

# IMPACT REPORT

## WORLD KIDNEY DAY 2019

# KIDNEY HEALTH

FOR EVERYONE  
EVERYWHERE

14<sup>TH</sup>  
MARCH  
2019



World Kidney Day  
is a joint initiative of



International Federation  
of Kidney Foundations  
Improving kidney health worldwide

## CAMPAIGN OVERVIEW

**850 MILLION PEOPLE WORLDWIDE** are now estimated to have kidney diseases from various causes. CKD causes at least **2.4 million deaths per year** and is now the 6th fastest growing cause of death. Acute kidney injury (AKI), an important driver of CKD, affects over 13 million people worldwide and **85% of these cases are found in low and middle-income countries**. Around 1.7 million people are estimated to die annually because of AKI.



Despite the growing burden of kidney disease worldwide, kidney health disparity and inequity are still widespread. Early diagnosis, prevention and delay of progression are sustainable options to reduce costs and consequences of kidney diseases for individuals and countries. Yet, barriers to available, accessible,

adequate and quality kidney care persist. In 2019, in its 14th year of existence, World Kidney Day set out to raise awareness of the high and increasing burden of kidney diseases worldwide and the need for strategies for kidney diseases prevention and management.

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# GLOBAL ACTIVITIES & EVENTS



HEALTH  
SCREENINGS



PHOTO BOOTH



EDUCATIONAL  
CONFERENCES



ART WORKSHOPS



WEBINARS



AWARENESS  
WALKS

[...and many more...](#)



