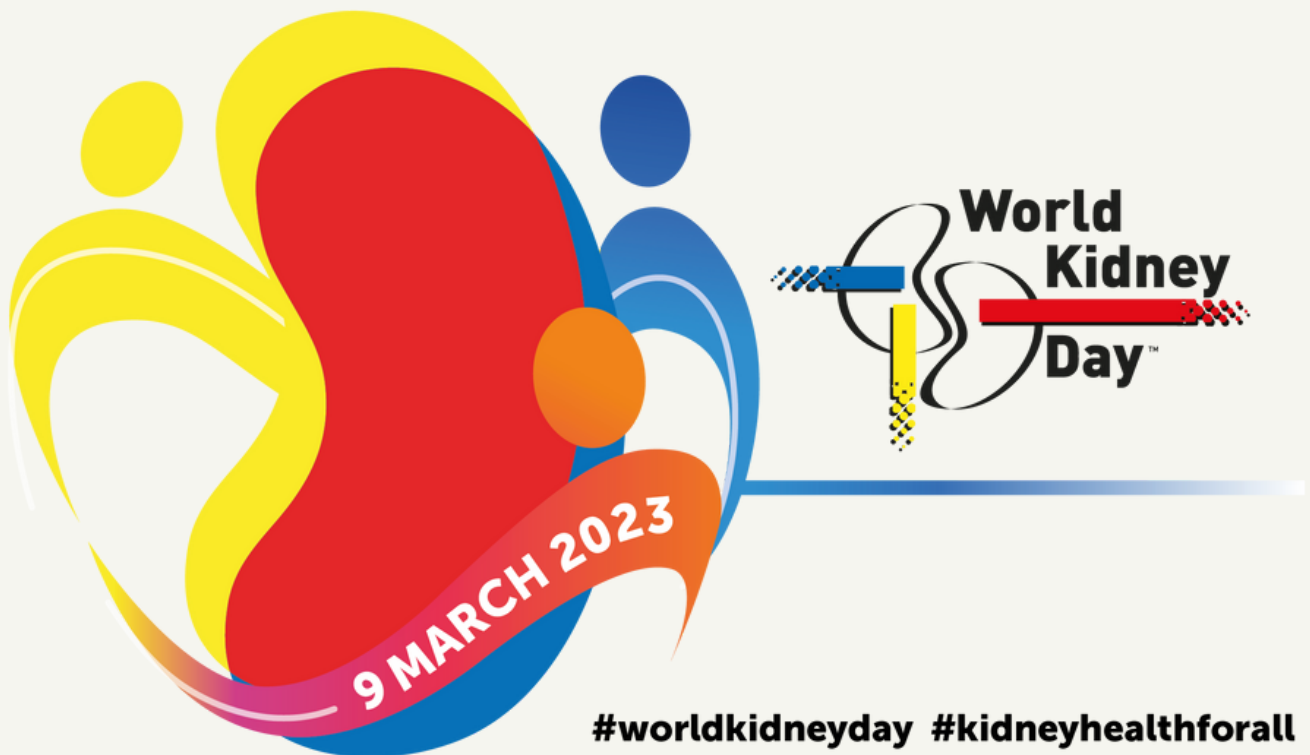


KIDNEY HEALTH FOR ALL
PREPARING FOR THE UNEXPECTED,
SUPPORTING THE VULNERABLE!

