



UK Campaign Overview 2019

Summary

- 2019 was the fifth year of WKD activities in the UK being led by the KCT group.
- Objective - galvanise the renal community, provide resources to help raise awareness and promote kidney health
- Theme - kidney health for everyone everywhere.
- Funding - **£8,000** from 4 pharma supporters - Amgen Europe, Pharmacosmos, Vifor UK and Renal Services UK Ltd.
- Provisional cost of 2019 campaign - **£8,046**.

Procedures and highlights

- The data collection and processing systems we put in place for the 2018 campaign worked well again for 2019 with smooth and efficient pack request fulfilment
- The WKD UK website was well maintained
- Support pack revamped but with limited budget, only 250 printed and no logo stickers
- Over 200 requests for support packs with over 140 specific events around the UK – led by patients and renal units, that we were aware of (a significant number requested a pack but gave no information on their plans – if any)
- Other than specific requests for support packs, the engagement from the professional renal community wasn't as forthcoming as in 2018 when there was a dedicated UK lead
- Over **4,000** individuals visited the website in the month period around WKD with a peak of around **1500** on WKD itself.
- The Facebook page had over **5,441** likes (1,000 increase from 2018), including an additional 300 new likes in the 7 days leading up to WKD on 14 March. Reach of posts on WKD itself was **70,238** (engagement was 10,010) which was higher than WKD 2018 (48,763) but not as impressive as back in 2017 (112,265), however the reach for the month 5 March- 1 April was **207,288** as compared to 135,600 for the same period around WKD in 2018. Kidney facts released this year seemed slightly less impactful than 2017 but performed better than 2018.
- More activity on Twitter in 2019 - #worldkidneyday was 'trending' for some of the day on 14 March. Many more renal health professionals joined the 'twitterati.'
- 2019 also saw the development of a WKD UK Instagram account, currently with 178 followers but aiming to increase in the coming year.
- A KCT joint media release was issued to the Press Association and followed up by press officers at both Kidney Research UK and Kidney Care UK. Independent Nurse included much of the content in an article. Sadly there was little pick due mainly to the backdrop of Brexit and presumed consent stories. However kidney stories were picked up across all platforms, mainly generated by those organising events. For the period 13-21 March, our media monitoring service picked up **282** clippings across print and web and broadcast in the UK.

National coverage included a short piece in the Scottish Sun on First Minister Nicola Sturgeon meeting a group from the charity Give a Kidney. Welsh Health Secretary Vaughan Gething's appeal for the public to consider becoming a living donor received a lot of attention. Meanwhile, the stories of individual kidney patients once again provided excellent content for regional radio. These included 34 broadcast items in total, including transplant patient Vicky Harrison raising awareness of keeping kidneys healthy on BBC Radio Tees; Jackie Dowding's sailing expedition on BBC Radio Sussex; and the Norfolk Kidney Foundation offering blood pressure tests on BBC Radio Norfolk.

Full Report:

The 2019 World Kidney Day campaign in the UK was, once again, a joint initiative from the Kidney Charities Together group (KCT), comprising Kidney Care UK, Kidney Research UK, The National Kidney Federation (NKF) and the Polycystic Kidney Disease Charity (PKD).

As has been the format for the past five years, the agreed objective was to galvanise the wider renal community into supporting WKD and provide resources and inspiration to empower smaller groups (e.g. renal units, patient organisations and individuals) to take part by trying to do something to raise awareness and promote kidney health, with a focus for 2019, on kidney health for everyone everywhere.

Budget

Unrestricted grants totalling £8,000 from Amgen Europe, Pharmacosmos, Renal Services and Vifor UK, supported the 2019 campaign which was significantly less than in 2017 or 2018. Ambitions for the campaign were curtailed accordingly with a lower limit on support packs and proactivity. It is hoped that additional amounts won't be required from the KCT charities. The funding covered the design and production of new downloadable materials including the printing of 35,000 copies of an A5 kidney health awareness flyers and 250 support packs of materials which were sent out on request. This was the same approach used for the past three years and was felt to be a better use of resources knowing that the materials would actually be used for an event as opposed to being sent out speculatively. The balance of the budget supported project management and fulfilment (postage and packing).