WKD 2019

## SOCIAL & MEDIA REACH



@worldkidneyday  
**70,3K followers**



@worldkidneyday  
**15,6K followers**



@worldkidney\_day  
**5,6K followers**



More than **2 billion people reached** on Social Media in 10 different languages



World Kidney Day was covered by **news** outlets in more than **80 countries**

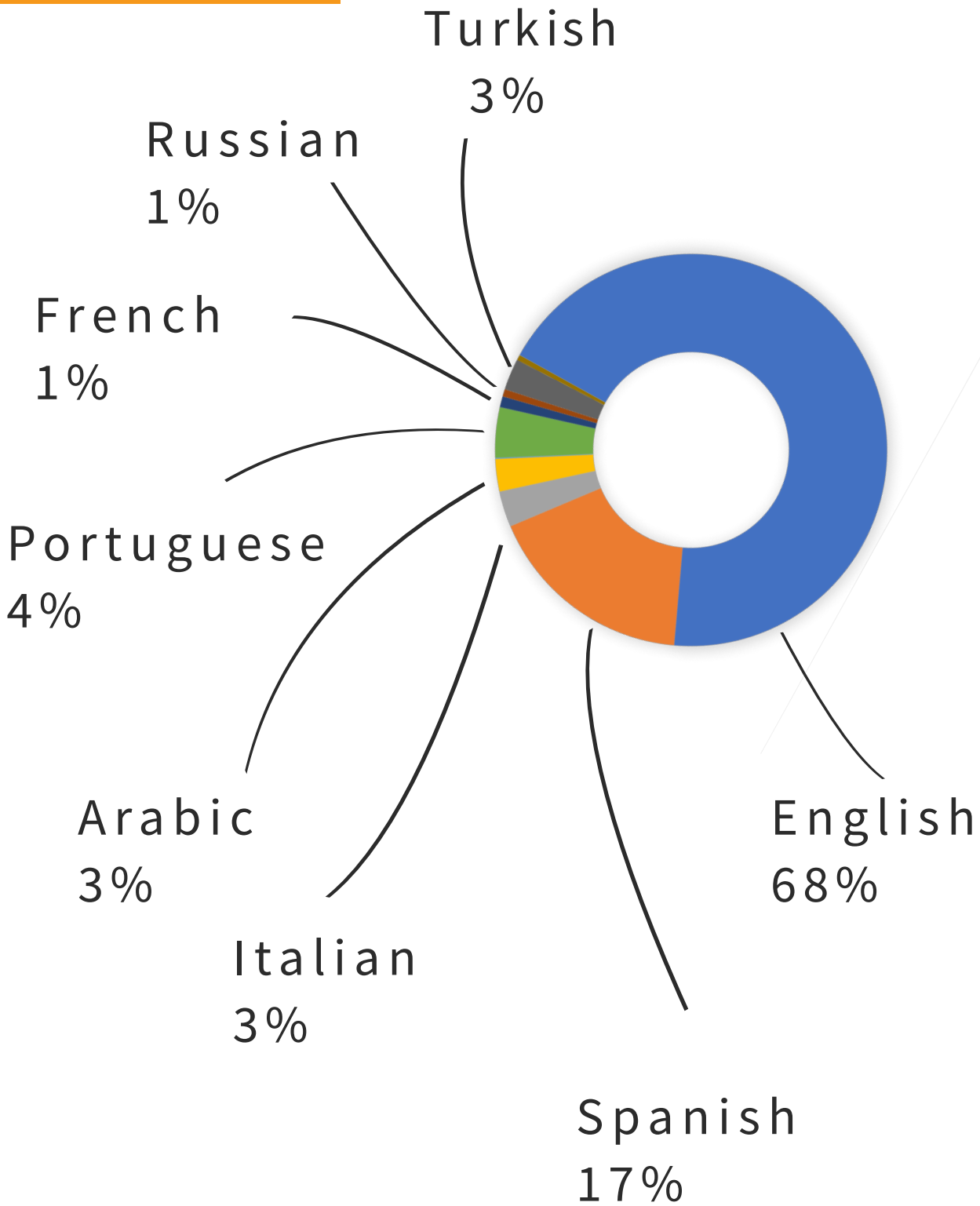


More than **24,6K people engaged** with World Kidney Day content on 14 March, 2019



World Kidney Day was **mentioned more than 100K**

# MENTIONS ON THE WEB



WKD 2019

# CELEBRITY & LANDMARK SUPPORT



11 celebrities



28 landmarks



**Empire State Bldg** @EmpireStateBldg · 15h  
We're glowing orange tonight in honor of the @nkf & @worldkidneyday!

📷: brunoboni/IG.



You Retweeted  
**Andrew Cole** @vancole9 · 23h  
Good Morning All.. today is #worldkidneyday... It's been a tough 4 years for myself but it's key anyone suffering from this disease speaks out & can help each other around the world! @worldkidneyday



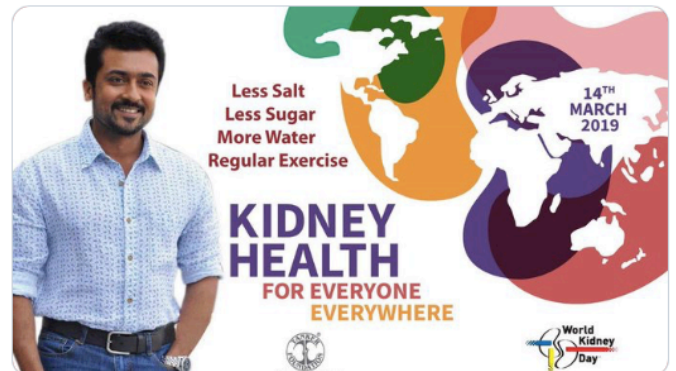
0:30 124.7K views  
120 720 4.2K



You Retweeted  
**Tina Turner** @LoveTinaTurner · 18h  
Today is #WorldKidneyDay – sharing gratitude, love and support



You Retweeted  
**Suriya Sivakumar** @Suriya\_offl · 23h  
Today is #WorldKidneyDay and I'd like you to take care of your kidneys by exercising, drinking more water and eating less salt and sugar. Follow @tankerfoundation on Instagram and check out all the activities they've planned for world kidney day!



139 2K 9.3K

WKD 2019

**KIDNEY HEALTH**  
FOR EVERYONE EVERYWHERE



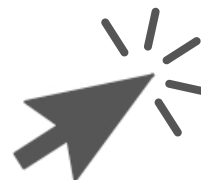
© World Kidney Day 2006 - 2019

## RAISING AWARENESS ONLINE (MARCH 1-30)

[WWW.WORLDKIDNEYDAY.ORG](http://WWW.WORLDKIDNEYDAY.ORG)



**261,099**  
total number of  
page views



**111,153**  
total number of  
sessions



**88,879**  
total number of  
unique visitors



**56,922**  
page views on WKD  
2019



## Burden, access, and disparities in kidney disease



*Kidney International* (2019) **95**, 242–248; <https://doi.org/10.1016/j.kint.2018.11.007>

KEYWORDS: acute kidney injury; end stage renal disease; global health; health equity; social determinants of health

