS
PHOTO BOOTH
EDUCATIONAL CONFERENCES
ART WORKSHOPS
WEBINARS
AWARENESS WALKS

...and many more...
More than 2 billion people reached on Social Media in 10 different languages

World Kidney Day was covered by news outlets in more than 80 countries

More than 24,6K people engaged with World Kidney Day content on 14 March, 2019

World Kidney Day was mentioned more than 100K
MENTIONS ON THE WEB

- English: 68%
- Spanish: 17%
- Portuguese: 4%
- French: 1%
- Russian: 1%
- Arabic: 3%
- Italian: 3%
- Turkish: 3%
Empire State Bldg @EmpireStateBldg · 15h
We're glowing orange tonight in honor of the @nKF & @worldkidneyday!

@ brunoboni/IG.

Good Morning All, today is #WorldKidneyDay... It’s been a tough 4 years for myself but it’s key anyone suffering from this disease speaks out & can help each other around the world! @worldkidneyday

Today is #WorldKidneyDay – sharing gratitude, love and support

Homepage - World Kidney Day
worldkidneyday.org

Today is #WorldKidneyDay and I’d like you to take care of your kidneys by exercising, drinking more water and eating less salt and sugar. Follow @tankerfoundation on Instagram and check out all the activities they’ve planned for world kidney day!
RAISING AWARENESS ONLINE (MARCH 1-30)

www.worldkidneyday.org

261,099 total number of unique visitors

111,153 total number of sessions

88,879 total number of page views

56,922 page views on WKD 2019

March 14

March 14
Burden, access, and disparities in kidney disease


KEYWORDS: acute kidney injury; end stage renal disease; global health; health equity; social determinants of health

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Published in 51 journals worldwide

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On behalf of the World Kidney Day Steering Committee
The General Campaign Toolkit introduces the 2019 campaign theme and includes ideas on how to create awareness about the importance of kidney disease prevention and treatment to encourage behavioural change in each own local or regional community.

The Advocacy Toolkit outlines steps WKD champions can take to strengthen their capacity for advocacy and to structure their advocacy including the generation of evidence, formulation of advocacy messages and asks, the identification of advocacy targets and the forming of partnerships to advance your advocacy asks as well as other strategies, tools and resources to successfully apply your advocacy asks.

The Events Guide provides useful tips for planning of a WKD event and shares ideas and suggestions for making it a success!
ENDORsing Organizations

MARKED BY GOVERNMENTS & INT’L ORGANIZATIONS

CDC (USA)
NIH (USA)
Ministry of Health, Consumption and Social Welfare of Spain
Hon. Prime Minister of Nepal,
Food and Health Bureau of Hong Kong
Ministry of Health of Brazil
Ministry of Health of South Africa,
Ministry of Health of India,
Ministry of Health of Zimbabwe,
Ministry of Health of Peru
Ministry of Health of Chile,
Ministry of Health of Mexico,
Ministry of Health of Columbia,
Parliament of Uganda,
Ministry of Health of Costa Rica,
President of the Federation of Bosnia and Herzegovina
The success of World Kidney Day relies on our champions, networks and supporters efforts, inspiration and commitment. World Kidney Day would not be possible without you and your energy. We hope to count on your support in the future.

WORLD KIDNEY DAY 2019 PROUDLY SUPPORTED BY

For more information on World Kidney Day please visit us at worldkidneyday.org or contact us at info@worldkidneyday.org.

World Kidney Day is a joint initiative of the International Society of Nephrology and the International Federation of Kidney Foundations

Join our newsletter to stay up to date!