Data Processing

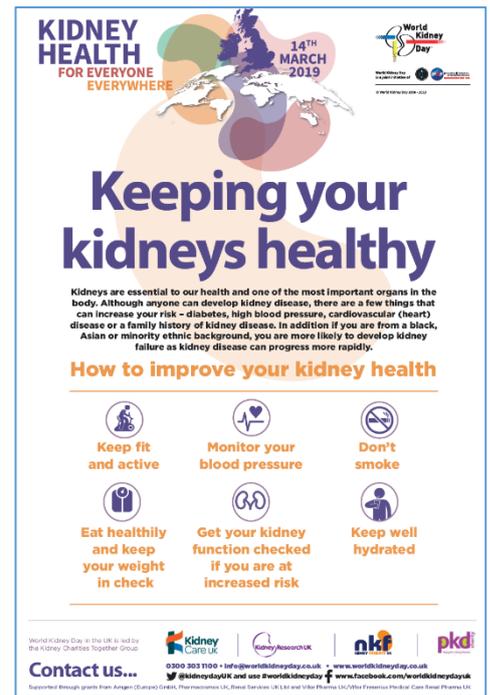
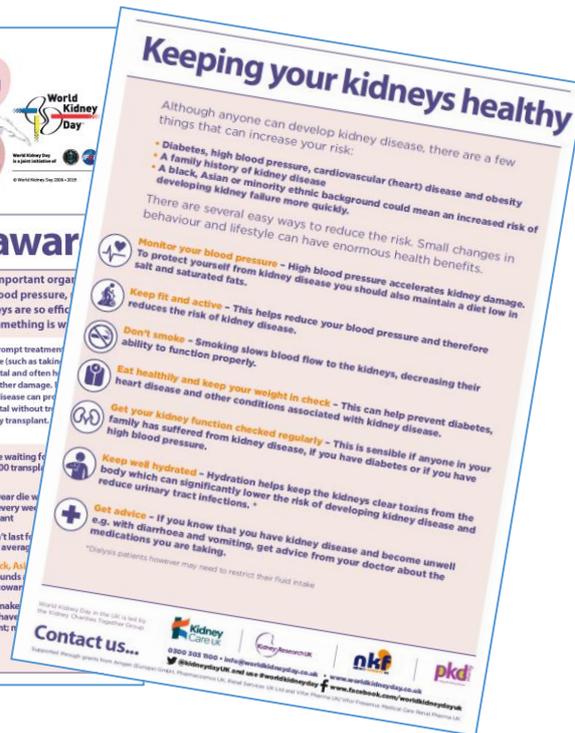
The approach to data collection and processing for 2019 followed the new format developed back in 2018 ie a data collection form on the WKD website for those requesting a support pack. This included a tick box asking for the respondents' agreement to retain their personal details for the purpose detailed - fulfil request for the pack and keep informed about WKD activities. This ensures data security and appropriate consent to contact for WKD activities only (unless the contact is a previous supporter of Kidney Research UK). This process also allowed a smooth process of support pack fulfilment by the supporter care team at the charity

Materials and Support Packs

Downloadable versions of all materials developed for the UK market were uploaded onto the website in mid January and 250 support packs of printed materials together with the total supply of A5 flyers were held in the Kidney Research UK office and the supporter care team fulfilled requests for the pack. Using the contact form on the website, individuals specified how many flyers they needed which were added to the standard pack before despatch. The supplies were all used up (bar a few hundred flyers) and sent out.



A5 kidney health flyer



A4 kidney health poster

Artwork for a generic pop up banner was available (produced in 2018 and had no date or theme so it could be used in subsequent years) as well as a template to print logo stickers on standard Avery labels should people need them for their event.