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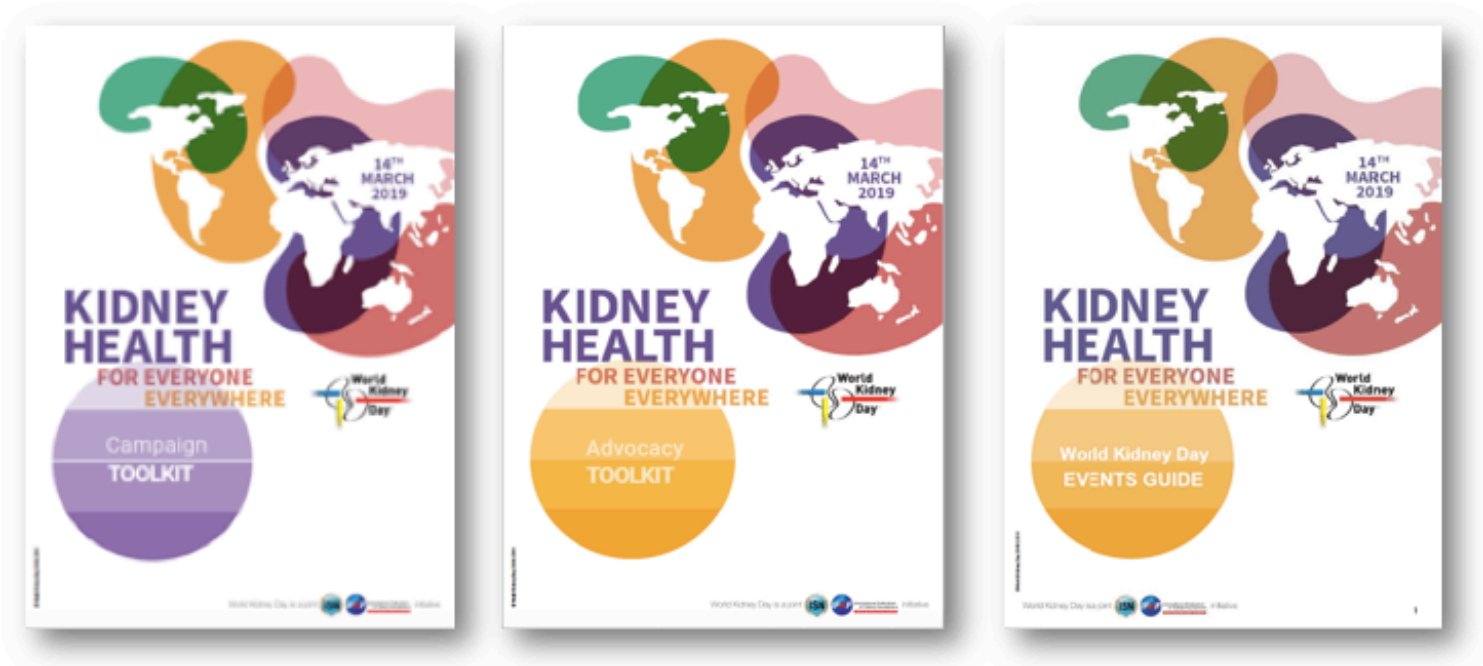
published in **51 journals** worldwide

Authors: Deidra C. Crews, Aminu K. Bello, and Gamal Saadi

On behalf of the World Kidney Day Steering Committee



## A SET OF TOOLKITS



The **General Campaign Toolkit** introduces the 2019 campaign theme and includes ideas on how to create awareness about the importance of kidney disease prevention and treatment to encourage behavioural change in each own local or regional community.

The **Advocacy Toolkit** outlines steps WKD champions can take to strengthen their capacity for advocacy and to structure their advocacy including the generation of evidence, formulation of advocacy messages and asks, the identification of advocacy targets and the forming of partnerships to advance your advocacy asks as well as other strategies, tools and resources to successfully apply your advocacy asks.

The **Events Guide** provides useful tips for planning of a WKD event and shares ideas and suggestions for making a it a success!

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## ENDORISING ORGANIZATIONS



## MARKED BY GOVERNMENTS & INT' ORGANIZATIONS

CDC (USA)  
NIH (USA)  
Ministry of Health, Consumption and Social Welfare of Spain  
Hon. Prime Minister of Nepal  
Food and Health Bureau of Hong Kong  
Ministry of Health of Brazil  
Ministry of Health of South Africa,  
Ministry of Health of India  
Ministry of Health of Zimbabwe

Ministry of Health of Peru  
Ministry of Health of Chile  
Ministry of Health of Mexico  
Ministry of Health of Columbia  
Parliament of Uganda  
Ministry of Health of Costa Rica,  
President of the Federation of Bosnia and Herzegovina  
PAHO/WHO, OPS/WHO, ENT/WHO,  
UNHCR Kenya, World Health Organization



The success of World Kidney Day relies on our champions, networks and supporters efforts, inspiration and commitment. World Kidney Day would not be possible without you and your energy. We hope to count on your support in the future.

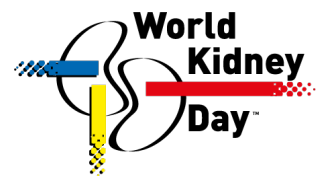
**WORLD KIDNEY DAY 2019 PROUDLY SUPPORTED BY**



**FRESENIUS  
MEDICAL CARE**

For more information on World Kidney Day please visit us at [worldkidneyday.org](http://worldkidneyday.org) or contact us at [info@worldkidneyday.org](mailto:info@worldkidneyday.org)

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World Kidney Day is a joint initiative of the International Society of Nephrology and the International Federation of Kidney Foundations

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