



WKD 2023 Report

Name: Astrid Nowland

Organization name: Kidney Health Australia

Country: Australia

Number of events organized/collected in your country: 1

Activities of note (please give a brief description of the activity with links to online sources that mentioned it): On WKD, Kidney Health Australia went to Parliament House in Canberra to do two things. First, we launched a groundbreaking Deloitte Access Economics report, which outlines the economic and social impacts early detection of CKD could have on Australians if there is more money invested into prevention of CKD. In attendance were key industry stakeholders, clinicians, Parliamentarians and supported by 10 community advocates. The launch was presented as a panel discussion.

The second activity was testing Parliamentarians for kidney disease for the first time. Over 30 politicians got their kidneys checked at our event and spoke with local community ambassadors about their experience with kidney disease. Parliamentarians were also presented a summary report and outline of prevalence of CKD in their electorates.

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:

Our launch included media activation with a media release, which mentioned WKD. The result was multiple mentions, notably the following:

TV:

- **9 News Network (including WIN)** – the segment features footage from the event and interviews with Lesley (patient case study), and Professor Pollock (KHA Chair). The story syndicated across the following stations:
 - Nine Toowoomba
 - Nine Cairns
 - Nine Townsville
 - Nine Central Queensland
 - Nine Mackay
 - Nine Wide Bay
 - Nine Sunshine Coast
 - Nine Shepparton



- Nine Albury
 - Nine Canberra
 - Nine Gippsland
 - Nine Central Victoria
 - Nine Western Victoria
 - Nine Mildura
 - Nine Orange
 - Win New Central West
 - Nine Riverina
 - Southern Cross Newcastle
- **7 News Network** – the segment features the key messages from the report and media release, and has been syndicated across the following stations:
 - Prime 7 Wagga Wagga
 - Prime Orange
 - Prime 7 Canberra
 - Prime 7 Port Macquarie
 - Prime 7 Tamworth

Radio:

Interview with Professor Pollock (KHA Chair) has been aired by the following stations:

- 2NURFM
- 2UE
- 2GB
- 990 AM
- 2CC
- FIVEaa
- 4BC
- Forever Classic 2GN

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....

<https://kidney.org.au/nofilter/deloittereport>

554 visits / 260 report downloads



Kidney Health Australia FB Page had 325% increase on engagement, LinkedIn had 3692% increase on engagement.



Reached over 40,000 people on Facebook

List of celebrities involved and short description of their involvement:

Below are some of the MPs who had their kidneys checked and shared on their social media channels:

- Pat Conroy MP
- Aaron Violi MP
- Terry Young MP
- Senator Malarndirri McCarthy
- Andrew Willcox MP
- Milton Dick MP
- Senator Hollie Hughes
- Gavin Pearce MP



- Fiona Phillips MP
- Senator Helen Polley
- Bert van Manen MP
- Mark Coulton MP
- Former Prime Minister, Scott Morrison (ScoMo)

Description of advocacy activities:

- Launched Deloitte Report at Parliament House, Canberra with a panel of kidney advocates speaking real life CKD stories both from patient and medical professional experience
- Tested Parliamentarians kidneys to show how quick and easy it is
- Organised meetings between CKD community advocates and their Federal Members of Parliament