

Rins
& Saúde
da Mulher

Incluir, Valorizar, Empoderar

8 . Março . 2018



World Kidney Day is a joint initiative of



World Kidney Day – Pro Renal Foundation . Curitiba . Brazil

>03/08 - *Prevention Campaign in Boca Maldita – Curitiba . PR. Brazil*

The Pró-Renal Foundation booted, on march, 8th, the Kidney Disease Prevention Awareness Campaign in the central region of Curitiba (Boca Maldita) in celebration of the World Kidney Day 2018. The main idea was to draw attention to what was happening in there. For that, thousands of yellow balloons were distributed along the venue in an attempt to raise general curiosity while the event was going on. Educational instruction was given by the health team, and photographic registers that were taken *in loco* were published on social media later on.

“The idea was to draw attention in the central region of the city and multiply the information in a spontaneous way. We achieved our goal, especially because it raised curiosity about what was going on in there. We instructed and warned people about the importance of prevention, people took home the balloons and also took many pictures in the spot.” – Executive Director of the Pró-Renal Foundation, Anelise Marcolin.

>> Videos recorded by our president Dr. Miguel Riella about the Campaign were also published on our social media, a miscellanea of themes were approached: the importance of prevention, risk groups, women and kidney health, water consumption, how to decrease kidney disease prevalence and incidence.

>> From march 1st to 15th, in a collaborative project with the GRPCOM group (Rede Globo regional), the campaign was launched on the main communication mediums in the state of Paraná: RPC TV, Gazeta do Povo print newspapers and Tribuna, Mundo Livre and 98FM Radios and web banners for online publications.

Support: GRPCOM Institute | Sanepar | Deiró | SBN
Images: Pró-Renal Foundation



























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**> During the month of March – AWARENESS
CAMPAIGN FOR PATIENTS’ RELATIVES AND PRO
RENAL GROUP COLLABORATORS**

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Images: Pro Renal Foundation

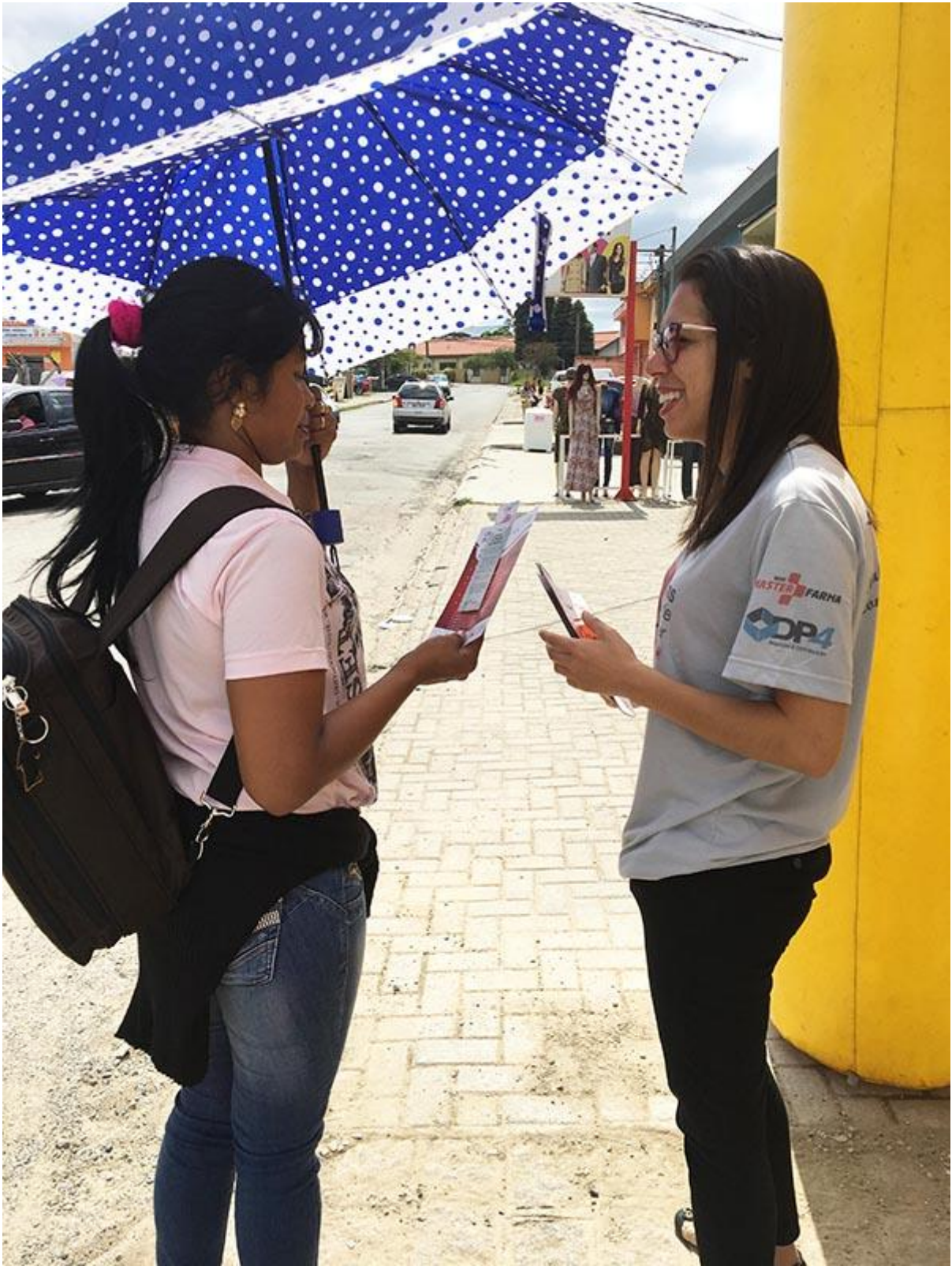






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