Activities Guide



#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

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

**KIDNEY
HEALTH
FOR ALL**

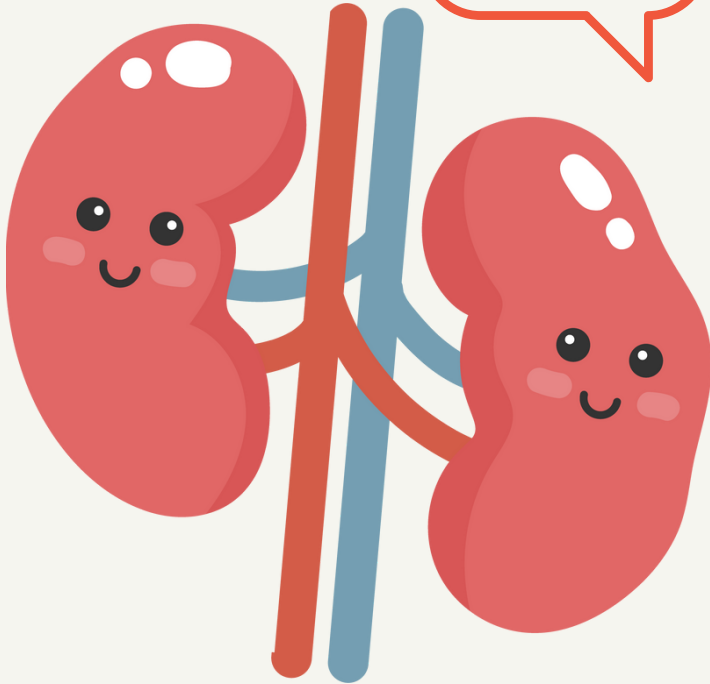


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About the WKD activities guide

This World Kidney Day (WKD) Activities Guide aims to provide facts and figures about kidney disease from around the world that you can use in your local awareness-raising activity.

It also contains useful links to our 2023 WKD materials and resources as well as helpful planning tips for your WKD activity. Finally, it provides ideas and suggestions that can hopefully help make your own WKD activity a success!



WORLD KIDNEY DAY

The year-long global campaign started in 2006 and has not stopped ever since



18 THEMES

Every year, the campaign highlights a specific theme to raise awareness of the importance of our kidneys

> 100K FOLLOWERS ON SOCIAL MEDIA

WKD is active on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#)



OVER 1300 ACTIVITIES IN 2022

From public screening in Argentina to Zumba marathons in Malaysia, all across the world, every year, people celebrate WKD!

GLOBAL RECOGNITION

Regularly, national and regional governments and international organizations mark WKD on their channels



Did you know?

Use our kidney facts and figures to raise awareness about kidney health

Take our quick fun quiz and test your kidney health knowledge!



NCDs

such as kidney disease are the most common causes of premature death worldwide

An estimated 80% of this burden occurs in low- or middle-income countries



Double the number of people who live with diabetes (422 million), cancer (42 million), or AIDS/HIV (36.7 million) worldwide

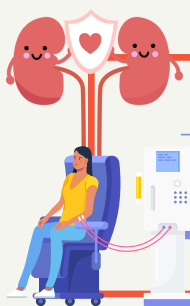
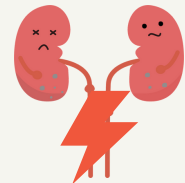
850

million people worldwide have some form of kidney disease

CKD

The prevalence of CKD worldwide is 10.4% among men and 11.8% among women

AKI is experienced by 13.3 million people each year and may resolve or lead to CKD or kidney failure in the future



Between 5.3 and 10.5 million require dialysis or transplantation, but many do not receive it due to a lack of resources or financial barriers

2,6

million receive treatment, the majority in 5 countries (US, Japan, Germany, Brazil, and Italy)

COSTS

Dialysis and transplantation costs consume up to 3% of the annual health care budget in high-income countries

Prevention is key to reducing the human and economic costs of CKD and ESKD



World Kidney Day theme 2023

World Kidney Day 2023 promotes Kidney Health for All.

Preparing for the unexpected, supporting the vulnerable!



The objective is to raise awareness about disastrous events, natural or man-made, international, or local, and their impact on people living with kidney disease, whose access to appropriate diagnostic services, treatment, and care may be hindered.

People with kidney disease are among the most vulnerable people in an emergency because of their ongoing need for consistently coordinated care, which is often lifelong and involves complex ongoing treatment.



The impact of COVID-19 on the health system has placed additional strain on this vulnerable population in recent years.

The whole of society, including policymakers, health care services, governments, industry, as well as people living with kidney disease and their caregivers, must be prepared for unexpected events to avoid any disruption in access to diagnosis, treatment, and care.

For this reason, preparation for unexpected events is incredibly important for kidney patients.

- Governments should include emergency preparedness plans in the management and detection of NCDs, including kidney disease, and favor the prevention of these conditions.

- Policymakers need to adopt integrated health strategies that prioritize prevention, early detection, and management of NCDs, including kidney disease.

- Health care services should provide equitable and proper access to care for chronic patients in times of emergency.

