



WKD 2021 Report

Name: Mario Laganovic

Organization name: Croatian Society of Nephrology, Dialysis and Transplantation (CSNDT)

Country: Croatia

Number of events organized/collected in your country: 9

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

- WKD web page: www.svjetskidanbubrega.com ,
- Facebook WKD page: "Svjetski dan bubrega"
<https://www.facebook.com/svjetskidanbubrega/?ti=as>,
- Facebook group " Kidney patients forum" - novelty... patient discussion group followed by nephrologist <https://www.facebook.com/groups/2758197307804539/?ref=share>,
- Campaign poster:
https://www.hdndt.org/system/hdndt/files/files/000/000/087/original/Svjetski_dan_bubrega_2021_B1_poster.pdf?1614537761,
- Campaign booklet:
https://www.hdndt.org/system/hdndt/files/files/000/000/086/original/Svjetski_dan_bubrega_2021_-_knjiz%CC%8Cica%281%29.pdf?1614537761;
- Position statement translated in Croatian
https://www.hdndt.org/system/hdndt/files/files/000/000/088/original/WKD21_Position-paper_Feb-2021_Hr.pdf?1614700432,
- Media activities list available at: <https://www.hdndt.org/dogadjaji/12-svjetski-dan-bubrega-2021>,
- Online panel discussion intended to patients: <https://youtu.be/UEVk-AwBSsU> ;
- Scientific symposium intended for physician: <https://dan-bubrega2021.conventuscredo.hr/>

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:

- <https://magazin.hrt.hr/sretni-i-zdravi/bolest-tihi-ubojica-svjedocanstvo-slavenke-drakulic-983910>
- <https://www.facebook.com/353570301752904/videos/730139371208236/>
- <http://www.glas-slavonije.hr/458052/11/Cuvajte-svoje-bubrege-Slavonci-su-skloniji-razvoju-bolesti-zbog-prehrambenih-navika>
- <https://www.glaspodravine.hr/na-dijalizi-je-trenutno-85-pacijenata-prosjecno-se-na-novi-bubreg-ceka-tri-godine/>



- <https://www.zelimzdravlje.com/aktualno/kvalitetan-zivot-s-bubreznom-bolescu-je-moguc-a-dobra-nefroloska-skrb-treba-bit-svima-dostupna/>
- <https://dubrovackidnevnik.net.hr/intervju/intervju-mario-ilic-gradnja-stanova-nece-privuci-lijecnike-u-dubrovnik>
- <https://www.youtube.com/watch?v=glCsg2XZORs>
- https://www.youtube.com/watch?v=Cb_ojHKpShg
- <https://www.mixcloud.com/radiojaska/svjetski-dan-bubrega-23-03-2021/>

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....

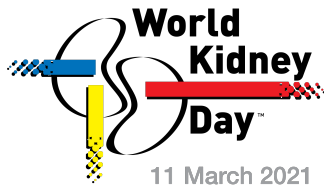
During campaign 1-12.3.2021.

- FB page: 182,352 reached FB users; 373,323 add views; 3,815 like, share on payed adds, 520 page views; 235 followers
- FB group " Kidney patients forum".. 478 participants, > 100 posts

List of celebrities involved and short description of their involvement

- Ivan Klasnic -(transplanted patient)former member of Croatian soccer team - video post on WKD web page
- Slavenka Drakulic (transplanted patient) - Croatian writer... involved in on line discussion, newspaper articles , press release etc
- Vili Beros - Croatian Minister of Health... government support of WKD campaign

Description of advocacy activities:



**Svjetski dan
bubrega**
11. OŽUJAK 2021.

Campaign report 1-12.3.2021.

ŽIVJETI DOBRO S BUBREŽNOM BOLEŠĆU

Organisers



Croatian society of Nephrology, Dialysis
and Transplantation and Society of
nurses in nephrology
www.hndt.org

World Kidney Day
is a joint initiative of  

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Campaign report 1-12.3.2021.

