Impact Report

Kidney Health for Everyone, Everywhere - Living Well with Kidney Disease

World Kidney Day 2021
Campaign Overview

10% of the population worldwide is affected by Chronic kidney disease (CKD) with over 2 million people globally receiving either dialysis treatment having benefited from a kidney transplant.

Being diagnosed with kidney disease can be a huge challenge, both for the patient and those people around them. Celebrated on 11 March 2021, World Kidney Day (WKD) 2021, which focused on "Kidney Health for Everyone, Everywhere – Living Well with Kidney Disease" aimed to increase education and awareness about effective symptom management and patient empowerment.

The campaign stressed that with timely identification and appropriate treatment, patients with kidney disease can lead a healthy and successful life and maintain their role and social functioning in line with their priorities, values and goals. The global call to action centered on improving patients’ understanding of their role, and providing a facilitating environment that improves their skills and allows them to get the most out of the healthcare system.

To celebrate WKD 2021, many local, national, regional and international level activities were organized by kidney associations, kidney health stakeholders, healthcare professionals, and authorities. Such activities included workshops, lectures, health checks; and the display and distribution of educational posters and material in hospitals, colleges, community centers, other educational institutions and public places or at workplaces. Several fitness based physical events were also organized with thousands marking WKD by walking, cycling, jogging or dancing. In addition, campaign information was published widely across a range of websites, blogs, forums and social media platforms.
Global activities and Events

- Over 1100 events submitted
- 86 countries involved
- Network of champions 114
- In 64 countries
Global activities and Events

Sports Classes
Awareness Walks and Runs
Health Screenings
Educational Conferences

Click for full gallery
Social and Media Reach

Followers growth in 2021

- Facebook: 119K followers

- Twitter: 34K tweets

- Instagram: 38.5K engagements

- YouTube: more than 339M reached

- LinkedIn: news coverage in 44 countries
Mentions

per language

- English: 75%
- Spanish: 50%
- Italian: 25%
- Portuguese: 0%
- Turkish: 0%
- Others: 0%

24K mentions

per location
Website Traffic

Users and Sessions

March 01 75,000
March 07 50,000
March 11 25,000
March 21 0
March 28 0

85K users
110K sessions

Views

March 11 21.2%
243K views
March 78.8%
Celebrity and Landmark Support

And more

Bif Naked, singer
Francia Raisa, actress
Freeway, rapper
Suriya Sivakumar, actor
Wilmer Valderrama, actor
Ranbir Kapoor, actor
Anirudh Ravichander, music composer and singer
Debbie Allen, actress
Subhashree Ganguly, actress
Diego Ribas, footballer

HRH Prince Daniel of Sweden, royalty

Amy Purdy, actress, model, para-snowboarder

Andrew Coles, former footballer

Selena Gomez, singer and actress

Amitabh Bachchan, actor

Manneken Pis, Belgium; Mole Antonelliana in Turin, Italy; Christ Redeemer, Brazil; Calgary Tower, Canada
Scientific Editorial

Living well with kidney disease by patient and care-partner empowerment: kidney health for everyone everywhere

published in 46 journals worldwide

Authors:
Kamyar Kalantar-Zadeh, Philip Kam-Tao Li et al.
On behalf of the World Kidney Day Steering Committee

11 video messages
from partners including global supporters, kidney foundations, World Health Organization

1220 views
Resources

Toolkits

1. ideas on how to raise awareness and encourage behavioral change
2. advocacy messages, identification of key advocacy targets, and partnering tips on how to develop effective campaigns
3. useful tips for planning of a WKD activity

#MyGr8Rule challenge

148 mentions
2,5K page views
International organizations and governments marking World Kidney Day 2021

EU Commissioner for Health [European Union]
EU Directorate-General for Health and Food Safety [European Union]

United Nations (UN)
World Health Organization (WHO)
WHO South East Asia Region (WHO AFRO)
Commonwealth Medical Association

• Ministries of Health: Mexico, India, Columbia, Spain, Chile, Argentina, Ecuador, El Salvador, Guatemala, St. Vincent and the Grenadines
UK NHS_Department of Health and Care, Institute Social Provisions Paraguay, Portuguese Health Services

World Economic Forum
Thank you!

The success of World Kidney Day relies on our champions, networks and supporters efforts, inspiration and commitment. World Kidney Day would not be possible without you and your energy. We hope to count on your support in the future.

Stay tuned for next year!
Email us for your copy!

For more information on World Kidney Day please visit us at worldkidneyday.org or contact us at info@worldkidneyday.org.

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Join our newsletter to stay updated!

World Kidney Day is a joint ISN IFKF-WKA initiative

World Kidney Day 2021 was supported by:

- Astellas
- AstraZeneca
- Baxter
- Boehringer Ingelheim
- Diaverum
- Fresenius Medical Care
- Janssen
- Sanofi Genzyme