

IMPACT REPORT WORLD KIDNEY DAY

8 MARCH 2018

Kidneys & Women's Health

Include, Value, Empower

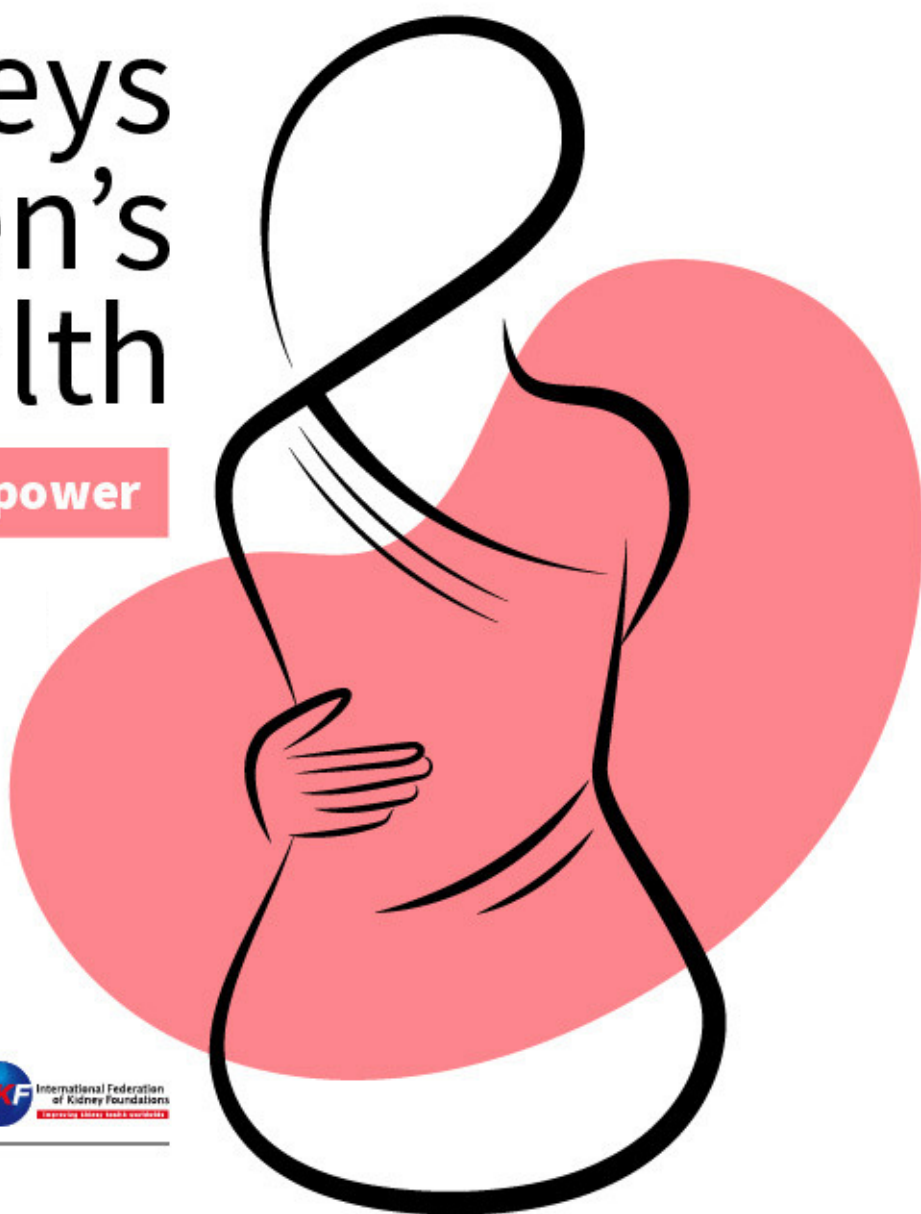


World Kidney Day is a joint initiative of



International Federation
of Kidney Foundations
Advancing kidney health worldwide

© World Kidney Day 2006 - 2018

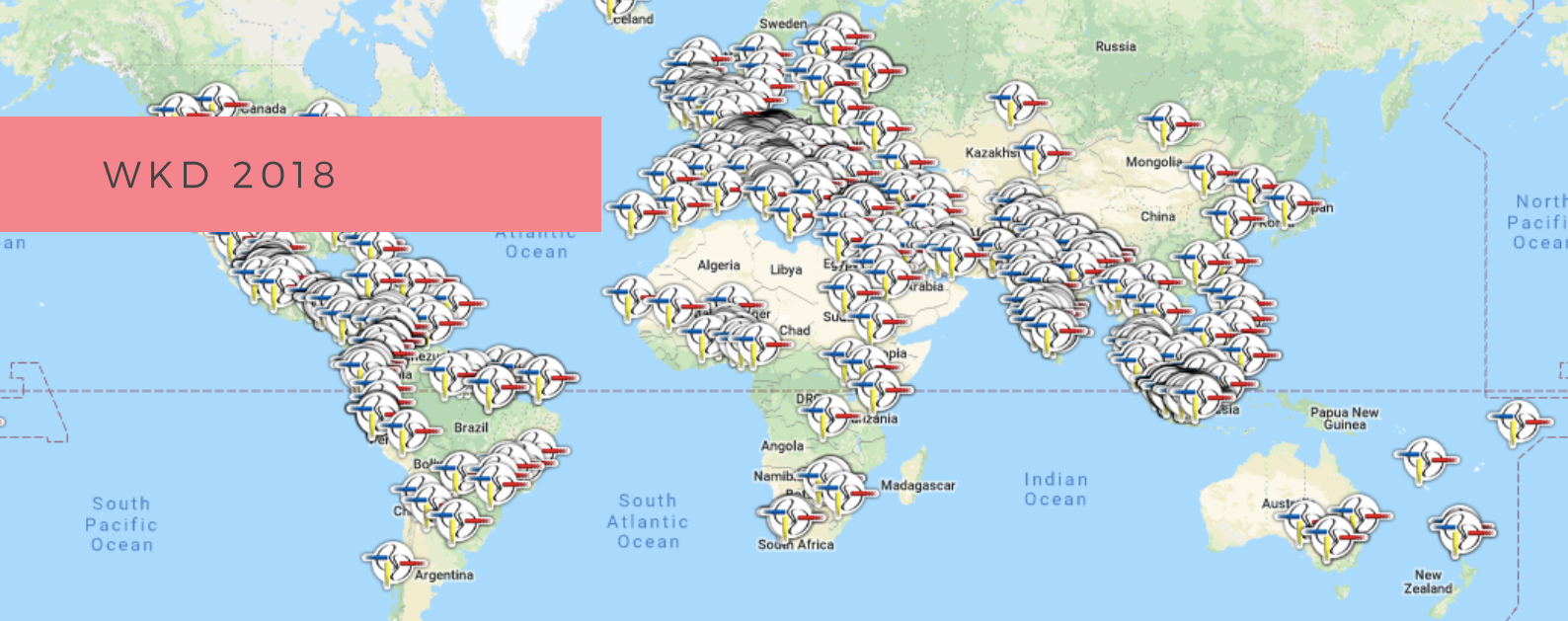


CAMPAIGN OVERVIEW

Chronic kidney disease (CKD) is a worldwide public health problem with adverse outcomes of kidney failure and premature death. CKD affects approximately **195 million women** worldwide and it is currently the 8th leading cause of death in women, with close to **600,000 deaths** each year.

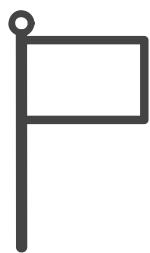


On this occasion, World Kidney Day and the International Women's Day 2018 are commemorated on the same day, offering us the opportunity to reflect on the importance of women's health and specifically their kidney health. On its 13th anniversary, World Kidney Day promotes affordable and equitable access to health education, healthcare and prevention for kidney diseases for all women and girls in the world.