ŽIVJETI DOBRO S BUBREŽNOM BOLEŠĆU

Organisers



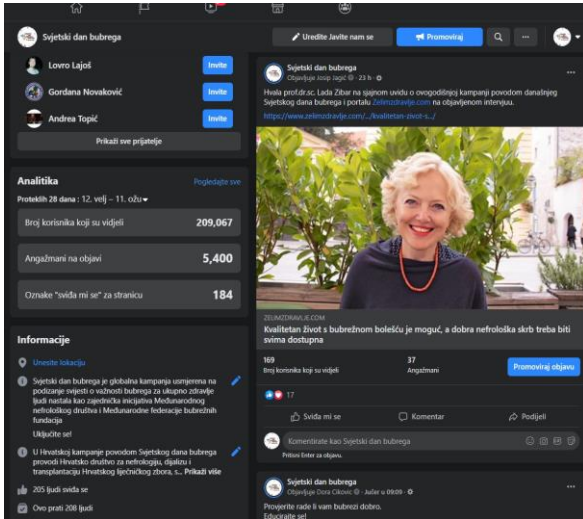
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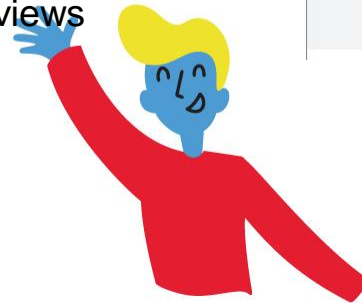
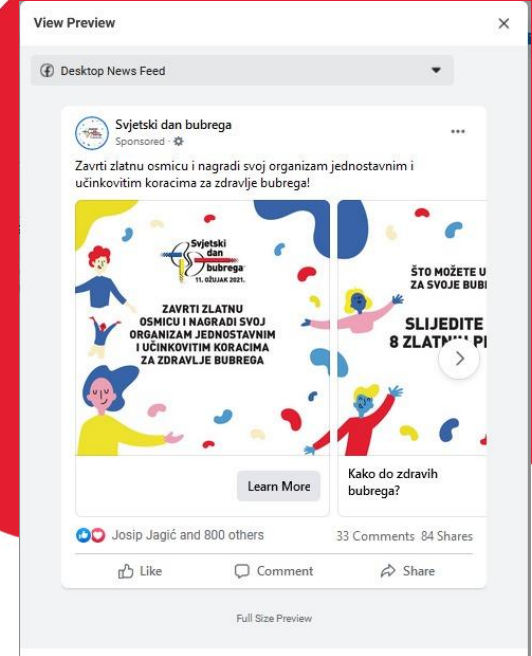
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Facebook page “Svjetski dan bubrega” and Facebook advertising

<https://www.facebook.com/svjetskidanbubrega/?ti=as>



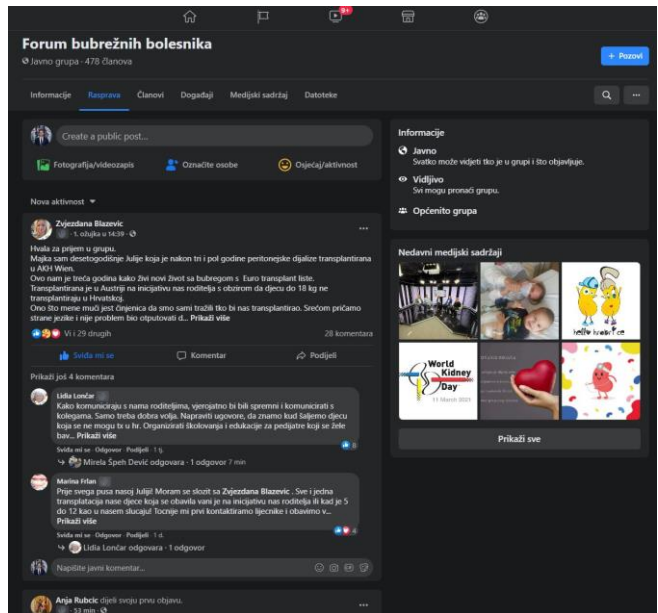
- **182,352 reached Facebook users**
- 373,323 add views
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- 520 Facebook page views
- 235 followers



Facebook group Kidney patients forum ("Forum bubrežnih bolesnika")

Novelty... patient discussion group followed by nephrologist

<https://www.facebook.com/groups/2758197307804539/?ref=share>



- 478 memebers
- >100 posts



PR activities: TV, press, radio stations, web, YouTube...

