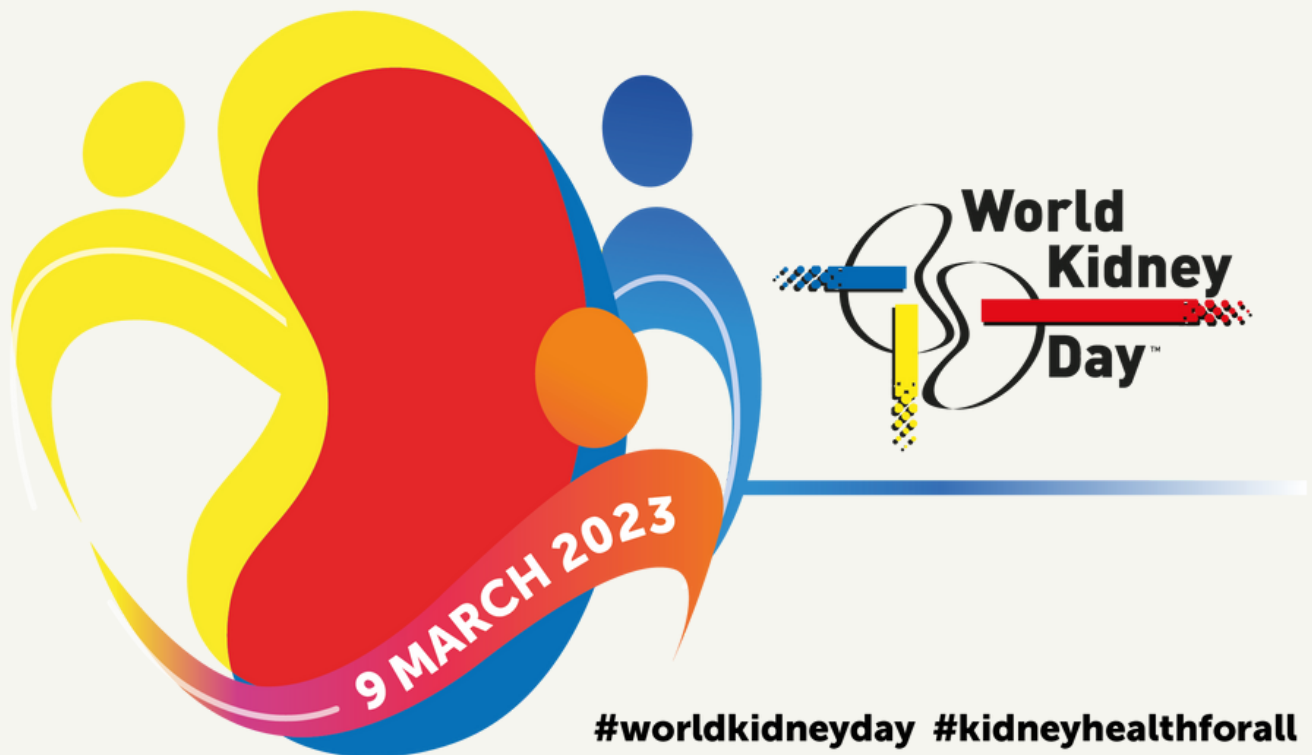


KIDNEY HEALTH FOR ALL
PREPARING FOR THE UNEXPECTED,
SUPPORTING THE VULNERABLE!

Impact Report



#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint  **ISN**  **IFKF-WKA** initiative

