



**Get
involved**

**10th
March
2016**



World Kidney Day
is a joint initiative of:  

UK Campaign Overview 2016

The 2016 World Kidney Day campaign in the UK was, once again, a joint initiative from the Kidney Charities Together group (KCT), comprising The British Kidney Patient Association (BKPA), Kidney Research UK, Kids Kidney Research (KKR), The National Kidney Federation (NKF) and the Polycystic Kidney Disease Charity (PKD).

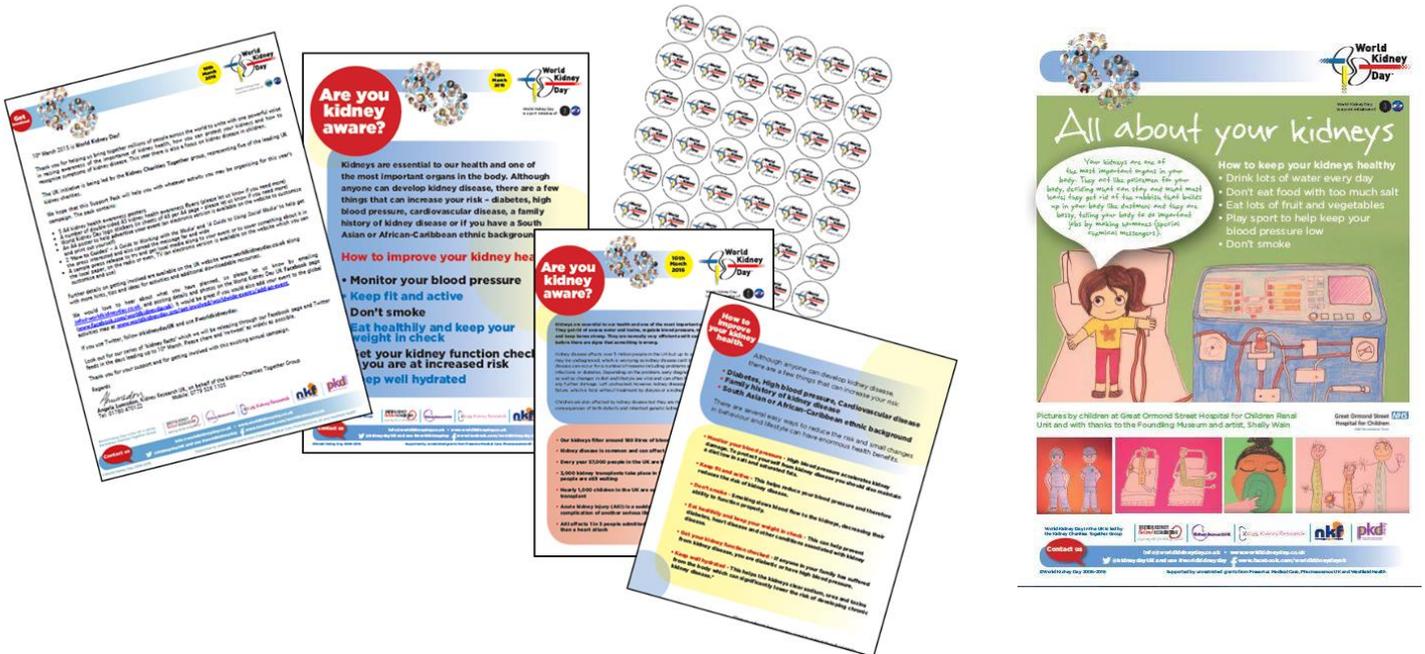
As has been the format for the past two years, the agreed objective was to galvanise the wider renal community into supporting WKD and provide resources and inspiration to empower smaller groups (e.g. renal units, patient organisations and individuals) to take part by trying to do something to raise awareness and promote kidney health, with a focus for 2016, on kidney disease in children. This allowed for alignment to a degree with the global theme but without the additional strapline – Act early to prevent it’ as it was felt this would be hard to achieve given that many childhood conditions are inherited. Adopting this theme also opened up the opportunity to work closely with the British Association of Paediatric Nephrology (BAPN) who remained extremely supportive throughout the campaign.

Budget

Unrestricted grants totalling £5,500 from Fresenius Medical Care, Pharmacosmos and health insurance company, Westfield Health, supported the 2016 campaign. An additional £4,000 was donated by the KCT charities creating a total budget of £9,500. This allowed for an update of the UK website (www.worldkidneyday.co.uk) and the design and limited production of new downloadable materials including the printing of 15,000 copies of the A5 kidney health awareness flyers, 50,000 WKD logo stickers and 250 support packs of materials which were sent out on request. This was a different approach to previous 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 media relations.