WKD 2018

EVENTS OVERVIEW



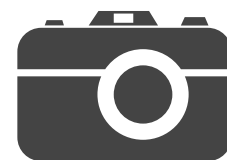
99 countries
involved



network of **90**
champions



over **1200**
events
submitted



over **2000**
pictures
shared

WKD 2018

GLOBAL ACTIVITIES & EVENTS



HEALTH
SCREENINGS



EDUCATIONAL
CONFERENCES



WEBINARS



PHOTO
BOOTHS



AWARENESS
WALKS

and many more...

WKD 2018

SOCIAL & MEDIA REACH



@worldkidneydayofficial
64,3K followers



@worldkidneyday
13K followers



@world_kidney_day_official
3K followers

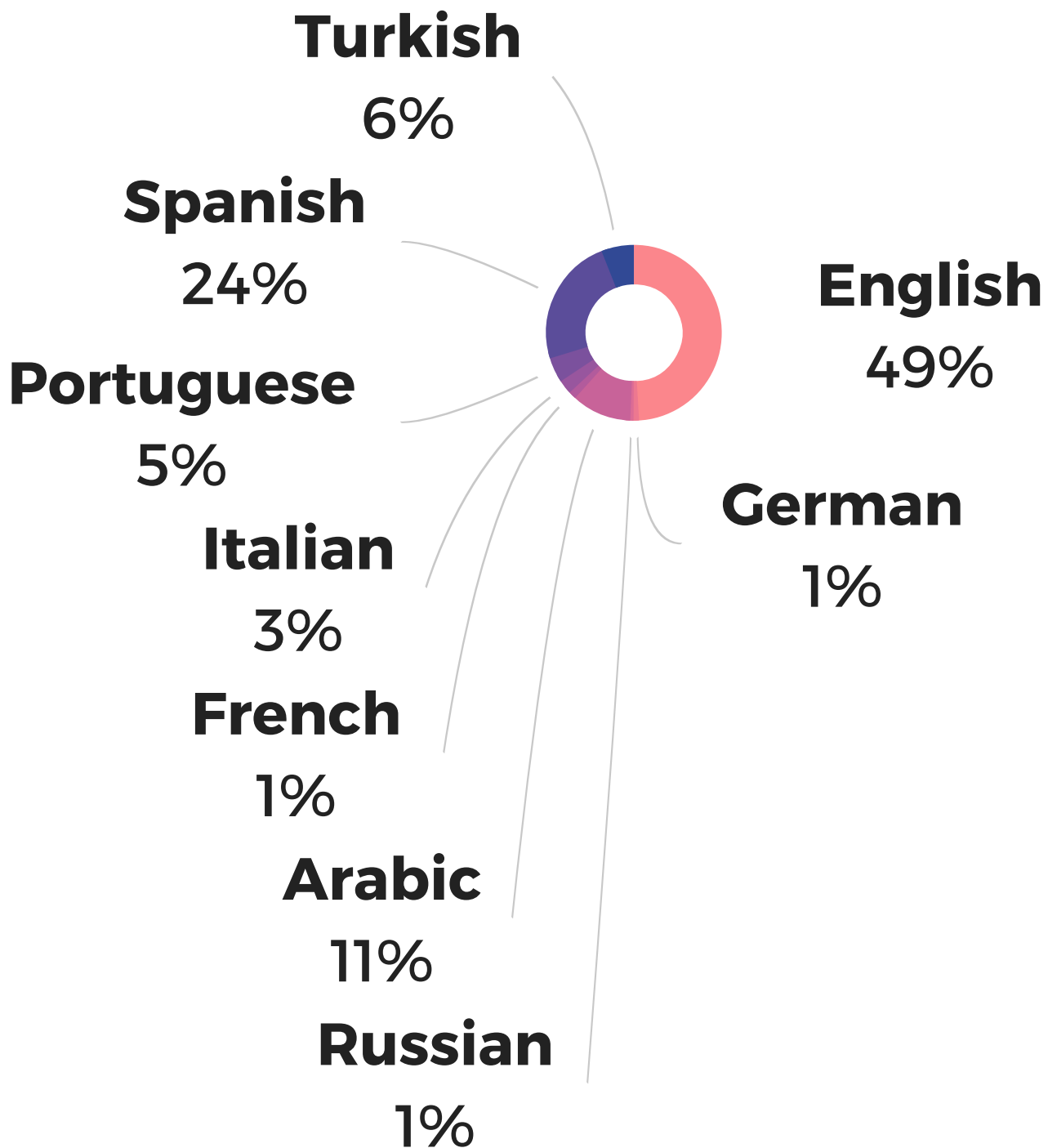


1,9 billion people reached on Social Media
in **10** different languages



5,9 billion people
reached through online news & press

MENTIONS ON THE WEB



WKD 2018

CELEBRITY & LANDMARK SUPPORT



10 celebrities



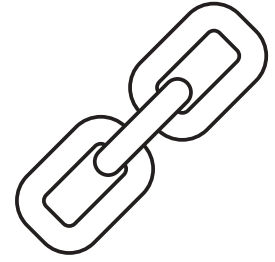
20 landmarks



Charlie Webster [@CharlieCW](#) · Mar 8

What a great day. London-Surrey-Southampton-London ... it's not only [#internationalwomensday](#) ♀ today but also [#worldkidneyday](#) 🙌 I've done a lot of talking today! Amongst it all it was an absolute pleasure to speak at [@UHSFT](#) this afternoon [#WKDSouthampton](#)





SCIENTIFIC EDITORIAL



"What we do and do not know about women and kidney diseases; Questions unanswered and answers unquestioned: Reflection on World Kidney Day and International Women's Day"



published in **57 journals** worldwide

Authors: Giorgina B Piccoli, Mona Alrukhaimi,
Zhi-Hong Liu, Elena Zakharova, Adeera Levin
On behalf of the World Kidney Day Steering
Committee

WKD 2018

World Kidney Day is a joint initiative from  