- Patients should plan for emergencies by preparing an emergency kit that includes food, water, medical supplies, and medical records.









Join the WKD conversation

Join the conversation and help raise awareness about kidney health around the world! Start using #WorldKidneyDay to follow the campaign's progress and spread your own WKD content to a wider audience.



Participating Handles

-  [@worldkidneyday](https://www.facebook.com/worldkidneyday)
-  [@worldkidney_day](https://www.instagram.com/worldkidney_day)
-  [@worldkidneyday](https://www.linkedin.com/company/worldkidneyday)
-  [@worldkidneyday](https://twitter.com/worldkidneyday)
-  [@ World Kidney Day](https://www.youtube.com/channel/UC...)
-  [@worldkidneyday_official](https://www.tiktok.com/@worldkidneyday_official)

Follow WKD channels to receive all updates and find inspiration for your activity

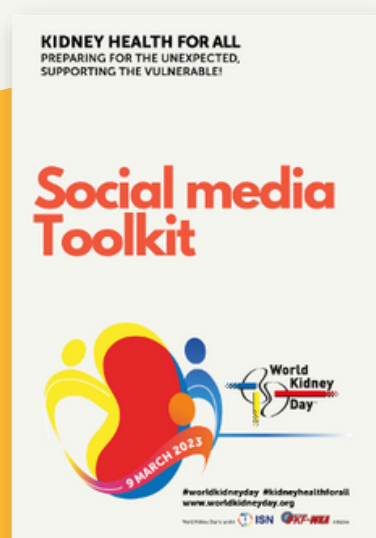
Tag our profiles (“@”) in your posts for us to share your activity on WKD social media channels

Hashtags

- #WorldKidneyDay**
By following and using the #worldkidneyday hashtag, you become part of the conversation, follow the campaign's process, and spread your own content to a wider audience.
- #KidneyHealthforAll**
Make use of our annual hashtag #KidneyHealthforAll, linked to the 2023 campaign, and share the 2023 campaign messages with your community!
- #ShowYourKidneys**
This WKD hashtag challenge is coming back for a second year! Use the hashtag #ShowYourKidney and help us spread awareness about kidney disease by completing WKD's challenge!

Social media toolkit

Looking for inspiration for your social media posts? Check out the WKD social media toolkit, which provides wording and various visuals to help you spread your WKD messages.



Use the WKD materials

Make your activity attractive with our WKD-branded materials to promote and share the WKD message of kidney health awareness in your community.

2023 campaign images

Download WKD campaign images to promote your activity! Find them in different formats and different languages. You can also modify the images by downloading an [editable file here](#).

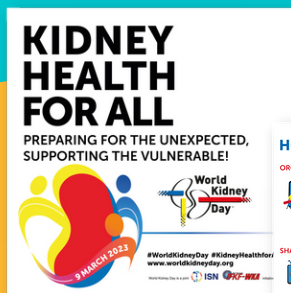
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2023 WKD Bookmark

Print it, distribute it, and share information about the 2023 campaign!



2023 WKD Flyer

Distribute the WKD 2023 Flyer at your activity to promote WKD and share with your audience how they can get involved in the 2023 campaign.

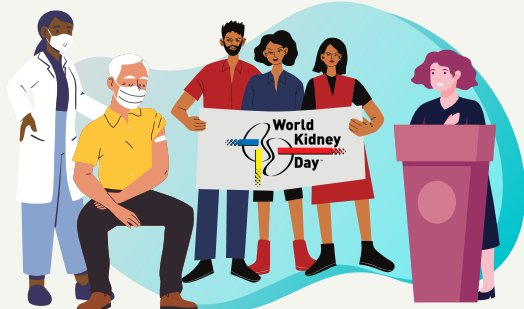
WKD Logo

The WKD logo is available in more than 20 languages. You can use it and add it to your activity poster or social media posts.

Download it with or without the 2023 date!



5 STEPS TO ORGANIZE YOUR WKD ACTIVITY



STEP 2: IDEA

Use your **creativity** to design an activity that attracts and stimulates your audience. You can focus your activity on **the 2023 WKD theme**, and involve celebrities and the press!