**KIDNEY
HEALTH
FOR ALL**

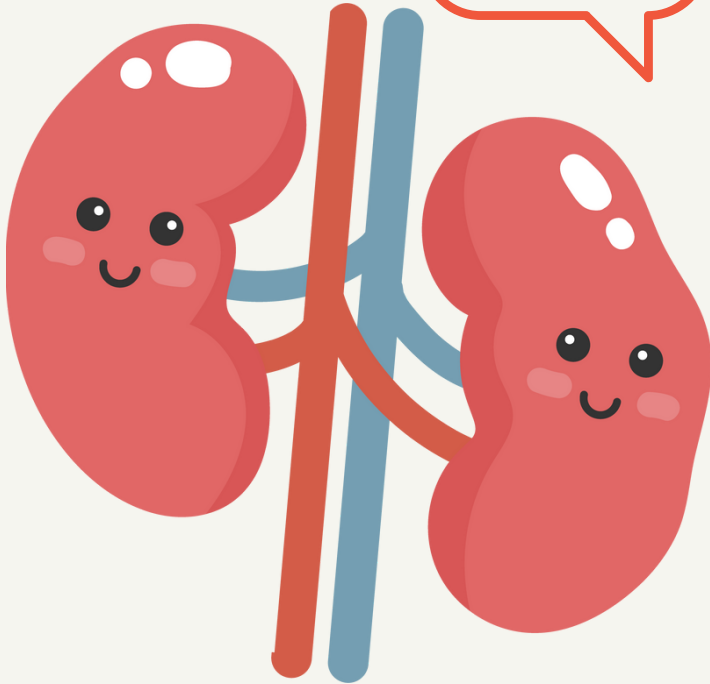


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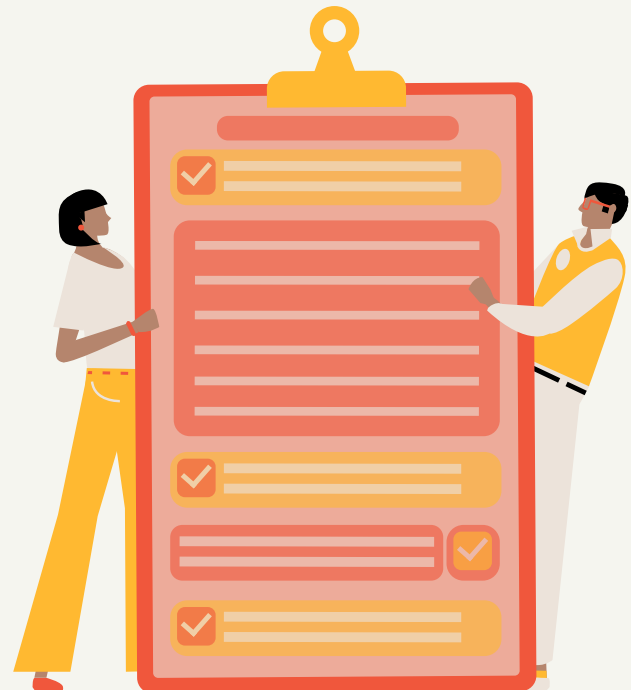
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Campaign overview



A year-long campaign!

More than **850 million people worldwide** are living with kidney disease and are particularly affected by disastrous events as their ability to access appropriate care, complex and multi-faceted in nature, may be hindered. Hence, World Kidney Day (WKD) 2023 focused on **“Kidney Health for All: Preparing for the unexpected, supporting the vulnerable!”** and stressed the necessity for better preparedness in planning responses before, during, and after a crisis to minimize the effects of disrupted kidney care and ensure that as many lives as possible are saved.

Marked on 9 March 2023

Kidney associations, health stakeholders, and authorities organized various activities at different levels to commemorate the day. These included **workshops, webinars, hospital checkups, and fitness events like runs, dances, and walks.** Additionally, the WKD 2023 message was extensively shared on online platforms such as **social media, websites, blogs, and forums** to raise awareness about kidney health.

Impact snapshot

Over

1500

activities in

90

countries

436

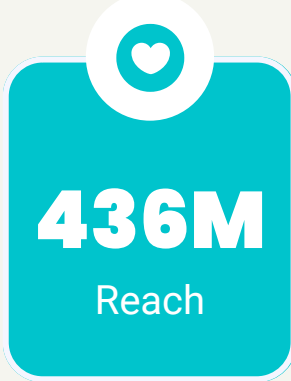
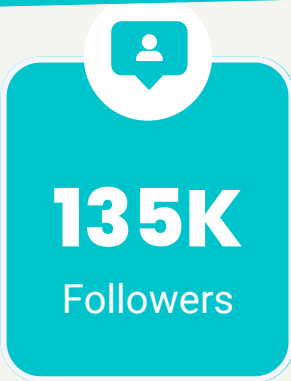
million reached on social media



Online and Media reach

WKD's online and media presence is widely recognized on social media, on our website, and covered by news media around the world. The numbers below reflect the successful results of the campaign during the month of March 2023.