Email campaigns

An email campaign commenced at the end of January to those who had contacted the WKD campaign in 2018 plus selected stakeholders including charities, industry contacts and researchers to ensure they were kept up to date and encouraged to take part. This included the announcement that the new materials were available to download through the website and that if they were running an event that they should apply for a support pack using the contact form.

Events and Activities

Those organising events were asked to keep us informed of their plans using the contact form, posting on the WKD UK Facebook page and Twitter account and adding to the [global map operated by the international WKD organisers](#). Although we were aware of over 140 separate events taking place around the UK and encouraged people to add their event to the UK map, only 32 events were added and hence the map looks less populated than back in 2015. A full list of events notified to us appeared on the [WKD UK website](#).

2019

2018

2017

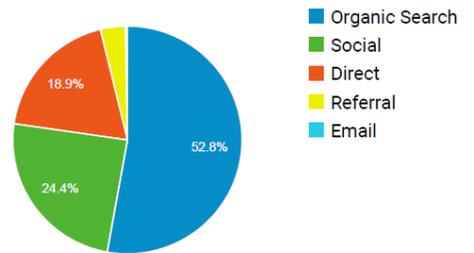
2016

2015



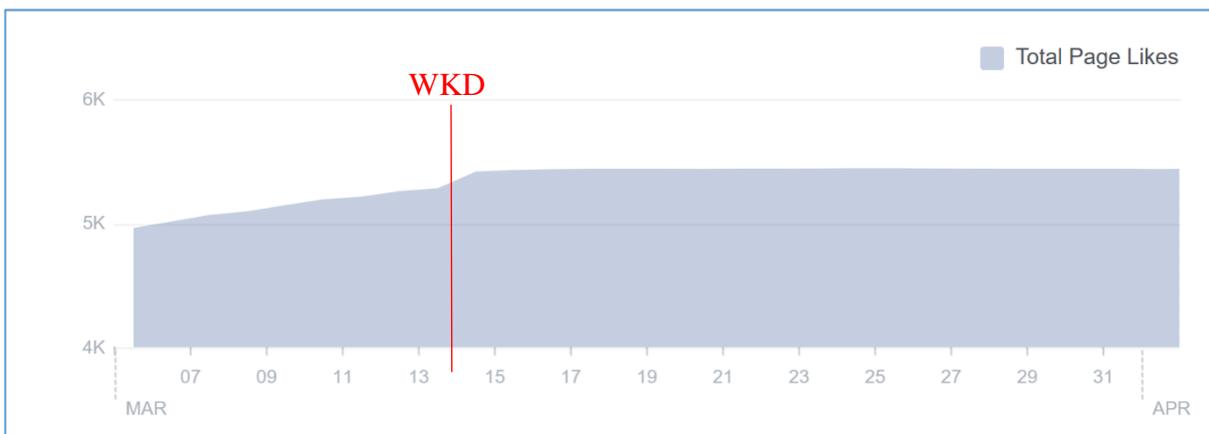
Website

Regarding the UK website (www.worldkidneyday.co.uk), webstats reports show for the month around WKD, there were **4,387** individuals visiting the site (71.7% either direct or organic search) with a peak of around **1500** on WKD itself (compared to 1500 in 2018 and 2017 and only 1179 in 2016).



Social Media

The Facebook page has over **5,441** likes (1,000 increase from 2018), including an additional **300** new likes in the 7 days leading up to WKD on 14 March. Reach of posts on WKD itself was **70,238** (engagement was 10,010) which was higher than WKD 2018 (48,763) but not as impressive as back in 2017 (112,265), however the reach for the month 5 March- 1 April was **207,288** as compared to 135,600 for the same period around WKD in 2018.





Kidney facts released this year seemed slightly less impactful than 2017 but performed better than 2018.