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Kidneys
& Women's
Health

Include, Value, Empower

8 March 2018



RAISING AWARENESS ONLINE (MARCH 1-30)

WWW.WORLDKIDNEYDAY.ORG



190,637

total number of
page views



84,230

total number
of sessions



66,780

total number of
unique visitors



39,025

page views on
WKD 2018

WKD 2018

CALL TO ACTION

KIDNEY DISEASE IN WOMEN

A CALL TO ACTION



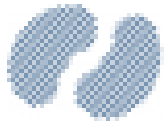
TASKFORCE
on Women and
Non-Communicable Diseases



The statement highlights current evidence and key challenges in the areas of kidney disease and maternal and child health, access to kidney care and prevention of kidney disease and sets out concrete policy recommendations to address these issues.

WKD 2018

GLOBAL SUPPORTERS OF WKD



American Society of
Pediatric Nephrology



european
society for
paediatric
nephrology



Caring together

INRAA



American Association
of Kidney Patients
aakp.org



WORLD HEART
FEDERATION®



NCD Alliance



EKHA
EUROPEAN KIDNEY
HEALTH ALLIANCE



International
Society of
Hypertension



RDO



BRITISH KIDNEY
Patient ASSOCIATION
improving life for kidney patients



ASSOCIATION FOR THE
STUDY OF OBESITY



EPF
European
Patients
Forum



INTERNATIONAL SOCIETY FOR PERITONEAL DIALYSIS



International
Transplant Nurses
Society



OBESITOLOGY
SECTION
OF SLOVENIAN
DIABETES SOCIETY



LEADING EUROPEAN NEPHROLOGY

KIDNEY &
UROLOGY
FOUNDATION of AMERICA, INC.



CANNT/ACITN
Canadian Association of Nephrology Nurses and Technologists
l'Association canadienne des infirmières et infirmiers et des technologistes de néphrologie