Campaign Overview

Kidney disease is a non-communicable disease (NCD) and currently affects around 850 million people worldwide. One in ten adults has chronic kidney disease (CKD). The global burden of CKD is increasing, and is projected to become the 5th most common cause of years of life lost globally by 2040. Chronic kidney disease is a major cause of catastrophic health expenditure. The costs of dialysis and transplantation consume 2–3% of the annual healthcare budget in high-income countries; spent on less than 0.03% of the total population of these countries. In low-income and middle-income countries, most people with kidney failure have insufficient access to lifesaving dialysis and kidney transplantation.

Crucially, kidney disease can be prevented and progression to end-stage kidney disease can be delayed with appropriate access to basic diagnostics and early treatment. However, while national policies and strategies for NCDs in general are present in many countries, specific policies directed toward education and awareness about kidney disease as well as CKD screening, management and treatment are often lacking. There is a need to increase the awareness of the importance of preventive measures throughout populations, professionals and policy makers.
Events Overview

- over 1200 events submitted
- 99 countries involved
- network of champions 98
- in countries 62
Global activities and Events

Health Screenings

Educational Conferences

Photo Booths

Awareness Walks

Interactivity

Sports Classes

and many more.....
Social and Media Reach

Followers growth in 2020

- Facebook: 105K followers
- Twitter: 769M reached
- Instagram: 41.8K engagements

769M reached in 29 countries
41.8K engagements

IMPACT REPORT
Mentions

per language

English 37.7%
Spanish 27.1%
Potuguese 9.3%
Turkish 9.3%
Italian 3.2%
Others 13.4%

37K mentions

per location

IMPACT REPORT
Website Traffic

Users and Sessions

- March 01: 50,000 users
- March 08: 40,000 users
- March 15: 30,000 users
- March 22: 20,000 users
- March 29: 10,000 users

60.6K users
88K sessions

Views

- March 12: 191.4K views
  - 20.8%
- March 79.2%

IMPACT REPORT
Celebrity and Landmark Support

Amy Purdy - Paralympic
Bif Naked - Singer
Surya Sivakumar - Actor
Barbara Corcoran - TV personality
Wilmer Valderrama - Actor

6 landmarks
IMPACT REPORT
Scientific Editorial

*Kidney health for everyone everywhere—from prevention to detection and equitable access to care*

*published in 47 journals worldwide*

*Authors: Philip Kam-Tao Li, Kamyar Kalantar-Zadeh*
*On behalf of the World Kidney Day Steering Committee*
Resources

Toolkits

1. ideas on how to create awareness and encourage behavioral change
2. advocacy messages, identification of key advocacy targets, and partnering up for stronger advocacy
3. useful tips for planning of a WKD event

#MyGr8Rule challenge

Golden Rules

7 photo frames
8 designs
435 mentions
4,8K page views

IMPACT REPORT
International organizations and governments

U.S. Department of Health and Human Services [United States]
Ontario Ministry of Health [Canada]
Ministry of Health of Guatemala [Guatemala]
Cuenta oficial de la Secretaría de Salud Mar del Plata - Batán [Argentina]
Ministry of Health India [India]
Nigde Provincial Health Directorate [Turkey]
NHS BSW Clinical Commissioning Group [United Kingdom]
UK Department of Health and Social Care [United Kingdom]
Senator of Nairobi County [Kenya]
Chief Minister of Rajastan [India]
Indian Minister of Health [India]

United Nations (UN)
World Health Organization (WHO)
WHO Africa Region (WHO AFRO)
Thank you!

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.
Email us for your copy!

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

Join our newsletter to stay up to date!

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