WKD 2021 Report

Name: Maznifah Fatah

Organization name: National Kidney Foundation Malaysia

Country: Malaysia

Number of events organized/collected in your country: 4 activities organized by National Kidney Foundation. There are many other activities happened at individual hospitals nationwide.

Activities of note (please give a brief description of the activity with links to online sources that mentioned it):

Malaysia celebrated WKD 2021 by organizing an interactive Virtual Forum and Launching Ceremony on 13 Mar 2021.

The Virtual Forum was organized in collaboration with Malaysian Society of Nephrology and Ministry of Health. The forum officiated by Director General of Health, Tan Sri Dato’ Sri Dr. Noor Hisham, Ministry of Health Malaysia. The forum consist of 3 interactive sessions with quizzes and rewards. Online survey with regards to awareness on kidney disease also run at the end of the forum.

Below are some of the links that captured the activities:

- https://www.loopme.my/live-post/XwfiVo261s9ixjGB
- https://www.pamelaybc.com/2021/03/world-kidney-day-2021-living-well-with.html
- http://kr8tifexpress.com/article/1530?fbclid=IwAR2taoPmhn5sK4RUeU_d2mVtBS3CdMN_fb9MN3ohE_xpHJCQPO14thvmoR0o
- https://www.facebook.com/kr8tifexpress/posts/1380313558976427

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:
Newspaper:

- The Star
- Utusan Borneo
- The Borneo Post
- Sin Chew Daily
- Nanyang Siang Pau
- China Press
- Guang Ming Daily
- Kosmo
- Berita Harian
- New Straits Times
- Kwong Wah Yit Poh
- Oriental Daily News
- Harakah
- Harian Metro
- Sinar Harian
- The Sun
- Malaysia Nanban
- Daily Express
- The Malaysian Insight

Broadcast:

- THR Raaga (Tamil Language)
- Mindal FM

National Television:

- TV3 Nightline
- TV2 (Mandarin Language)
- Astro Awani (Prime News)
- Bernama News Channel (Malay, Mandarin, Tamil and English)

Online Sources:

- https://www.facebook.com/malaysianbusinessmagazine/posts/3003759253189541
- https://www.facebook.com/emakayahdotcom/posts/1608827442649759
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....

List of celebrities involved and short description of their involvement

Description of advocacy activities:

The are other advocacy activities conducted from Feb - June 2021 which run concurrently with WKD:

1. Pre-recorded video messages from doctors, nurses and patients with regards to prevention, kidney disease, healthy lifestyle, living well with kidney disease, WKD wishes to public especially kidney patients. A total of 40 videos compiled nationwide. The videos will be posted on social media throughout March - June 2021.

2. NKF #Kidneyawesome Dance Challenge (Feb - June) 2021 with lots of rewards. Campaign conducted via TikTok and Instagram. NKF gives cash prizes of RM200 to the most creative winner every month.

3. Another concurrent campaign which happened during WKD 2021 is Rail Media Campaign whereby kidney awareness poster were put up on Mass Rail Transit. This campaign runs from March - May 2021.

From all of the above activities, so far we have reached a total PR Value of 3,673,225.61 which are coverage via:

- Printed Media = 1,036,175.96
- Online = 2,339,824.16
- Broadcast = 297,221.49

Total Views of Virtual Forum from 13 March - 23 April 2021 is 28,239 in which:

- Facebook = 28,000
- Youtube = 239
Kidney - Following

Kidney In accordance with World Kidney Day, Dr. Mohd Kamli Bin Ahmad, a Consultant Nephrologist (Kidney Specialist) at Hospital Tengku Ampuan Almarhumah Quarters, would like to share a special message for you.

Stay tuned for more videos just like this one!

KidneyHealth

KidneyComunity

KidneyDisease

OrganDonation

OrganTransplant

#SaveALife

WorldKidneyDay

LeukopeniaKidneyDisease

138 views

MARCH 16

Add a comment...

Kidney - Following

Kidney We are proud to announce the KidneyAwesome Dance Challenge Winners for February! Chungled the most talented dancers whom we've chosen as the winners of this challenge!

Not to worry, you can still stand a chance to win! All you have to do is record yourself dancing and post it on Instagram.

Here is how it works:
1. Follow us on Instagram and TikTok (KidneyComunity)
2. Record your dance video. Background music available on our TikTok account!
3. Upload it on Instagram with

350 views

MARCH 12

Add a comment...

Kidney - Following

Kidney We are proud to announce the KidneyAwesome Dance Challenge Winners for February! Chungled the most talented dancers whom we've chosen as the winners of this challenge!

Not to worry, you can still stand a chance to win! All you have to do is record yourself dancing and post it on Instagram.

Here is how it works:
1. Follow us on Instagram and TikTok (KidneyComunity)
2. Record your dance video. Background music available on our TikTok account!
3. Upload it on Instagram with

218 views

MARCH 3

Add a comment...
Campaign Posters on Rail Transit

**DIABETES & TEKANAN DARAH TINGGI**
ialah PUNCA UTAMA Penyakit Buah Pinggang Kronik.

**SIHATKAH BUAH PINGGANG ANDA?**

Kemal kencing malam adalah TIDAK normal.
Anda mungkin berisiko penyakit buah pinggang kronik.

**SIHATKAH BUAH PINGGANG ANDA?**
Pernah kencing berdarah?
Ia adalah satu tanda penyakit buah pinggang kronik.