

WKD 2021 Report

Name: Sociedad Española de Nefrología (S.E.N.) – Spanish Society of Nephrology

Organization name: Sociedad Española de Nefrología (S.E.N.) – Spanish Society of Nephrology

Country: España - Spain

Number of events organized/collected in your country:

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

Official Press Release: The Spanish Society of Nephrology, the Health Minister representative, the Director of the National Transplantation Organization, together with the renal patients association director and some other scientific societies related to ours (Nephrology nurses, general doctors and GP doctors) held a virtual press conference attended by the main health specialized media and general media. Please check impacts at the end of this dossier.

Video campaign: A dedicated video starred by some of the most popular figures from our society (chef, sportsmen, politician, singer, actor) was released on this year edition, heralding the living well with kidney disease slogan.

Social Media campaign: Loads of short video promos, were launched from our official twitter account @SEnefrologia, where it was shared with our over 12900 followers.

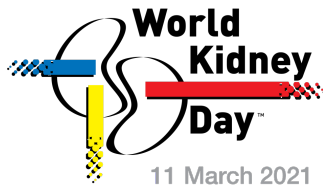
Dedicated Society News Journal - NefroNews: An issue of our publication NefroNews, were released to summarize all the activities held from our Society in regard to the World Kidney Day 2021 edition.

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:

Please, see the full press publication and their impacts in annex I.

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....

Our dedicated web page:



https://www.senefro.org/modules.php?name=noticias&d_op=view&idnew=1165

List of celebrities involved and short description of their involvement:

- Pablo Milanés: Singer
- José Corbacho: Actor
- Alfonso Reyer: Basketball player
- Lourdes Mohedano: Olympics Rhythmic Gymnastics Champion
- Martín Berasategui: Michelin Starred Chef
- Miguel Ángel Revilla: Politician

All of them participated in our video campaign of this World Kidney Day edition.

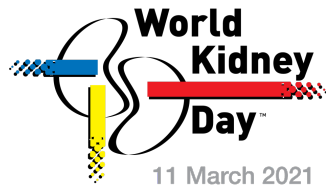
Description of advocacy activities:

Appart from the official press conference, held in virtual format due to the covid restrictions, we have launched an audiovisual campaign with different videos and teasers, starred by popular figures from Spanish society (chefs, actors, sportsmen, politician..) wearing the official logo t-shirts and heralding all the messages from this year slogan according to living well with kidney disease.

Furthermore, the official poster, a decalogue and some additional infography was created to share out from our Society to all of our members (nephrologist) and their patients.

Attach representative pictures:

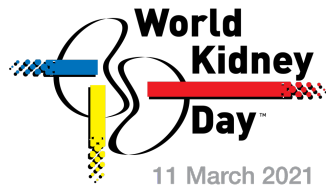
Press release:



Video campaign:

Día Mundial del Riñón 2021
Pablo Milanés

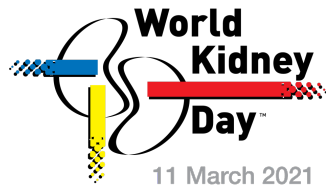
Día Mundial del Riñón 2021
Lourdes Mohedano | Alfonso Reyes



Día Mundial del Riñón 2021
Martín Berasategui

Día Mundial del Riñón 2021
Miguel Ángel Revilla

Día Mundial del Riñón 2021
José Corbacho



Official WKD2021 S.E.N. Poster:

https://www.senefro.org/contents/webstructure/DMR/2021/cartel_vectorial_final.pdf

S.E.N. Decalogue

https://www.senefro.org/contents/webstructure/DMR/2021/recomendaciones_2021.pdf



Social Media Campaign S.E.N. Materials: