

# WKD 2020 Report

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**Name:** PROF. (DR) M A SAMAD, Founder President Kidney Awareness Monitoring & Prevention Society (KAMPS)

**Organization name:** Kidney Awareness Monitoring and Prevention Society (KAMPS), a voluntary kidney care giving organization of Bangladesh, organized to mark the "World Kidney Day-2020"

**Country:** Bangladesh

**Number of events organized/collected in your country:** 6

**Activities of note (please give a brief description of the activity with links to online sources that mentioned it):**

**1. EVENT : RALLY, DISCUSSION MEETING AND CULTURAL EVENT WKD 2020.**

**DATE :** 12 March, 2020

**PLACE :** From Dhanmondi 8 to Anawer Khan Mordern Medical College & hospital. Dhaka (the capital city of Bangladesh).

**DETAILS :** KAMPS brought out a colorful rally to mark the World Kidney Day-2020, Evening on March 12 (Thursday) jointly with other organizations like Bangladesh Anawer Khan Mordern Medical College & hospital.





**Photo Caption:** A colorful Rally, Flashmob, Cultural event brought out by KAMPS to mark the World Kidney Day-2020, paraded different parts in Dhaka on March 12. KAMPS Chairman Prof. MA Samad led the rally.

Starting from the Dhanmondi 8, the rally paraded different adjoining areas including. WKD theme decorated Horse Cart and Band party team visited different crowded places in the capital city together focus of general people by distributing Awareness flyers.

## **2. EVENT : WKD PROGRAM BY KAMPS OUTSIDE DHAKA(Capital)**

**Date :** 12 March, 2020

**Place :** Different districts of Bangladesh.



**Details :** KAMPS has established three dialysis units in remote parts of the country aiming to provide kidney care services to poor people at a nominal cost and also to spread messages of awareness among general people. The dialysis units are in Tangail, Chandpur and Madaripur. All the units arranged daylong programs to mark the day. In the morning KAMPS Kidney and Dialysis Center at Tangail, Madaripur and Chandpur brought out separate rallies in the respective cities. The rallies paraded different busy areas across the district cities.



**Photo Caption:** To mark the World Kidney Day-2020, KAMPS Kidney Center, Tangail , Chandpur and Madaripur arranged separate colorful rallies in the respective cities.

People from different strata of the society took part in the rallies wearing red color T-shirts with logo of WKD and KAMPS. Discussion meetings also were held after the rallies with participation of local representatives and elites including doctors, teachers, political leaders, journalists and government officials. The news of the rallies were published in all the local daily newspapers and broadcasted in every Electronics medias of the country.

### 3. EVENT : MEDIA AWARENESS

**Date :** 12 March, 2020

**Place :** Different Electronics & Print medias

**Details :** To mark the World kidney Day 2020, Most leading TV Channels broadcasted special program to mark WKD 2020, where most of the TV channels has taken the important comment of Prof. Samad, Most of the TV Health show invited him for their day observe program on TV, where Bangla TV on 9.00 pm, Bangladesh Radio on 8.00 am (all the programs repeated broadcast too).



**Caption :** Different TV & Radio studio in Bangladesh.

#### **4. EVENT : PRE-WKD PRESS CONFERENCE**

**Date :** 11 March, 2020

**Place :** Milon Hall, Bangabandhu Sheikh Mujib Medical University (BSMMU)

**Details :** On the eve of the World Kidney Day-2020, a joint press conference was organised at the National Press Club to announce the detail program of day and to exchange views with the journalists.



**Photo Caption:** The Pre-WKD press conference, jointly organized by KAMPS Bangladesh, Kidney Foundation, Bangladesh Renal Association. KAMPS Chairman Prof. Samad seen addressing the newsmen at the briefing.

Kidney Awareness Monitoring and Prevention Society (KAMPS), Renal Association of Bangladesh and Bangladesh Kidney Foundation jointly organized the press conference. Chairman of Bangladesh Kidney Foundation, Prof. Dr. Harun or Rashid, Chairman of KAMPS, Prof. Dr. MA Samad addressed the newsmen in the press conference.

## 5. EVENT : ROUNDTABLE ON THE EVE OF WKD.

**DATE : 9 March, 2020.**

**PLACE : VIP Lounge, National Press Club, Dhaka.**

**DETAILS :** Voluntary organization, Kidney Awareness Monitoring and Prevention Society (**KAMPS**) organized a round table meeting to find out the ways to popularize the practice of healthy lifestyle in general population and to get rid of obesity, in line with the theme of the 'World Kidney Day-2020'.



**Caption:** KAMPS organized a round table meeting to find out the ways to popularize the practice of healthy lifestyle in general population and to get rid of obesity, in line with the theme of the 'World Kidney Day-2020'. Partial views of the meeting.

The title of the roundtable meeting was "**Kidney Health for All: Obstacle and Prevention**" at the VIP Lounge of the National Press Club in city.

Leading personalities from different strata of the society including doctors, teachers, journalists, bankers, and business leaders, celebrities from sports and cultural arena, media personalities actively participated in the discussion meeting. The program was highlighted in all most all TV channel, radio and published in most of the leading news daily.

Effective suggestions and recommendation came out from the lively discussions of the participants to influence the policy makers to adopt policies in favor of public healthy lifestyle and improve kidney health.



**6. EVENT : FREE KIDNEY SCREENING & AWARENESS PROGRAM.**

**DATE :** From 11 February to 21 February, 2020.

**PLACE :** Talimghor, Hatibandha, Shakhipur, Tangail.

**Details :** KAMPS arranged a screening program from 11<sup>th</sup> February 2020 that ended on February 21<sup>st</sup> through a daylong free medical camp. A total of 3050 people were under the coverage of kidney screening and tests for hypertension, diabetes and other common diseases.

About 4000 patients were given treatment on 21<sup>st</sup> February while more than 60 Doctors were involved in the treatment for the day long. Besides awareness campaign was also continued day long. Almost all the patients in the free medical camp were given necessary medicines free of cost.





**Caption:** KAMPS organize a Free kidney screening & awareness program every year on February 21<sup>st</sup> in honor of the language martyred at Hatibandha in Tangail. Pictures show that poor patients are waiting in queue for doctor's consultation, formal opening of the daylong program and Prof. Dr. M A Samad seen attending patients in the camp

Health awareness magazine named 'Prayash' (Effort), 16<sup>th</sup> volume was published and distributed among participants to provide the people knowledge about kidney disease and its prevention. Almost all the news channels aired and newspapers published the news.



List of media that published WKD press releases or mentioned WKD related activities (newspapers, magazines, online publications, TV, radio, etc..) – please provide link to online sources:

If you have created a World Kidney Day local website, Facebook page or Instagram account, please provide analytics such as: number of followers/number of site visits in March/ content most requested/ page views/ posts most liked/ hashtag reach, etc....

List of celebrities involved and short description of their involvement

Description of advocacy activities:

Attach representative pictures