



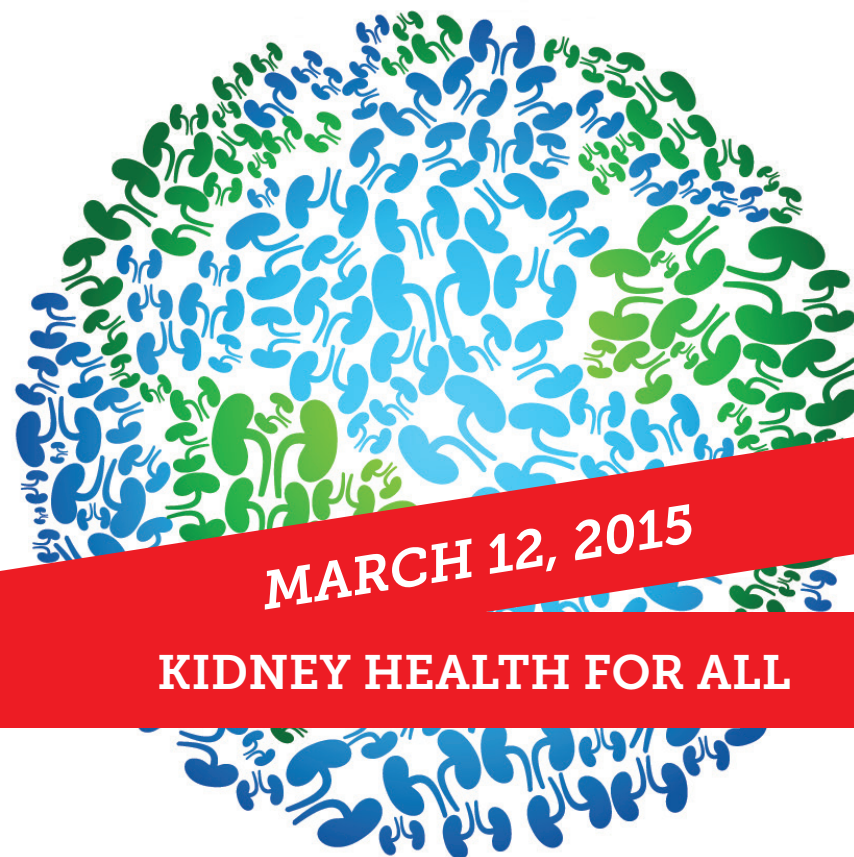
THANK YOU  
FOR YOUR  
SUPPORT

## CONTACT US

Read our campaign book available on [www.worldkidneyday.org](http://www.worldkidneyday.org) to inspire your planning and outreach efforts.

It will provide you with some practical resources and tips on how to effectively coordinate your initiatives and tell the World Kidney Day story with impact.

Contact us at [info@worldkidneyday.org](mailto:info@worldkidneyday.org)



MARCH 12, 2015

KIDNEY HEALTH FOR ALL

LET'S  
JOIN **FORCES**  
AND CELEBRATE!

<sup>1</sup> This is a symbolic gesture and is not intended to make a scientific statement about the benefits of drinking water on kidney health. Indeed, water may protect kidneys but it won't cure Chronic Kidney Disease.

<sup>2</sup> Please refer to our copyright & permissions statement to ensure you do not infringe our policy of use.

*We are not all equal with regard to kidney disease and access to treatment.*

*You can make a difference no matter how big or small your involvement is!*

*World Kidney Day marks a splendid opportunity for people around the globe to unite, highlight the immense burden caused by Chronic Kidney Disease (CKD), and encourage the general public and governments to invest in preventive measures and healthy lifestyle choices.*

## HOW YOU CAN HELP

### Mobilize local stakeholders

- o Involve **local politicians and decision-makers**. Advocate kidney friendly policies.
- o Connect with **patients groups & renal societies** which have a central role in helping spread the World Kidney Day message and often coordinate local events and activities.
- o Encourage **companies and employers** to organize activities with their employees to celebrate WKD.
- o Reach out to the **general public** and make them aware of their personal risk factors. Ask them to talk to their relatives, friends and colleagues.
- o Engage **celebrities and local public figures** to act as spokespersons for the World Kidney Day campaign.
- o Capture **media** attention and ask them

## Your kidneys are worth fighting for!



to help you create a buzz around World Kidney Day.

### Plan events and activities

To celebrate World Kidney Day, we invite the whole kidney community to plan local events to engage the public and all stakeholders in the campaign.

### Drink a glass of water and give one too!

Last year we encouraged you to start the day with a glass of water. **This year we encourage you to give one too!**

It is an act of kindness and a symbolic gesture to remember that your kidneys are vital organs and they should be taken care of.

It is a way to make people more conscious about their lifestyle choices and an easy action to spread the World Kidney Day message on a global scale on March 12, 2015.

Download the toolkit available on [www.worldkidneyday.org](http://www.worldkidneyday.org) for more practical details.

### Use the web & social media

- o Create a buzz around World Kidney Day. Use the web banners and promote the campaign on your website, blog or forum.
- o Like our Facebook page ([www.facebook.com/worldkidneydayofficial](http://www.facebook.com/worldkidneydayofficial)), follow us on Twitter ([www.twitter.com/worldkidneyday](http://www.twitter.com/worldkidneyday)), and share our publications and post your videos, pictures, ideas and comments.
- o Keep an eye on our YouTube channel as well!



## SPREAD OUR KEY MESSAGES

- o Talk about World Kidney Day and its mission.
- o Explain why kidneys are so important to our lives.
- o Inform people about Chronic Kidney Disease (CKD) and how it is treated.
- o Insist on the importance of prevention and early detection.
- o Highlight the causes and encourage those with greater risk to get checked.
- o Provide tips on how to reduce the risks.

## USE THE CAMPAIGN MATERIAL<sup>2</sup>

Download materials free on:  
[www.worldkidneyday.org](http://www.worldkidneyday.org)

## HELP US MEASURE THE WKD IMPACT

Without your feedback we cannot assess the success and effectiveness of the World Kidney Day campaign. Keep us informed of any progress you may see in your region or country.

- o Pin your events and activities on our interactive map on [www.worldkidneyday.org](http://www.worldkidneyday.org)
- o Share your pictures and/or videos by uploading them on our website or by sending them to [info@worldkidneyday.org](mailto:info@worldkidneyday.org)

