



WKD 2021 Report

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

Organization name: KAMPS, a prominent voluntary Kidney care giving organization, has held a series of events to mark the **World Kidney Day 2021** in a befitting manner, maintaining social distancing amid the pandemic situation.

Since its foundation in the year 2005 KAMPS has dedicated itself mainly in creating awareness among general people about the consequences of harmful kidney diseases.

KAMPS keep working relentlessly to make people aware about the prevalence of this disease, find out it's common causes and to convey the message of prevention to the people of all over the country for the last 16 consecutive years.

KAMPS had designed all of its program of 2021 in line with the theme of the '**World Kidney Day 2021**', which mainly aims at creating awareness among the general people to find out the hidden kidney patients and arranging treatment for them at early stage so that the disease can be treated easily.

Like the previous years, this year also KAMPS has taken move publish news, views articles and interviews in leading daily newspapers.

Besides, exclusive interview of **Prof. Dr. M. A. Samad** was aired pre and post events of **World Kidney Day-2021** in different popular TV Channels.

Representatives from all walks of lives including doctors, teachers, media representatives, players, singers, celebrities, political leaders, government officials were involved in most of programs of KAMPS.

A brief description of the programs, organized by KAMPS, marking the **WKD-2021** is produced below along with their pictorial views.

Country: Bangladesh

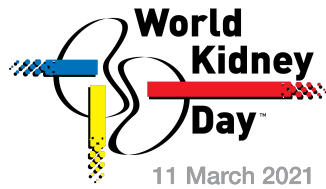
Number of events organized/collected in your country: 7

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

EVENT: WORLD KIDNEY DAY 2021 RALLY.

DATE: 11 March, 2021

PLACE: From Green Road to Mirpur Road through Dhanmondi Road no-08 and returned at Campus of Anwer Khan Modern Medical College & hospital.



Dhaka (the capital city of Bangladesh).

DETAILS : KAMPS brought out a colorful Rally to mark the World Kidney Day-2021 on March 11 (Thursday) jointly with other organizations like Anwer Khan Modern Medical College & hospital, Principle of the College, teachers, doctors participate the Rally.



Photo Caption: The picture shows a colorful Rally, brought out by KAMPS to mark the World Kidney Day-2021 on March 11, which paraded different parts in Dhaka. KAMPS Chairman Prof. MA Samad led the rally. The Rally was designed in line with the current year's WKD theme. Horse cart, a well-dressed Band party visited different crowded places to attract general people by distributing awareness flyers.



EVENT : WKD PROGRAM BY KAMPS OUTSIDE DHAKA(Capital)

Date : 11 March, 2021

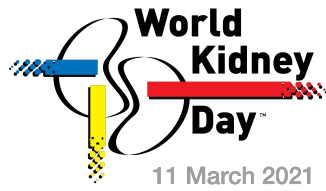
Place : Different districts of Bangladesh.

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, Madaripur and Sakhipur. 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-2021, KAMPS Kidney Center, Tangail, Chandpur and Madaripur brought out 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.



EVENT : AWARENESS THROUGH MEDIA.

Date : 11 March, 2021

Place : Different Electronic & Print medias

Details : To mark the World kidney Day 2021, Most leading TV Channels broadcasted special programs to mark the WKD 2021, where most of the TV channels took comments, messages and suggestions from Prof. Samad.



Photo Caption: To mark the **World Kidney Day-2021**, Prof. Samad participated in different TV Channels and also participated from his Hospital Chamber to **TV LIVE** Program.



EVENT: DISCUSSION MEETING.

DATE: 11 March, 2021

PLACE: Anwer Khan Modern Medical College Hospital, Dhaka.

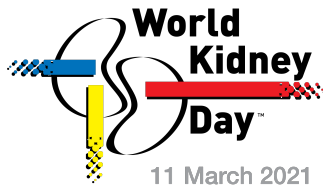
DETAILS: Voluntary organization, Kidney Awareness Monitoring and Prevention Society (**KAMPS**) organized a discussion meeting at the Meeting room in the department of nephrology with CKD patients' attendants for their opinion and advice.

The meeting focused the issues in line with the theme of the '**World Kidney Day-2021**'.



Caption:, Partial views of a meeting, organized by KAMPS in line with the theme of the '**World Kidney Day-2021**'. Prof. MA Samad presided over the meeting along with Principle of the AKMMCH, while other expert physicians social leaders and patients' attendants attended the meeting.

Effective suggestions and recommendation came out from the lively discussions of the participants, which is hoped to influence the policy makers in framing policies ensuring healthy lifestyle of people and improve their kidney health and implementation of **Health Insurance** in Bangladesh.



EVENT: KIDNEY SCREENING & AWARENESS PROGRAM.

DATE: From 11 March to 31 March, 2021.

PLACE: Head Office, Mohammadpur, Dhaka.

Details: As part of the world kidney day programs, KAMPS has arranged a 21 day campaign program to provide consultation of specialist doctors and lab tests of the kidney patients at free of cost at the KAMPS Headquarter, Mohammadpur, Dhaka.

The program began on March 11 and will end on March 31. Approximately hundreds of general people visiting KAMPS for the service per day. The tests include S. Criterion, glucose, eGFR, Urine RME, BMI measurement, BP, etc. KAMPS offer this care regularly every year on the occasion of the World Kidney Day, and draws huge response from the general people.

For kidney Preventive Awareness distributed 200000 Awareness Flyers in different places. It is expected that the total number of patients will cross the mark of 2500 in the 21 days. In the end of the program KAMPS will prepare a database upon the test findings to find out the prevalence of CKD, Diabetes, Hypertension and Obesity.



Caption : Screening Program in KAMPS KIDNEY SCREENING CENTER at the Capital of Bangladesh.



EVENT : FREE KIDNEY CAMP 2021.

DATE : 21 February, 2021.

PLACE : Talimghor, Hatibandha, Shakhipur, Tangail.

Details : KAMPS arranged a daylong Free Kidney Camp on 21st February 2021. About 1550 patients were given treatment on 21st February while more than 25 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.



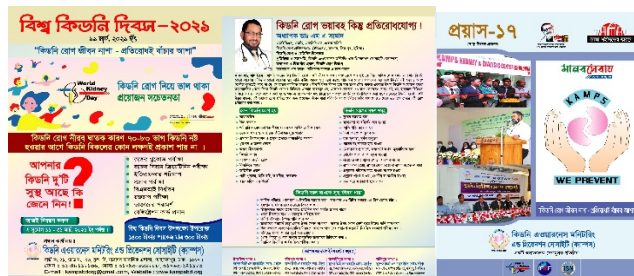
Caption: KAMPS organize a Free Kidney Camp every year on February 21st in honor of the language martyred at Hatibandha in Tangail. Pictures show that poor patients are waiting in queue for doctor's consultation, formal opening of the daylong program and Prof. Dr. M A Samad seen attending patients in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

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:

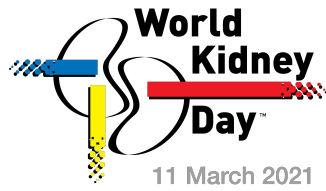
PUBLICATION

Health awareness magazine - 'Prayash'

Health awareness magazine named 'Prayash' (Effort), 17th 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.



Caption: Health Magazine and flyers.



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