



# KIDNEY HEALTH

FOR EVERYONE  
EVERYWHERE



Campaign  
**TOOLKIT**

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# ABOUT WORLD KIDNEY DAY

Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is the global campaign that aims at increasing awareness of the importance of our kidneys to our health and of reducing the impact of kidney disease and its associated problems worldwide.

## Why is World Kidney Day Important?

**Chronic Kidney Disease (CKD)** is a non-communicable disease that affects 1 in 10 people worldwide. While severity can vary, CKD is incurable and causes the patient to need lifelong care. As the incidence of kidney disease escalates, World Kidney Day plays a crucial role in educating the public, the medical community and governments and in encouraging prevention and early detection of kidney disease.

## Our Objectives

- Raise awareness about our “amazing kidneys”.
- Encourage screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviours.
- Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.
- Stress the important role of local and national health authorities in controlling the CKD epidemic.
- Encourage transplantation as a best-outcome option for kidney failure, and the act of organ donation as a life-saving initiative.

## The Founders

World Kidney Day is a joint initiative of the **International Society of Nephrology (ISN)** and the **International Federation of Kidney Foundations (IFKF)**.

**ISN** is a not-for-profit society dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world.

**IFKF** is a not-for-profit federation that advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease and promotes kidney disease research.

# WORLD KIDNEY DAY 2019

## Kidney Health for Everyone Everywhere

**850 MILLION PEOPLE WORLDWIDE** are now estimated to have kidney diseases from various causes. CKD causes at least 2.4 million deaths per year and is now the 6<sup>th</sup> fastest growing cause of death. Acute kidney injury (AKI), an important driver of CKD, affects over 13 million people worldwide and 85% of these cases are found in low and middle-income countries. Around 1.7 million people are estimated to die annually because of AKI.

Despite the growing burden of kidney disease worldwide, **kidney health disparity and inequity** are still widespread. CKD and AKI often arise from the **social conditions** in which people are born, grow, live, work and age including poverty, gender discrimination, lack of education, occupational hazards and pollution among others.

Early diagnosis, prevention and delay of progression are sustainable options to reduce costs and consequences of kidney disease for individuals and countries. Yet, **barriers to available, accessible, adequate and quality kidney care persist.**

In 2019, in its 14<sup>th</sup> year of existence, World Kidney Day will be marked on March 14. The campaign sets out to raise awareness of the high and increasing burden of kidney disease worldwide and of the need for strategies for kidney disease prevention and management.

## Key Messages

- **850 million people** suffer from kidney disease
- Kidney disease is currently the **11<sup>th</sup> leading cause of global mortality.**
- Between **2.3 -7.1 million premature deaths** for lack of access to dialysis and transplantation
- **Kidney diseases often arise from the social conditions** in which people are born, grow, live and work (e.g. poverty, gender discrimination, lack of education, occupational hazards and pollution among others)
- In many countries, **treatments for kidney disease are often inaccessible** due to among others high out-of-pocket costs, lack of infrastructure and of specialized health care professionals
- More than half of countries that have an overarching NCD strategy in place have **no management guidelines or strategy for improving the care of people with CKD.**
- Given the alarming increase of kidney disease globally, a drastic change and **improvement in kidney disease prevention and treatment is needed.** In turn, screening for high risk individuals and early diagnosis and treatment are cost effective to prevent or delay end-stage kidney diseases.
- World Kidney Day calls on everyone to **advocate for concrete measures in every country to improve kidney care.**

# GET INVOLVED!

## Spread the word

Follow World Kidney Day on:

 : [World Kidney Day](https://www.facebook.com/WorldKidneyDay)

 : [@worldkidneyday](https://twitter.com/worldkidneyday)

 : [worldkidney\\_day](https://www.instagram.com/worldkidney_day)

and share our messages on your Social Media accounts (for ideas see our Social Media Toolkit below)

## Organize a WKD event

Celebrate World Kidney Day by organizing an **awareness event** in your community: a walk, a bike ride, a run, a flash mob or a dance, a charity dinner or an educational class for pupils at your local school. Whatever you plan, you will help reach more people and make them aware of the importance of their kidneys. If you already know what you will do, please add your event online here: <http://www.worldkidneyday.org/2019-campaign/worldwide-events/>

## Use WKD material

Visit [www.worldkidneyday.org](http://www.worldkidneyday.org) and download our resources for free. You can find the following material:

- Campaign visual “Kidney Health for Everyone Everywhere”
- Toolkits
- World Kidney Day press release

## Involve

### local celebrities and press

- Invite local celebrities to support World Kidney Day and help raise awareness
- Reach out to local and national press, radio and TV stations
- Share the official WKD press release with your media contacts
- Tell us about media coverage and celebrity outreach via [info@worldkidneyday.org](mailto:info@worldkidneyday.org)

# SOCIAL MEDIA TOOLKIT

## World Kidney Day

- Mark your calendar - **March 14** is **#WorldKidneyDay!**
- To learn about Kidney Disease **#prevention** visit [www.worldkidneyday.org](http://www.worldkidneyday.org)
- 1 in 10 people worldwide is affected by kidney disease **#WorldKidneyDay**
- Today is **#WorldKidneyDay**, your kidneys are vital! Take time to learn more about their function!
- I support **#WorldKidneyDay** and efforts to raise **#awareness** of kidney disease!

## Kidney Health for Everyone Everywhere

- Kidney Diseases affect approximately 850 million people worldwide and CKD is the 11th leading cause of death **#WorldKidneyDay**
- Kidney diseases often arise from the social conditions in which people are born, grow, live and work **#lifecycle #SDGs #WorldKidneyDay**
- People with lower economic status bear the greatest burden of kidney failure. **#WorldKidneyDay**
- In many settings, kidney disease treatment is **inaccessible** due to e.g. high out-of-pocket costs, lack of infrastructure and of specialized health care professionals. **#WorldKidneyDay**
- Kidney disease is unrecognised on many national political agendas leading to kidney care disparities globally. **#WorldKidneyDay**
- More than half of countries with a **#NCD** strategy in place, have no management guidelines or strategy for improving the care of people with **#CKD #WorldKidneyDay**
- Improving kidney disease prevention and treatment is a cost-effective strategy to prevent or delay end-stage kidney diseases. **#WorldKidneyDay**



[Facebook and Instagram visual](#)



[Twitter visual](#)

## Contact

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