Date	Content Description	Reach (K)
14/03/2019 08:40	Today is World Kidney Day 2019 - its so important to raise awareness today and every day - here is a montage of our	71.2K
14/03/2019 07:00	So - the day has arrived. On World Kidney Day 2019 - here is our final Kidney Fact for this year	27.4K
13/03/2019 07:00	Our 7th Kidney Fact - up to 30% of AKI could be prevented with the right care and treatment	23.6K
12/03/2019 07:00	On average, three people die every day in need of an organ transplant in the UK as there just aren't enough	54.1K
11/03/2019 07:00	Our 5th Kidney Fact - please share with these important 'at risk' communities - there is much that can be done to	9.9K
10/03/2019 07:00	Our 4th Kidney Fact - another staggering statistic - regular dialysis sessions or a transplant are the only options for	46.6K
09/03/2019 07:00	Many people with health problems more likely to lead to kidney disease, are not aware they could be at risk - ask	42.4K
08/03/2019 07:00	Our second Kidney Fact - and a startling one at that. Please share and let's try to get this number down	19K
07/03/2019 07:00	A week to go until World Kidney Day and here is the first of our daily Kidney Facts for you to share. Let's start	43.4K

Are you kidney aware?

FACT 1 Kidney disease is common, can affect anyone but is treatable for some people if recognised early

FACT 2 An estimated 60,000 people in the UK die prematurely due to kidney disease every year

FACT 3 Uncontrolled diabetes or high blood pressure are the biggest causes of kidney failure

FACT 4 Right now, around 54,000 people in the UK are being treated for kidney failure; without dialysis or a transplant, it is fatal

FACT 5 People from black, Asian or minority ethnic (BAME) backgrounds are more likely to progress faster towards kidney failure

FACT 6 4,820 people are waiting for a kidney, yet only around 3,300 transplants are carried out each year

FACT 7 Acute kidney injury (AKI) affects one in five people admitted to hospital as an emergency. It is a sudden drop in kidney function due to serious illness and may be more deadly than a heart attack

FACT 8 More women have kidney disease, yet more men start dialysis

KIDNEY HEALTH FOR EVERYONE

14th MARCH 2019

Support brought to you by: **Kidney Care UK**, **kidneyresearchuk**, **nki**, **pkd**

Contact us... 0300 303 1100 • info@worldkidneyday.org.uk • www.worldkidneyday.org.uk

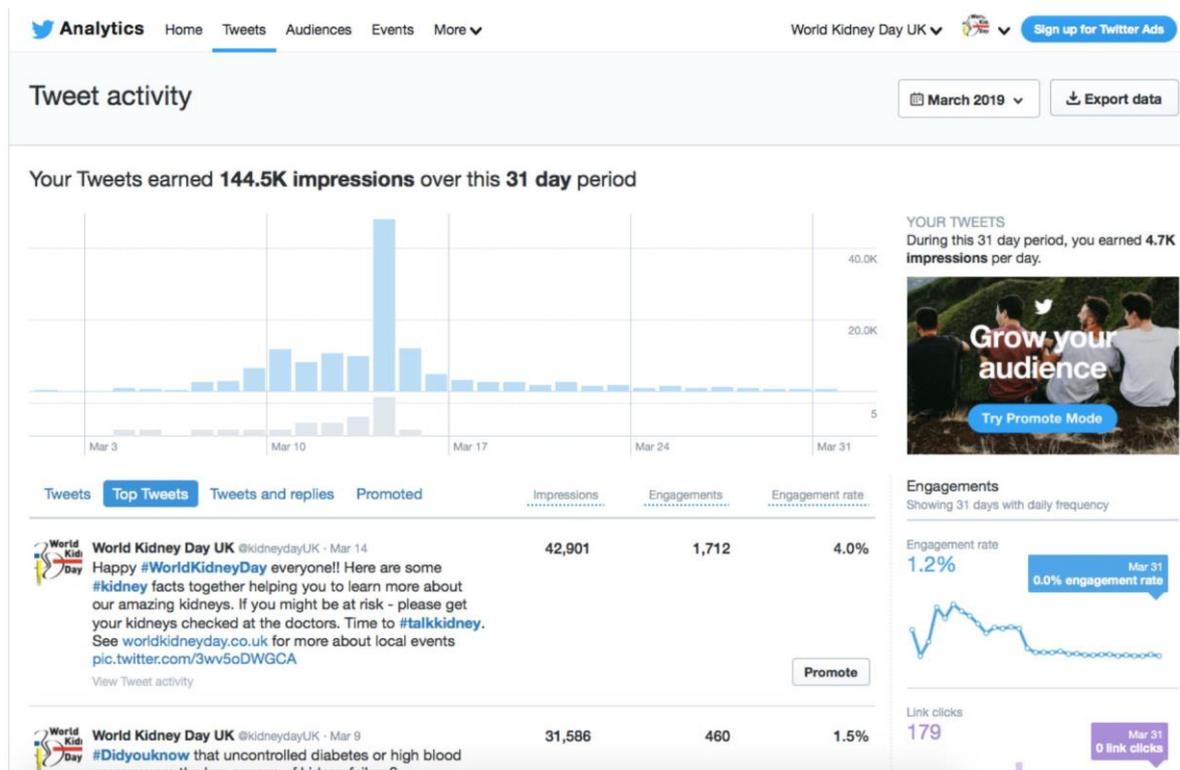
The kidney facts were released through both Facebook, Twitter and Instagram with individuals and stakeholders encouraged to share.