Materials and Support Packs

As required by the team at the global WKD office, all materials produced in the UK include the IFKF/ISN affiliation and WKD copyright. 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 and stickers sent to the BKPA to fulfil requests for the pack. Individuals specified how many flyers and stickers they needed which were added to the standard pack before despatch. The supplies were all used up and sent out to support over 200 separate events – a fourfold increase on 2015. Given the theme of kidney disease in children and with support from the team at Great Ormond Street Hospital, an additional kidney health poster was designed and 250 copies produced which specifically targeted children. These were issued to all paediatric renal units and all contacts who had expressed an interest, particularly those running events in schools and nurseries.



Email campaign

An email campaign commenced at the end of January to a just over 800 individuals representing a range of contacts through previous WKD campaigns, and those contacting the 'info@worldkidneyday.co.uk' email address, 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. The opening rate was 30% of total sent, NB the average in UK for email effectiveness is 22.8%, so we're certainly above average.

A second reminder and call to action to Clinical Directors took place at the end of February – the opening rate was 19.5%.

A follow up email to everyone applying to info@worldkidneyday.co.uk for the 2016 campaign at the beginning of March to wish them every success had a 47.9% opening rate.

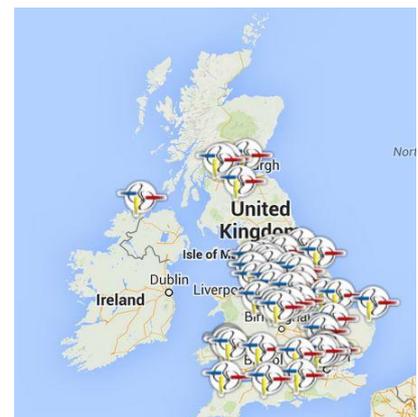
Events and Activities

Those organising events were asked to keep us informed of their plans via the 'info@worldkidneyday.co.uk' email address, posting on the WKD UK Facebook page and adding to the global map operated by the international WKD organisers. Although we were aware of over 200 even taking place around the UK perhaps we weren't as proactive in encouraging people to add to the map did we allocate a volunteer from Kidney Research UK to physically add them on, hence the map looks populated (NB this could be added retrospectively if thought to be worthwhile).