STEP 4: COMMUNICATION

Spread the news about your activity:

- Use WKD campaign visuals
- Promote on social media
- Contact your local press, TV, radio
- Get your local supporters involved



STEP 1: AUDIENCE

Identify your **targeted audience**:

- patients,
- healthcare professionals,
- policymakers,
- the general public



STEP 3: PLAN

Develop a **step-by-step** activity plan:

- Book a date
- Choose an accessible venue
- Get cost estimates
- Set realistic deadlines



STEP 5: WKD 2023

Pin your activity to the WKD map:

- Get free publicity
- Share the WKD link of your activity with your community
- Help us showcase your efforts

Ideas and suggestions for your WKD activity

Organizing a World Kidney Day activity can take some time, so plan and find ideas from previous years' campaigns below to kick off your activity!

Use WKD [resources](#) and [materials](#) for your activity: take a photo with them, hand them out to your audience, share them on social media, etc.

Organize a sport activity such as a walk around your city or in you region

Tips from WKD 2022: Check out a [best idea of 2022](#), where 22 kidney donors from across North America representing Kidney Donors Athletes (KDA) climbed the top of the tallest freestanding mountain in the world, Mt. Kilimanjaro, Tanzania, to mark WKD 2022.

Looking for ideas for your activity?

Check out the [best ideas](#) section on the WKD website, which features the [best activities](#) from previous World Kidney Day campaigns.



1



2

Set up a cooking class and teach your community how to prepare healthy food



Tips from WKD 2019: Check out the [best idea of 2019](#), where the Turkish Kidney Foundation held a cooking session for children, teaching them how to make healthy choices by including nutritious foods in their meals.

Have your landmark lit up with WKD colors

Tips from WKD 2022: over 29 Landmarks lit up to mark WKD 2022 in 14 countries, including the Chris Redeemer in Brazil, the Manneken Pis in Belgium, and the Kuwait Towers in Kuwait.

3



4

Prepare an activity for children

Tips: use [WKD educational PowerPoint presentation](#) tailored to school children from 6 to 16 years old to teach children about kidney health.



Conduct interviews with your local or national press, radio stations and/or television

5

Tips from WKD 2022: Check out a [best idea of 2022](#), where Espace Sante Famille Brussels hosted a radio talk show entitled “Sante pour Tous” (“Health for All” in English) focused on educating the general public about the importance of our kidneys.



6

Involve your local or national celebrities to promote your kidney health activity



Tips: WKD is publicly celebrated by local and/or national celebrities. Make sure you know why you are contacting them by being fully aware of your activity and personalizing your request as much as possible. Know that it may take time, but it is worth the wait!

Broadcast educational videos on kidney health education around your city

7

Tips from WKD 2022: Check out a [best idea of 2022](#), where the Iranian Society of Nephrology (IrSN) has created educational videos on CKD, disease detection, and high-risk factors such as diabetes and hypertension, which have been disseminated throughout Iran.



8

Conduct an in-person or virtual tour of your dialysis center and public screening



Tips from WKD 2015: Check out a [best idea of 2015](#), where a nephrologist from Italy co-organized public kidney disease screenings in his town by performing blood pressure, weight, and urine tests.

9

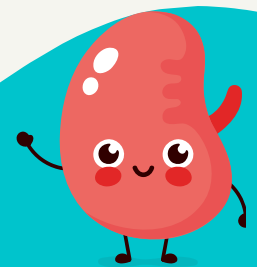
Organize a social media contest



Tips: an online contest is a challenge where you ask people to perform a certain task using a specific hashtag. Be careful not all contests go viral, so they must be well prepared in advance.

Take part in the [#ShowYourKidneys challenge](#)

Participate in WKD's #hashtag challenge and share a photo of yourself showing your kidneys on social media!





Spread the word about your activity

Communication is key to raising awareness about kidney health and promoting your activity online or in person. Once organized, it is essential to advertise it so that people are aware of it and can participate.

Add your activity to the WKD map

Every year, over 1000 activities are registered! Don't forget to pin yours on the WKD map. It may be selected as one of the Best WKD Ideas. Please send us a full report of your activity if you are interested in taking part in the selection.