Twitter

There continued to be good activity on Twitter in 2019 although this cannot easily be separated out into UK content.

A programme of tweets were issued in the final 4 weeks including the kidney facts. Having profiled the planned social media campaign through various stakeholder channels in the weeks leading up to WKD itself and encouraging numerous groups and individuals to follow the

@kidneydayUK account, #worldkidneyday was 'trending' on a couple of occasions on 14 March. There was good coverage through health professionals again as they continued to embrace the campaign. Details below for the specific UK World Kidney Day account (@kidneydayuk). The impressions were significantly higher this year at **144,500** compared to 86,000 in 2018. ON WKD itself the tweet sharing all 8 kidney facts and wishing everyone Happy WKD had the highest at 42,901 impressions (followed by one on 9 March about the risks of kidney disease from diabetes).



Twitter **impressions** refers to the number of times a specific tweet is delivered to people's stream regardless of whether they read it or interact with it.

A **mention** is any Twitter update that contains @username anywhere in the body of the Tweet. Mentioning a user means they will be able to see it in their "@ Connect" section on the top of the Twitter page.

Instagram

New for 2019 was the development of a WKD UK Instagram account set up only 4 weeks before WKD. In addition to sharing the kidney facts, a number of posts went out encouraging people to share their photos from the day. 178 followers currently but aim to increase this in the coming year. The kidney facts were liked by 32 people (fact 1), 24 people (fact 2), 20 people (fact 3), 38 people (fact 4), 1 people (fact 5), 29 people (fact 6), 17 people (fact 7) and 16 people (fact 8). The montage of facts was liked by 31 people. All facts were posted around the same time (9-10am) so it's interesting to see fact 4 get the most attention. This was posted on a Sunday which might account for the increase in likes, or the topic might have been the reason for more likes (the number of people being treated for kidney failure). Of all the images posted the one of a kidney shaped cake on World Kidney Day received the most attention.

Photo album

There were a good number of photos posted on social media or sent direct, of events taking place all over the UK and it was excellent seeing the WKD 2019 collateral being used to promote the day including flyers and posters. A list of events we were aware of and album of photos has been set up on the [UK website](#).