2016

2015

2014

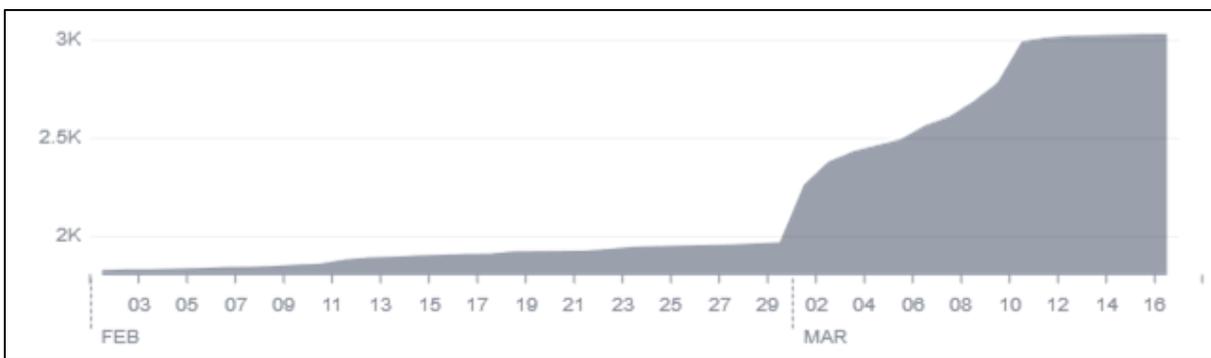


Website

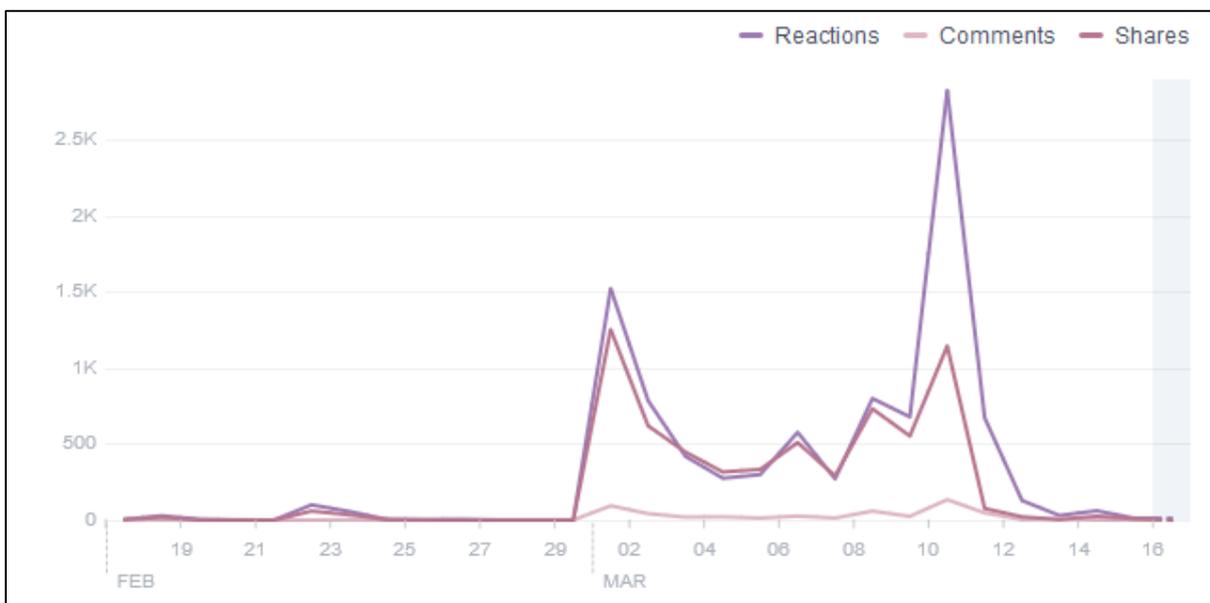
Regarding the UK website (www.worldkidneyday.co.uk), webstats reports indicated that interestingly the 2015 WKD received more visitors (3052) than this year (2374). The 'Kidney Facts' and 'Get Involved' pages had higher engagement than last year and overall the site analytics showed a slight increase over last year on traffic directed to Twitter. It is possible that the direct communication with KPAs and those interested in running events was more effective than driving people to website to download artwork?

Social Media

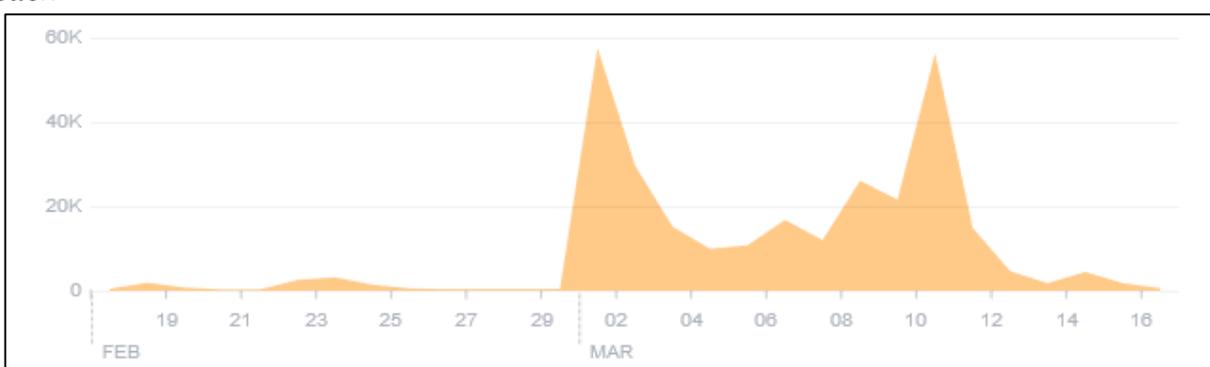
Reflecting a general internet trend, the 'social media insights reports' indicate that the UK Facebook page had significantly more activity as compared to 2015 with just over 3,000 likes – double the figures for 2015 and three times higher than 2014. There were an additional 1,000 new likes in the period from 1st-10th March, due almost certainly to the series of kidney facts which were released during this period.



There was a peak of over 900 looking at the page around WKD itself and a massive reach of over 57,000 on both the 1st and 10th March.



Reach



The major increase is probably attributed to the planned social media campaign in releasing 10 kidney facts, daily, from 1st-10th March on both Facebook and Twitter which were extensively shared, re-posted and re-tweeted.



