



# Champions' contributions

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*In order to become a champion, please email your full name, contact details, affiliations, country of origin and working language (s) to [info@worldkidneyday.org](mailto:info@worldkidneyday.org). By becoming a champion, you agree to publicly display your details on the World Kidney Day website. If you like for your photo to be featured on the website, please attached it to your email.*

## Promote World Kidney Day

World Kidney Day touches many people and many countries but not everybody is aware of it and can benefit from its action. We therefore keep raising our voices and spreading the WKD message worldwide and across all social and other media platforms.

Where we need your help to promote World Kidney Day:

- Translate and circulate WKD monthly e-blasts to your network (online and offline)
- Translate and circulate WKD press releases to local, national and regional media (newspapers, magazines, online publications, blogs, etc.)
- Share WKD news, blog posts, articles, Facebook entries, tweets on your and your organization's social media accounts
- Help us in increasing the Campaign contact: Please share kidney health related news and information with the WKD team to be posted on our social media accounts. A few examples:
  - o The announcement of WKD events in your city/country/region
  - o The publication of educational content (about kidneys/kidney diseases/associated disease/life style choices/diet, etc...) in the local and national press and related outlets
  - o Stories which you feel can be helpful or informative to different groups of people touched by kidney disease: patients, carers, general public, physicians, employees at their place of work, etc.
- Translate campaign materials for us to post on the WKD website
- Involve local public figures and celebrities in WKD activities and communicate about their involvement



## **Organize and Monitor World Kidney Day Events**

One important visible manifestation of the success of World Kidney Day is the number of events that are organized around the world on and around World Kidney Day. We ask all organizers to pin their events on the world map on our website. The information on this map is crucial. It supports our claims to important stakeholder groups (e.g. media, governments) on the importance of World Kidney Day and its message. The map also serves as a repository of best practices and provides us with much needed data on the truly global reach of our Initiative.

We would therefore be very grateful if you could help us with the following:

- Post the WKD event(s) you are actively involved in on the WKD map (ideally beforehand)
- Collect information on the WKD events taking place in your country/region and ask the organizers to report on the WKD map
- Serve as local contact for local WKD events questions

## **Lobby Governments and Health Authorities**

Governments and local health authorities are important in informing the general public about the importance of our kidneys. They are also central in developing and/or maintaining kidney care infrastructure for our patients and their carers. We need to make sure that kidney disease remains foremost in their mind and this not only on the actual World Kidney Day. We therefore communicate with them on an ongoing basis, with a special action around the second Thursday of March.

Here is how we would ask you to support us in our kidney health advocacy efforts:

- Send the letter we provide to your local government officials and/or health minister
- Obtain from your local and national authorities the support and endorsement of World Kidney Day events in your country
- Advocate for better education, prevention and kidney care at every occasion (on social media, in the written press, at public events)

## **Collect information**

We have a stronger voice when we can showcase all World Kidney Day initiatives that are being organized around the world. Therefore, we kindly ask you to collect all information you can find about the events, press coverage, initiatives etc. in your country and e-mail it to us. We would highly appreciate if you could follow this structure. This will allow us to report on all countries in which our Community was active in a cohesive manner.