Kidney Disease and Obesity

HEALTHY LIFESTYLE FOR HEALTHY KIDNEYS

9 March 2017

World Kidney Day is a joint initiative of

Brazilian Nephrology Society
Christ the Redeemer celebrating the World Kidney Day 2017
Registered activities for World Kidney Day in Brazil

<table>
<thead>
<tr>
<th>Year</th>
<th>Activities</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>350</td>
</tr>
<tr>
<td>2016</td>
<td>393</td>
</tr>
<tr>
<td>2017</td>
<td>450</td>
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</tbody>
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- Increase from 2015 to 2016: 12.3%
- Increase from 2016 to 2017: 14.5%

Brazilian Nephrology Society
Registered activities for World Kidney Day in Brazil – 2017
Many sport celebrities gave their contribution for WKD, sending to us or publishing their pictures wearing our t-shirt in social media, always mentioning the importance of healthy lifestyle for healthy kidneys.
Brazilian TV, Sports and Fashion celebrities wore the WKD t-shirt. Their support to our campaign has created huge repercussion at social media.

More than 3,000,000 people reached in social media.

More than R$ 900,000 worth in media exposition.
Dr. Tzanno, BSN President, at Senate session, presenting the World Kidney Day.

Front Page of Brazilian Senate’s Newspaper, detaching the WKD session.

Dr. Tzanno interview to Globo TV Bom dia DF.

Dr. Misael and Dr. Tzanno with Brazilian Health Minister, Mr. Ricardo Barros, and Brazilian Health Secretary, Mr. Francisco Figueiredo.
WKD at the Brazilian Congress

Dr. Tzanno, BSN President, with authorities at the World Kidney Day campaign in Brazilian Congress.

WKD Campaign at Brazilian Congress

Nutritionists explaining the WKD theme and CKD to Congress workers.
AMAZON
Amazon Theater illuminated with the WKD colors
Recife – PE
Fortaleza – CE
São Paulo – SP
SÃO PAULO
Urban Bike WKD Tour

Brazilian Nephrology Society
sbn.org.br/dia-mundial-do-rim/