There were a significant number of photos posted of events taking place all over the UK and it was excellent seeing the WKD 2016 collateral being used to promote the day including flyers, poster and pop-up banners.

Twitter – a programme of tweets were set up to be issued in the final 3 weeks including the 10 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, WKD was actually ‘trending’ for much of the day on 10th March – a major improvement on previous years. A number of MPs re-tweeted and even Sarah Ferguson was following at one point.

WKD profiling

A WKD 2016 advert was prepared and appeared on all KCT group websites as well as numerous other key stakeholders sites. The January, Feb and March editions of KPA ‘In Touch’ newsletter contained adverts and a call to action. The Renal Association, BRS, BAPN, Think Kidneys, Diabetes UK, InfoKid amongst others, had details on their website, an advert appeared in the Journal of Renal Nursing and all were encouraged to email their members with details (The January and February Renal Association e-news contained details).

Media Release and coverage

A joint KCT media release was produced, focussing on the increase in childhood obesity and the risk of future kidney problems, as well as general kidney health messages. The release cited the Kidney Research UK YouGov stats on a continuing lack of awareness, and quotes from both David Hughes (President of BAPN) and John Feehally as one of the founders of WKD globally. Direct enquiries were limited and were handled by the Kidney Research UK press office, providing kidney experts, patients and spokespeople where required. There were however a number of other kidney related releases issued around WKD (Think Kidneys, Natural Hydration Council, NHSBT etc) which focused on kidney stones and organ donation which probably helped to ensure a very high level of media coverage across the regions, both broadcast (radio and local TV) and

print. Indeed we had more input in the NHC release in providing a renal expert - Dr John Sayer, Newcastle. Although the main focus was on kidney stones, where possible he was able to introduce more general kidney health messages in the various radio interviews he was involved in for the BBC. The media monitoring service for the UK picked up 410 clippings across print, web and broadcast which gave a reach of just under 35 million and if paid for, would have been valued at approximately £486,000. A selection of coverage can be found here <https://www.dropbox.com/sh/4zpp7z9978gjbar/AAC0INosVIQ97GYdSU4yBmV1a?dl=0>

Kidney Research UK was specifically invited to be involved in a Scottish TV news programme about our Peer Educator programme in Scotland however, Neerja Jain, Project Manager, was able to turn the interview around to include very general kidney health messages too (<https://youtu.be/dzuGekYdlmc>)

NIHR activity:

We worked quite closely with the NIHR comms team with Professor John Feehally writing a 'blog' on the history of and overview of the aims of WKD, on their main website yesterday - <http://www.nihr.ac.uk/newsroom/blog/setting-up-world-kidney-day.htm>. They also put together a series of short films with Professor Phil Kalra who leads the renal disorders speciality group, and a kidney patient, Michael Lomax talking about kidney disease and research - <https://www.crn.nihr.ac.uk/news/network-supports-world-kidney-day-2016/?h=28>

KCT Activities:

The 5 member charities also held various events and activities to mark World Kidney Day:

The **BKPA** co-hosted an event with the Royal College of GPs to highlight the importance of kidney health in primary care and showcasing the great work that had been done under the joint Strategic Clinical Priority Programme with the College. They also had stands in GOSH and Guys and St Thomas's to promote world kidney day.

Kidney Research UK encouraged staff, Trustees and supporters to post photos on social media of their pledges for better kidney health.

Kids Kidney Research launched an excellent new video about the difficulties children facing with renal-specific diet

The **NKF** ran a social media campaign through young@nkf in response to the 2016 theme

The **PKD Charity** launched their telephone befriending scheme at an event at Guys and St Thomas' Hospital, London

Supporting Organisations:

Westfield Health were particularly engaged this year taking support materials for internal use and information on WKD and their support appearing on their website. They also issued a press release themselves (<https://www.westfieldhealth.com/press-media/press/2016/03/09/world-kidney-day-campaign-in-the-uk-supported-by-donation-from-westfield-health>) and their CEO tweeted a photo holding some of our materials. Indeed their Twitter account followed ours throughout and they retweeted all of our kidney facts and had a WKD reminder in the days leading up to WKD. Both Pharmacosmos and Fresenius were also sent materials and kept informed through but seemed less inclined to profile their support for the campaign.

World Kidney Day in the UK is led by the Kidney Charities Together Group



Contact us



@kidneydayUK and use #worldkidneyday



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