



KIDNEY SMART 2018 – Campaign Outcomes Executive Summary

Kidney Smart is a multifaceted awareness building campaign that runs throughout the month of March, aimed at reaching a wide audience, with an emphasis on at-risk groups (Chinese, South Asian, Indigenous, people aged 55+, people with diabetes, high blood pressure etc).

Objectives:

- Increase kidney health awareness in BC and the fact that kidney disease affects 1 in 10.
- Direct people to complete our online kidney health assessment (now available in Chinese and Punjabi).
- Encourage participation and engagement in our 31-day Kidney Health Challenge among at-risk communities and the general public.

Methodology:

Our campaign includes multiple complementary components:

- Online Advertising: Vancouver Sun online, Asian/South Asian Post (including a range of affiliated publications), Facebook ads (English, Chinese, Punjabi), We Chat mobile phone app
- Facebook Live event on World Kidney Day (and Huffington Post article)
- Print Advertising: Asian/South Asian Post, Skytrain/Bus ads
- Social Media campaign: #KidneyHealthChallenge and Twibbon campaign
- Promotional merchandise to kidney clinics and community pharmacy partners
- Communications to staff and HA renal programs (via email, Renal News, PHSA News etc) and an art contest
- Government relations: including messaging to Minister of Health
- Leveraging partnerships: sharing graphics, messaging and campaign goals with: PHSA, BC Transplant, BC Patient Safety Quality Council, Can-SOLVE CKD, CIHR, Kidney Foundation of Canada, Fraser Health, PKD Foundation of Canada, World Kidney Day official

In total our online efforts achieved close to 900,000 impressions* and the print newspapers had a run of over 1.5 million. We can't accurately measure how many people saw our transit ads and other campaign materials, but ultimately our measures of success are tied to the outcomes below. In a crowded, 'noisy' online environment, it's hard to break through, but we are pleased to see a substantial increase in total number of active engagements from previous years.

* impression = the content was delivered to an individual's feed

Outcomes:

- Our key metrics are traffic to our kidneysmart.com page and number of completed online kidney health assessments. This year we saw a 36% increase in visitors to kidneysmart.com (8,372). We had a total of 6,032 visits to the online kidney health assessment and 4,828 completed assessments. The total number of completed assessments represents a 25% increase from 2017. Kidneysmart.com continues to be the highest-visited page on our website during March.

- The majority of visits to our kidneysmart.com page came from our paid Facebook ad campaign – approx. 6,000 clicks (up from 4,200 last year). The ethnic Facebook campaign followed with 1,600 clicks. In comparison, Van Sun received 250 clicks.
- The ethnic Facebook campaign and online papers both had stronger uptake with the Punjabi audience. It's interesting to note that women engaged more frequently on the Chinese ads (588 women vs 199 men; most popular age group was 55-64), whereas men engaged more on the Punjabi ads (552 men vs. 276 women; most popular age range was 35-44 yrs).
- WeChat, an app with phenomenal reach to the Chinese community, was a new addition this year. Our WeChat story delivered approximately 100,000 impressions, received 3,436 reads and 257 shares. Unfortunately the app does not track clicks to our online assessment.
- Due to extra budget, we extended the Punjabi and Chinese Facebook campaign for the remainder of 2018. We will examine the figures throughout the rest of the year to determine if this should be a regular practice from now on.
- World Kidney Day/kidney disease awareness was also promoted by a speech from the Health Minister and through a national CTV story, featuring an interview with Dr. Levin.
- This year we saw increased engagement and support from our partners via social media posts/retweets/shares.
- Our Twibbon campaign saw an increase in supporters this year with 44 new people wearing our avatar for March, as compared to 13 last year.
- Our Facebook posts (organic, not paid campaign) received over 27,000 views and generated more than double the shares/likes compared to last year.
- Below is a small sample of our promotional graphics. For the full 2018 campaign plan and outcomes report, see:

<https://www.dropbox.com/s/z4xmt3fdolpxe3p/Kidney%20Month%202018%20Comms%20and%20Marketing%20Plan.docx?dl=0>