<https://www.hdndt.org/dogadjaji/12-svjetski-dan-bubrega-2021>



Na transplantaciju bubrega u Hrvatskoj se ne čeka dugo! Donosimo svjedočanstvo Ivana Klasnića

10.03.2021 10:00 Marko Šalić



PR activities: TV, press, radio stations, web, YouTube...

Vijesti Sport Magazin Gospodarstvo Planet-X Zdravlje



Photo: Marko Mrkonjić/PIXSELL

ČUVAJTE ZDRAVLJE



Svaki deseti odrastao čovjek boluje od neke bubrežne bolesti! Liječnica otkriva što uništava bubrege!

<https://www.hdndt.org/dogadjaji/12-svjetski-dan-bubrega-2021>



INTERVJU MARIO ILIĆ 'Gradnja stanova neće privući liječnike u Dubrovnik'

Autor: dubrovackidnevnik.hr | Datum objave: 12.03.2021.
Autori fotografija: Goran Mratinović



Povodom Svjetskog dana bubrega, koji se svake godine obilježava 11. ožujka, napravili smo intervju s jedinim nefrologom Opće bolnice Dubrovnik Mariom Ilićem

Goran Mratinović



BOLEST I HUMANOST. ZDRAVLJE NEMA CIJENU

Čuvajte svoje bubrege: Slavonci su skloniji razvoju bolesti zbog prehrambenih navika

PROF. DR. SC. JERKO BARIĆ



Kultura

Svjetski je dan bubrega: 'Trebalo se veseliti životu'

Objavio ij - 11. ožujka 2021. u 07:30



Panel discussion....



YouTube^{HR}

Search



Svjetski dan bubrega

<https://youtu.be/UEVk-AwBSsU>

592 views • Streamed live 19 hours ago



14



2



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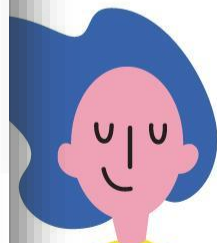


Svjetski dan bubrega

<https://youtu.be/UEVk-AwBSsU>

39 watching now • Started streaming 55 minutes ago

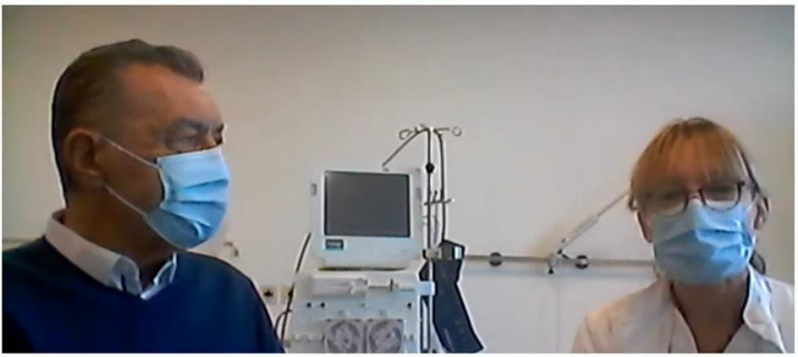
👍 3 💬 0 ➔ SHARE ⚙️ SAVE 🚩





mag. med. techn. GORDANA NOVAKOVIĆ
predsjednica Društva nefrologije, dijalize
i transplantacije bubrega HUMS-a





dr. med. MARTIN ČUK
uži specijalist pedijatrijske nefrologije



prof. dr. sc. MARIJANA BRAŠ
specijalist psihijatar

hdnd



prof. dr. sc. KARMELA ALTABAS
specijalist nefrolog

Panel discussion.... supported by famous Croatian musician Damir Urban

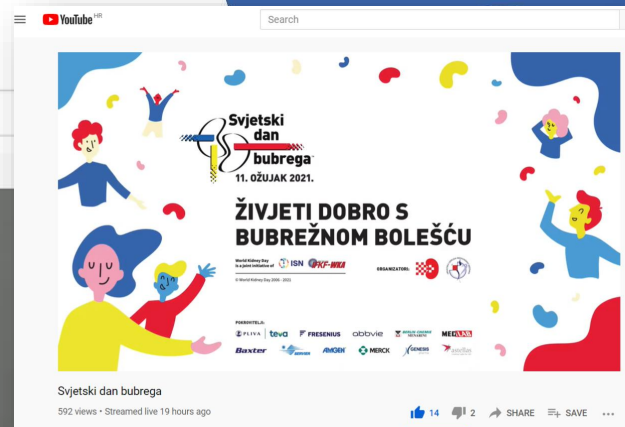


Search



Svjetski dan bubrega

<https://youtu.be/UEVk-AwBSsU>



smatrate da dobro educirana srednja medicinska sestra nije adekvatna osoba za provođenje peritonejske dijalize osoba s bubrežnom bolešću?