FOLLOWERS, REACH, AND ENGAGEMENT

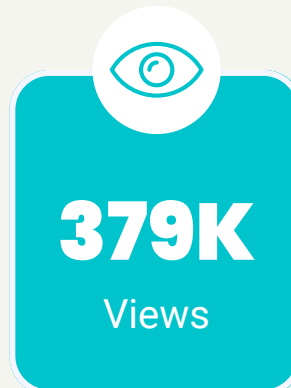
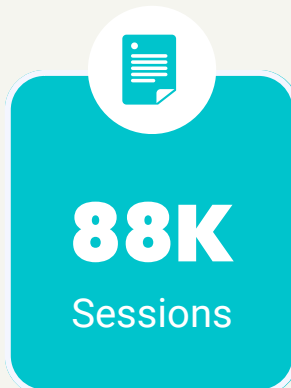
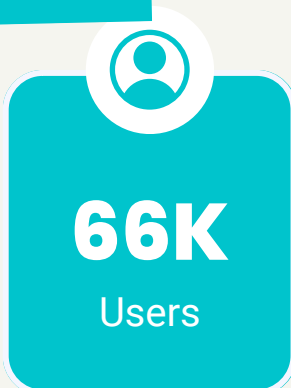


52.6K Mentions on social media 



News coverage in over **32** countries

WEBSITE TRAFFIC





Global Activities

Every year, thousands of activities are organized all over the world to mark WKD. In 2023, more than

1500 activities in over **90** countries



were held, among which some are highlighted in the best ideas section of the WKD website presenting new innovative ways to raise awareness about kidney health.

Check out one of the new WKD Best Ideas from 2023 where the Egyptian Society of Nephrology in collaboration with NKF Egypt with support from the Egyptian Ministry of Health organized a boat race on the Nile.

Overall, **152** champions representing **70** countries

are committed individuals and/or members of kidney foundations, societies of nephrology, and patients' associations that support the campaign in the efforts of raising awareness of kidney disease and planning activities.

To engage champions in the 2023 campaign, a virtual meeting was held to share campaign progress, materials, and resources available on the WKD website. We look forward to having such committed champions for the 2024 campaign.



2023 Gallery

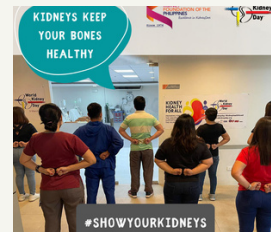
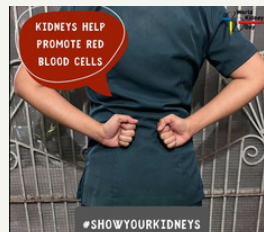
Thank you for sharing your local successes with us! In total, we have received more than 900 photos showcasing your local activities.



[View full collection](#)



#ShowYourKidneys



Curtains down for #ShowYourKidneys

Over the past two years, WKD has run the very successful #ShowYourKidneys challenge. The hashtag challenge is a token to remind WKD supporters of the primary function of their kidneys and their locations in their bodies. It was widely supported with thousands of photos shared all over social media. Thank you for your participation!

1.3K

Mentions

7K

Page views

4.9B

Reach

Celebrities and Landmarks

Landmarks and celebrities are significant assets in visually alerting the general public to WKD. Every year, we rely on their visibility!



Over **26** landmarks were lit up in **8** countries, including:

Christ Redeemer, Brazil; Ripon Building, India; Benjamin Franklin Bridge, US; Manneken Pis, Belgium, and many more!

Over **40** celebrities publicly marked WKD such as:

Bif Naked, singer; **Amy Purdy**, actress, model, para-snowboarder; **Freeway**, rapper; **HRH Prince Daniel of Sweden**, royalty; **George Lopez**, actor; **Juliet Ibrahim**, actress; **José Corbacho**, actor; **Nova Meierhenrich**, actress; and **many more!**





International Organizations and Governments

INTERNATIONAL ORGANIZATIONS

United Nations (UN);
WHO Timor-Leste, WHO South-East Asia, WHO Western Pacific.



