[Name]

[Address]

**World Kidney Day – 10 March 2022**

**“Kidney Health for All – Bridge the knowledge gap to better kidney care”.**

*An opportunity to make a significant impact on kidney health awareness and education*

Dear Mr / Ms …..,

Keeping kidneys healthy can save lives.

We are contacting you to help us make chronic kidney disease (CKD) more prominent on the health and policy agenda in [country name]. As the incidence of CKD escalates, investing in preventive measures and educating the public and the medical community has never been more important. Worldwide the statistics are alarming – nearly one in 10 adults is affected by some degree of kidney damage. In [country name] *……….. include statistics on CKD in your country*

Unfortunately, CKD is not curable and can trigger other illnesses like heart attacks or stroke leading to premature death or disability. If not detected early enough, CKD may progress to kidney failure and require dialysis (which is expensive both for patients and national healthcare systems) or a kidney transplant to survive (for which there is an organ donor shortage). The best hope for reducing the human and economic toll related to CKD lies in prevention and early detection.

On 10th March 2022 **World Kidney Day (WKD) – the global awareness campaign dedicated to raise awareness of the importance of our kidneys -** will be celebrated by millions of people around the world. This year’s focus is **Kidney Health for All – Bridge the knowledge gap to better kidney care!** This call to action is for people to be aware of the disease and to seek out actively what kidney health measures, including health literacy, they can personally take.

*A persistent and ongoing CKD knowledge gap exists, one that is demonstrable at all levels of healthcare;*

* *The community – Obstacles to better kidney health understanding include the complex nature of kidney disease information, low baseline awareness, limited health literacy, limited availability of CKD information, and lack of readiness to learn.*
* *The healthcare worker – Another barrier to overcome in order to ensure greater awareness is a more focused education of physicians, as they are in charge of the patients’ medical condition.*
* *The public health policy makers – Finally, CKD is a global, public health threat but is typically low on government health agendas with political commitments on non-communicable disease programs concentrating predominantly on four main diseases – cardiovascular disease, cancer, diabetes and chronic respiratory disease.*

*This knowledge gap is stifling the fight against kidney disease, and increasing the inherent associated mortality. It is a cause that involves all of us in the kidney community worldwide — physicians, scientists, nurses and other health-care providers, patients, administrators, health-policy experts, government officials, nephrology organizations, and foundations. All need to be aware of the ways in which more attention to the kidney in the setting of government policies can lead to major benefits both to patients and to health-care budgets.*

We would be honoured to have [country name] join the global medical and patient organizations in recognizing World Kidney Day. We encourage you to seize this opportunity to make a change in national health by developing national actions and policy initiatives that will reduce the burden of CKD in [country name]. Such actions may include among others:

* Better education on the prevention of kidney disease and Non-Communicable Diseases (NCDs) in general
* Recognise patients’ and caregivers’ right to be able to assess, understand and use health information related to CKD
* Improvement or promotion of organ donor schemes. Engage in a dialogue with faith and community leaders to encourage organ donation.
* Introduction of national registries on kidney disease
* Allocation of funds for training programs dedicated to kidney care health professionals. Empower primary healthcare professionals, including doctors, nurses and others to implement effective kidney disease prevention and management programs.
* Work towards delivery of high-quality healthcare that is adequate for communities with higher risk
* Provide a statement to World Kidney Day expressing your endorsement of the cause
* Join the local World Kidney Day celebrations and give a speech to encourage people to adopt healthy lifestyles

We are counting on you,

With best regards,