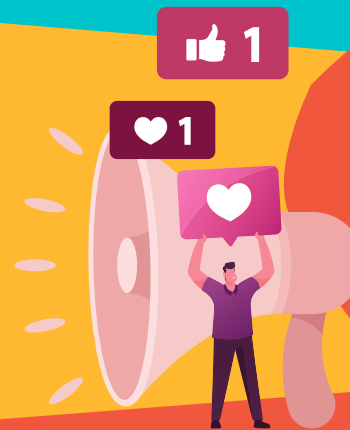
Activate your network

Make sure you develop a network of supporters to help you promote your activity (NGOs, health organizations, patients' organizations, or other similar stakeholders).



Post on your social media

Use social media to promote your activity and attract your audience. Check out the 2023 social media toolkit and learn how to create your own social media campaign and ideas to amplify it.



Don't forget to tag @worldkidneyday on your social media post when promoting your activity.

Reach out to your local influencers

Contact your local celebrities, local and national press, radio stations, and TV to spread the word about your activity!

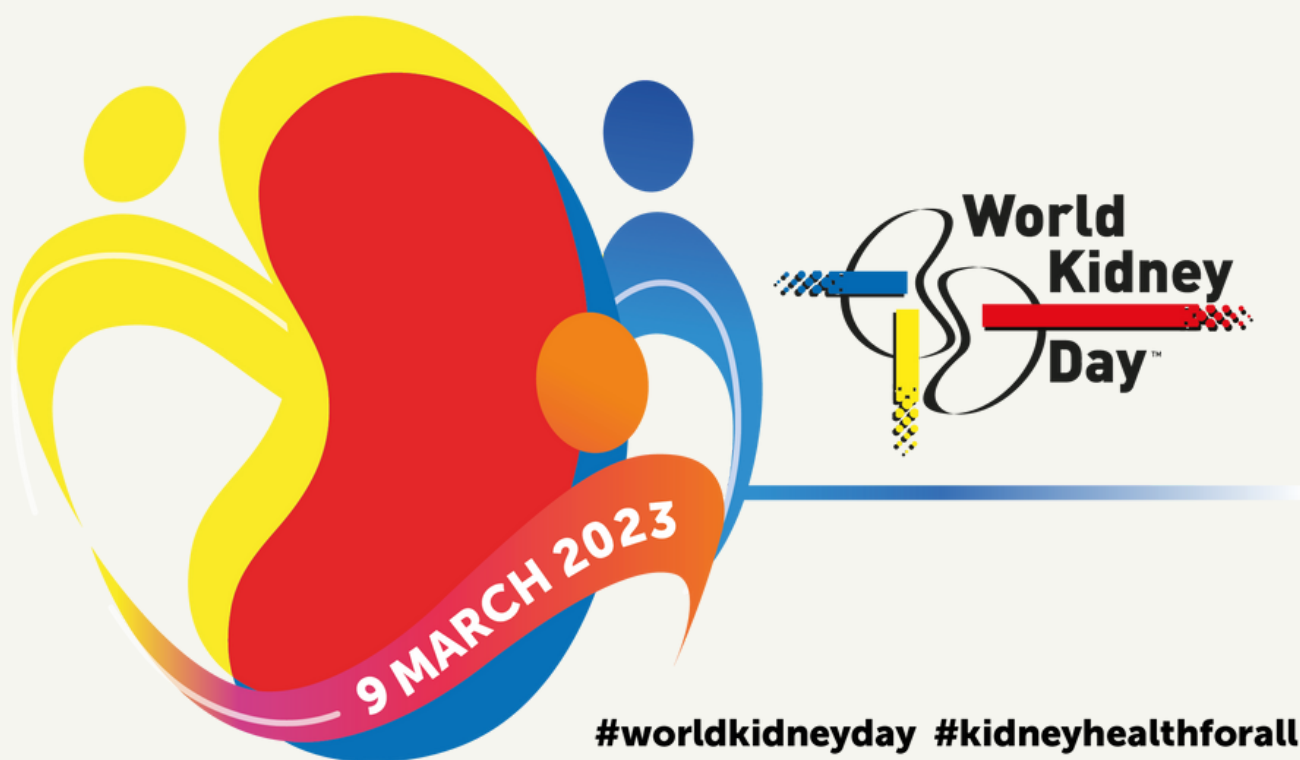


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Contact Us

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