B Broadcast HR Poštovani, magistra sestринства Novaković odgovara: Srednja medicinska sestra koja je educirana za rad na peritonejskoj dijalizi itekako je adekvatna za provođenje PD.

B Broadcast HR Asistirana PD bi svakako bila po mom mišljenju u kompetencijama educirane srednje medicinske sestre jer je u bolničkim ustanovama ona i obavlja.

Ž Žarko Belavić Slažem se i zato me čudi mišljenje profesorice Altabas da bi to trebale raditi više i visoke sestre.

Say something...



0/200



**ŽIVJETI DOBRO
S BUBREŽNOM
BOLEŠĆU**

**Thanks to 2021 campaign
supporters:**



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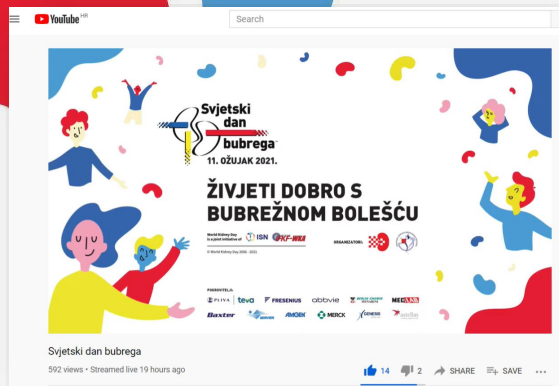
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Scientific symposium organised by Croatian Society of Nephrology, Dialysis and Transplantation

<https://dan-bubrega2021.conventuscredo.hr/>



HRVATSKO DRUŠTVO ZA NEFROLOGIJU, DIJALIZU I TRANSPLANTACIJU
CROATIAN SOCIETY OF NEPHROLOGY, DIALYSIS & TRANSPLANTATION
HRVATSKI LIJEČNIČKI ZBOR / CROATIAN MEDICAL ASSOCIATION
Šubičeva 9, 10000 Zagreb, Croatia www.hdndt.org E-mail: hdndt@hdndt.org

ŽIVJETI DOBRO S BUBREŽNOM BOLEŠĆU

17:00-17:05 Svjetski dan bubrega 2021 – doc dr sc Mario Laganović

17:05-17:15 Pozdravna riječ - prof dr sc Vili Beroš

Predsjedavajući: prof dr Karmela Altabas, mag.med.tech. Gordana Novaković, doc dr Josipa Radić

17:15 – 17:35 Kućne metode nadomještanja bubrežne funkcije – prof dr sc Karmela Altabas

17:35-17:40 „MODERN PD kampanja – uvod u peritonejsku dijalizu 21. stoljeća” - Baxter Healthcare d.o.o

17:40-18:10 Prehrana bubrežnih bolesnika – nove KDOQI smjernice 2020 za prehranu bubrežnih bolesnika i praktična primjena – doc dr sc Josipa Radić i dr sc Eva Pavić, mag spec, dipl ing

18:15-18:35 Uloga medicinske sestre/tehničara u skrbi za bubrežne bolesnike – Nenad Dakić mag med techn

18:35 – 19:05 Racionalizacija farmakološkog liječenja u bubrežnog bolesnika – prof dr sc Ingrid Prkačin, prof dr sc Robert Likić

19:05-19:10 RASPRAVA

Predsjedavajući: Ivana Kovačević Vojtušek, Marijana Braš

19:15 – 19:40 Uloga empatije u odnosu liječnika i bolesnika sa kroničnom bolesti bubrega – prof dr sc Marijana Braš

19:40-20:10 Holistički pristup bubrežnom bolesniku - iskustva bolesnika

Moderator : prim dr Ivana Kovačević Vojtušek

Panelisti :dr Branimir Vurušić i prof Janko Andrijašević

20:10 RASPRAVA

