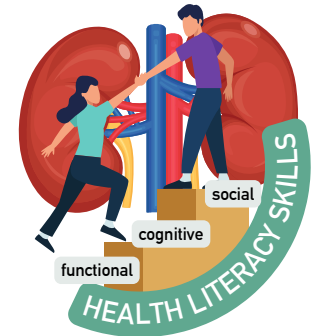


KIDNEY HEALTH LITERACY

The mostly silent nature of kidney disease leads to the complexity of trying to understand what cannot be usually seen or felt and, therefore, not knowing when to take action. Knowing when to act will improve through patient health literacy. Improving patient health literacy largely rests with healthcare providers communicating and educating effectively in a **co-design** partnership with those with kidney disease.



ACCESS TO INFORMATION

that is authentic and tailored specifically to the needs of the individual and the community is the aim.

SUPPORT NETWORKS

Some healthcare workers provide networking and support for kidney patient advocacy groups and renal support networks, which have been initiated or expanded via social media platforms.



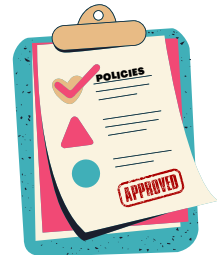
NON-PHYSICIAN HEALTHCARE WORKERS

have many opportunities to discuss kidney disease-related topics with the individuals and their care-partners and to empower them.



IT ALL LIES IN COMMUNICATION

Authentic information that is meaningful to the government is critical. There is much to be done with bridging this gap in understanding of the magnitude of community burden that results from CKD. Without good communication many good ideas and solutions do not reach communities and countries where they are needed.

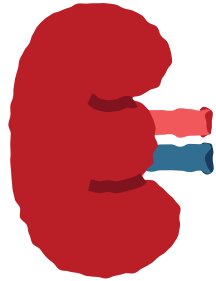


INFORMATION SOURCE

World Kidney Day
www.worldkidneyday.org

WKD HAS GAINED PEOPLE'S TRUST

by delivering relevant and accurate messaging, supporting leaders in local engagement; it is celebrated by kidney care professionals, celebrities, those with the disease, and their care-givers all over the world. To achieve the goal, an implementation framework of sustainable success includes creativity, collaboration, and communication



IT'S TIME TO TAKE ACTION

Take action by educating yourself and urging your community to get involved in addressing kidney disease.

- Being able to assess, understand and use health information related to CKD and its treatment **is a right of patients and caregivers** worldwide.
- Kidney healthcare providers and patient organizations need to offer health information and education which is **accessible and understandable** for varying levels of health literacy.
- Kidney organizations should work toward shifting the patient-deficit health literacy narrative to that of being the **responsibility of health care providers and health policy makers**.
- For **kidney policy makers**, health literacy provides the imperative to shift organizations to a culture that places the person at the center of health care.
- **Social media can be effective** in providing health information although best health literacy strategies should be used so that information is accessible to all.
- **Improving the quality of communication** by kidney healthcare providers will better support patients and caregivers.