WKD profiling

A WKD 2019 advert was prepared and appeared on all KCT group websites from Dec onwards, as well as numerous other key stakeholders sites. Monthly editions of the KPA 'In Touch' newsletter contained adverts and calls to action for WKD and the Renal Association monthly e-news contained regular updates. The BRS, Think Kidneys, UK Renal Registry and many other stakeholders, all had details on their website and some also emailed their membership regularly too. An advert appeared in the Journal of Kidney Care (Jan 2019) and all groups were encouraged to email their members with details.

Pharma company support

Renal Services Ltd held a number of awareness events at their sites. Vifor UK held an awareness day at their head office as well as encouraging their field staff to raise awareness in hospitals. Fresenius Medical Care held a fundraising 'Bake-off' day. Astra Zeneca/Medimmune held a live-streamed event with an expert panel and a live cookery demonstration by chef Lawrence Keogh and employees offered health screening checks.

Media Release and coverage

A KCT joint media release was issued to the Press Association and followed up by press officers at both Kidney Research UK and Kidney Care UK. The focus was on the importance of kidney health and early detection, using stats from Kidney Research UK's recent YouGov survey. Sadly there was little pick due mainly to the backdrop of Brexit and presumed consent stories although one article in *Independent Nurse* included much of the content. However kidney stories were picked up across all platforms, mainly generated by those organising events. For the period 13-21 March, our media monitoring service picked up **282** clippings across print and web and broadcast in the UK.

National coverage included a short piece in the Scottish Sun on First Minister Nicola Sturgeon meeting a group from the charity Give a Kidney. Welsh Health Secretary Vaughan Gething's appeal for the public to consider becoming a living donor received a lot of attention. Meanwhile, the stories of individual kidney patients once again provided excellent content for regional radio. These included 34 broadcast items in total, including transplant patient Vicky Harrison raising awareness of keeping kidneys health on BBC Radio Tees; Jackie Dowding's sailing expedition on BBC Radio Sussex; and the Norfolk Kidney Foundation offering blood pressure tests on BBC Radio Norfolk.

KCT Activities:

The 4 member charities also held various events and activities to mark World Kidney Day:

Members of **Kidney Care UK** were all over the country spreading awareness alongside patients, medical professionals, and volunteers. Their advocacy officers supported events and information stands at Guys & St Thomas' Kidney Patient Association; the Queen Elizabeth University Hospital in Glasgow; Sheffield Northern General Hospital (covering patients from

Chesterfield, Barnsley, Doncaster, and Rotherham); in Gloucester alongside Kidney Research UK and the Gloucestershire Kidney Patient Association; Antrim Renal Unit in Northern Ireland and at Queen Alexandra Hospital in Portsmouth. Rob Finnigan, Advocacy Officer for the North West of England also attended an event involving a transplant surgeon, nephrologists, and most of the living donation team from Salford Royal Hospital.

Kidney Research UK manned an awareness stand at Peterborough Hospital with Beanie making his customary appearance. Supporters also ran events in Huntingdon, Gloucester (together with Kidney Care UK) and Edinburgh. In the office, staff participated in a Tai Chi session focussed on relaxation and lowering blood pressure. An interactive online kidney health check was promoted through social media to encourage those at highest risk to visit their GP. A fundraising 'Ladies who Lunch on the Clyde' event was held in Scotland, and the parliamentary launch of the charity's Health Inequalities report was held in the days leading up to WKD. Twitter was used to promote the generic KCT kidney facts and a web news story based on the press release was posted on the website on 14 March.

NKF staff manned a stand at Sheffield Teaching Hospitals charity event. Nurses from James Paget hospital along with Pete Revell from the NKF spent the day at the Virgin money lounge in Norwich. Throughout the day customers were offered blood pressure tests and information regarding kidney disease, with nearly 100 people tested and some given advice to visit their doctor that day. WKD was promoted on NKF Facebook page throughout the week and the 8 facts posted on NKF page on WKD reached 59k people with 702 shares. The NKF helpline promoted the generic WKD materials and all KPAs and industry Partners were encouraged to participate in an activity on WKD.