World Kidney Day in Hungary

2021
3 target groups
3 messages
1 goal

Society
Importance of prevention

Kidney patients
Importance of well being

Professionals
Positive feedbacks
Activities

Social media campaign about prevention – 8 Golden Rules
Activities

Social media campaign about prevention – 8 Golden Rules campaign spot

https://www.youtube.com/watch?v=oVF5Tw7jge4
Activities

Social media campaign about prevention – Animation about importance of prevention

https://www.youtube.com/watch?v=2vfPa12gkH4
Activities

Social media campaign for kidney patients – Living well with kidney disease, stories

Everybody can live whole life...
Dare to live never give up!
Neither in sport nor in life is any „IF...”
I feel I still have reserves...
It doesn’t matter what situation you get into, it is what you do with
I work and live my life as anybody else...
Activities

Social media activity for kidney patients – Movement therapy for kidney patients

https://drive.google.com/drive/folders/1bmbQxncq_xXpDlvuE9H0mPWJ8w2qeheU?fbclid=IwAR2-SQe8EoygEBASn7iYx7doLUz176H8EQ8l1mAxk42zQqH5ZThL2JQrzTc
Activities

Article in professional medical magazine
In collaboration with

Hungarian Society of Nephrology
http://www.nephrologia.hu

Hungarian Transplant Federation
https://www.trapilap.hu/

Fresenius Medical Care Hungary

NEMZETI VESE PROGRAM
http://vesebetegseg.hu/
Thanks for the cooperation of the organising committee:

Prof. Dr. Rosivall László, President of the Hungarian Society of Nephrology
Dr. Kárpáti István, General Secretary of the Hungarian Society of Nephrology
Berente Judit, President of the Hungarian Transplant Federation
Dr. Grózli Csaba, Medical director of the Hungarian Transplant Federation
Feszt Tímea, Hungarian Transplant Federation
Király Enikő, physiotherapists
Forrós Dávid, Makerting manager, Fresenius Medical Care
Böcskei Virág, National Kidney Programme, Hungary
We look forward to colourful activities after pandemic again...

Thank you for your kind attention!