IMPACT REPORT

World Kidney Day 2022

Bridge the knowledge gap to better kidney care.

10 MARCH 2022
Kidney Health for All
#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

© World Kidney Day 2006 - 2022
850 million people are affected by chronic kidney disease (CKD), with over 2 million people worldwide receiving dialysis or living with a kidney transplant. However, the mostly silent nature of kidney disease leads to the complexity of trying to understand what cannot be usually seen or felt and, therefore, not knowing when to take action. Knowing when to act will improve through increased patient health literacy. This can only occur if healthcare providers communicate and educate effectively in a co-designed partnership with those with kidney disease, rather than viewing health literacy as a patient deficit.

On 10 March 2022, World Kidney Day (WKD), happened under the theme of “Kidney Health for All – Bridge the knowledge gap to better kidney care.” The call to action was for people to be aware of the disease and to seek out actively what kidney health measures, including health literacy, they can personally take. It also affirmed that kidney organizations must prioritize shifting the narrative from a misplaced emphasis on patient-deficit health literacy narrative, to that of also being the responsibility of clinicians, healthcare providers, related healthcare organizations, and health policymakers.

To celebrate WKD 2022, many local, national, regional and international level activities were organized by kidney associations, kidney health stakeholders, healthcare professionals, and authorities across the world. More than 1,300 WKD activities were held in over 90 countries to raise awareness about kidney health and #worldkidneyday and related messages have reached over 526 million people on social media worldwide.
GLOBAL ACTIVITIES AND EVENTS

Over 1,300 events took place in 93 countries

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.

136 champions representing 65 countries

WKD Champions are committed individuals and/or members of kidney foundations, societies of nephrology and patients associations that support the campaign in the effort of raising awareness of kidney disease across the globe. WKD Champions play a critical role in helping make WKD a global success.
ONLINE AND MEDIA REACH

Followers, reach and engagement

<table>
<thead>
<tr>
<th>Followers</th>
<th>&gt;526 mio.</th>
<th>Engagements</th>
<th>&gt;20k</th>
<th>Impressions</th>
<th>350k</th>
</tr>
</thead>
</table>

46,6k Mentions

News coverage in over 29 countries

Website Traffic

| Users   | 82k     | Sessions | 110K | Views in March | >488k |
GLOBAL ACTIVITIES AND EVENTS

View full gallery here

10 MARCH 2022
Kidney Health for All
#worldkidneyday Kidneyhealthforall
www.worldkidneyday.org
#SHOWYOURKIDNEYS CHALLENGE

Mentions, page views, reach

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Page views</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2k</td>
<td>14K</td>
<td>12.4 mio</td>
</tr>
</tbody>
</table>

Kidneys help control your blood pressure.
Kidneys help remove toxins and excess of water.
Kidneys keep your bones healthy.
Kidneys help promote red blood cells.
CELEBRITIES AND LANDMARK SUPPORT

Over 29 landmarks in 14 countries celebrated the occasion of WKD 2022.

Christ Redeemer, Brazil; Manneken Pis, Belgium; Mole Antonelliana in Turin, Italy; Kuweit Towers, Kuweit

Publicly celebrated by

Willis Raburu, media personality
Robin Roberts, TV Host
Andrew Cole, footballer
Freeway, rapper
Juliet Ibrahim, Actress
Olga Bongiovanni, TV Host

and more
Bif Naked, singer
Suriya Sivakumar, actor
Glauco Flicekchen, comedian
Darci Nibbi, Media Personality
Stephen Watson, TV presenter
Naa Ashorkor Mensah-Doku, TV presenter
Malvino Salvador, actor and model
Alonzo Mourning, former NBA player
Roberto Caveds, Journalist
BlogDoktor, Blogger
Kofi Kinaata, musician

10 MARCH 2022
Kidney Health for All
#worldkidneyday Kidneyhealthforall
www.worldkidneyday.org
INTERNATIONAL ORGANIZATIONS AND GOVERNMENTS

Marking World Kidney Day 2022

United Nations (UN)
WHO Western Pacific Region, PAHO/WHO Region, EMRO region
WHO in Zimbabwe, Ethiopia, Philippines, Russia and Oman
EU Commissioner for Health [European Union]
EU Directorate-General for Health and Food Safety [European Union]

Ministries of Health of:
• Samoa, Mexico, Dominican Republic, Colombia, Spain, Barbados, Papua New Guinea, Mauritius, Australia, Indonesia, Saint Lucia, Aruba, United Arab Emirates, Saint Kitts and Nevis, Argentina, Ecuador, Guatemala, Germany, United States, Brazil, Egypt, Peru, El Salvador, Paraguay, Chile, Mali, Malaysia, United Kingdom
RESOURCES

Kidney health for all: bridging the gap in kidney health education and literacy
published in over 20 journals worldwide
Authors: Robyn G. Langham, Kamyar Kalantar-Zadeh, Ann Bonner et al.
On behalf of the World Kidney Day Steering Committee

Social media: ideas on how to raise awareness and encourage behavioral change
Infographic: key advocacy messages for relevant targets
Activity guide: useful tips for planning of a WKD activity
More than 6k downloads

Video messages, interviews and webinars
from partners including global supporters, kidney foundations, European Commission
over 700 views
World Kidney Day
ISN – Global Operations Center
Avenue des Arts 1-2, 6th floor,
1210, Brussels, Belgium
Tel +32 2 808 04 20

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

Subscribe to our newsletter mailing list to stay updated!