MINISTRIES OF HEALTH

Gabon, Spain, Mauritius, Malaysia, India, Uganda, Paraguay, Germany, Uruguay, Colombia, Italy, Botswana, Azerbaijan, Tanzania, Australia, UK, Thailand, and Guatemala.



The WKD experience in-person

We also promote the WKD campaign and its materials at in-person events throughout the year! These events allow us to meet the people who are working on the ground to improve kidney health in their communities.



To promote the 2023 campaign, WKD was present at **2** international nephrology events

2

ASN KIDNEY WEEK

WKD's presence at ASN Kidney Week in Orlando, US, November 3-6, 2022 was a major benefit to the campaign presenting WKD 2023 campaign materials (bookmarks, flyers) and launching the #ShowYourKidneys challenge for the second year in a row!



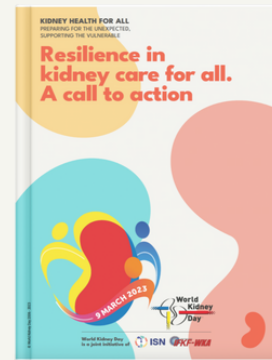
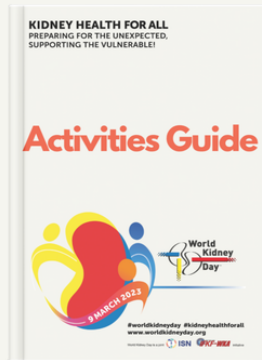
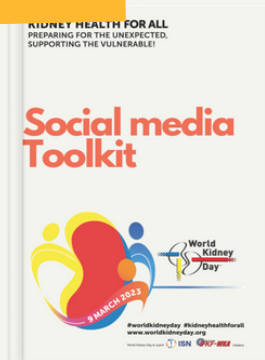
WORLD CONGRESS OF NEPHROLOGY

From March 31 to April 2, 2023, WKD exhibited at the World Congress of Nephrology (WCN) in Bangkok, Thailand, organized by the International Society of Nephrology (ISN). By presenting the first report of the 2023 campaign, WKD was able to share the successes of the campaign with the nephrology community.



Resources

TOOLKITS



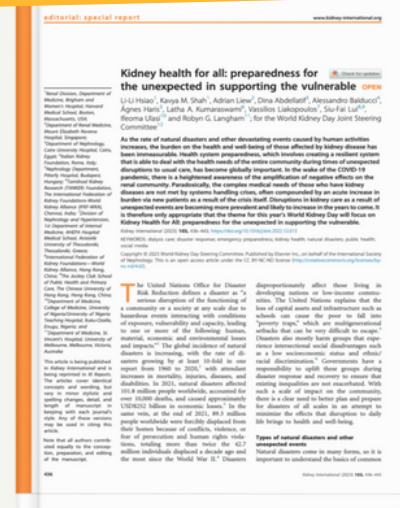
Downloaded over **6.8K** times

Kidney Health for All: preparedness for the unexpected in supporting the vulnerable

Published in Kidney International

Authors: Li-Li Hsiao, Kavya M. Shah, Adrian Liew, Dina Abdellatif, Alessandro Balducci, Agnes Haris, Latha A. Kumaraswami, Vassilios Liakopoulos, Siu-Fai Lui, Ifeoma Ulasi and Robyn G. Langham.

SCIENTIFIC EDITORIAL



OTHER RESOURCES

The WKD 2023 webinar was attended by **117** participants and is available on the [WKD YouTube channel](#).

The WKD 2023 podcast "World Kidney Day: a discussion on preparing for the unexpected" available [here](#), garnered **343** downloads.



Email us for your copy

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info@worldkidneyday.org



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

Subscribe to our [newsletter mailing list](#) to stay up-to-date!

WORLD KIDNEY DAY 2023 WAS SUPPORTED BY



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