WKD 2016 Report

Name: Ayşe Onat

Organization name: Turkish Kidney Foundation

Country: Turkey

Number of events organized/collected in your country: 2 (by Turkish Kidney Foundation), 1 (by Anatolian Kidney Foundation), 1 (joint event by Turkish Kidney Foundation and Child Nephrology Society)

Activities of note (please give a brief description of the activity with links to online sources that mentioned it): First WKD activity was held on March 7, 2016 at a popular shopping mall where has a special floor for children. President of TKF, two academicians specialized on pediatric nephrology and two celebrities who are also long term volunteers of TKF attended the press conference along with 30 3rd grade students from a nearby elementary school. Children have carried signs in their hands with several messages about drinking water, going to restroom when needed, healthy nutrition, importance of exercise, limiting daily salt and sugar intake, etc.

Second activity was a concert by Karsu, a well-known young and talented Turkish jazz singer who lives in Amsterdam. Karsu’s crew member Julio Hernandez is an ESRD patients, who underwent transplantation surgery but due to rejection he continues hemodialysis as he travels the world for concert tours. The concert was in honor of 11.th World Kidney Day at Zorlu Performance Arts Center, newest and largest concert hall in Istanbul.

3rd event of Turkish Kidney Foundation was an informative booth with pediatric nephrologists working at university and state hospitals. During the activity, the nephrologists answered the questions of visitors from various ages and they also conducted a 40-minute panel speech with parents. As TKF team, we have distributed booklets, flyers and pencil sets to the visitors. We used roll-ups to decorate booth area in order draw attention and played our short videos on TV during the day.

(Photos of the events will be added to WeTransfer link)

List of media that published WKD press releases or mentioned WKD related activities (newspapers, magazines, online publications, TV, radio, etc..) – please provide link to online sources: Listed below and sent via WeTransfer

If you have created a World Kidney Day local website, Facebook page or Instagram account, please provide analytics such as: number of followers/number of site visits in March/ content most requested/ page views/ posts most liked/ hashtag reach, etc...: We did not design a dedicated site or account but the data about our WKD posts are as follows:
**Turkish Kidney Foundation WKD 2016 Facebook Performance**

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**Turkish Kidney Foundation WKD 2016 Twitter Performance**

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List of celebrities involved and short description of their involvement: Ms İpek Tanrıyar; model, actress and presenter, also member of our Board of Trustees and donator of our foundation. She acted as a spokesperson to spread our message.

Mr Hasan Yalnızoğlu; dancer and fitness coach. Long term volunteer of our foundation. He attended our press conference and shared his experience about exercise and health condition of children.
**Description of advocacy activities:** This year our main title of the campaign was “Avoid Urinary Retention, Don’t Exhaust Your Kidneys”. Therefore, we have used numerous medium to promote our campaign work:

22 Cities

650 Billboards

477 CL’P’s

LED Mass screens from various scales at main squares of cities

LED Screens at 3 airports in İstanbul, Ankara and İzmir

53 Sea-bus ships, 530 indoor LED screens in the ships

4250 flyers distributed to edutainment centers and museums for children

250 subway posters

70 CLP’s at bus stops

Informative LED screens at 500 hair dressers

Informative LED screens at 400 pharmacies, targeted 80,000 customers

Inflight screens at 43 aircrafts of Pegasus Airlines, targeted 250,000 domestic and international passengers.

**Attach representative pictures:** *Attached to WeTransfer link.*