

WKD 2021 Report

Name: Maznifah Fatah

Organization name: National Kidney Foundation Malaysia

Country: Malaysia

Number of events organized/collected in your country: 4 activities organized by National Kidney Foundation. There are many other activities happened at individual hospitals nationwide.

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

Malaysia celebrated WKD 2021 by organizing an interactive Virtual Forum and Launching Ceremony on 13 Mar 2021.

The Virtual Forum was organized in collaboration with Malaysian Society of Nephrology and Ministry of Health. The forum officiated by Director General of Health, Tan Sri Dato' Sri Dr. Noor Hisham, Ministry of Health Malaysia. The forum consist of 3 interactive sessions with quizzes and rewards. Online survey with regards to awareness on kidney disease also run at the end of the forum.

Below are some of the links that captured the activities:

- <http://www.malaysian-business.com/index.php/wordpress/item/3819-world-kidney-day-2021-living-well-with-kidney-disease>
- <https://www.loopme.my/live-post/XwfiVo261s9ixjGB>
- <https://ramarama.my/world-kidney-day-2021-living-well-with-kidney-disease>
- <https://themalaysianreserve.com/2021/03/10/kidney-diseases-weighing-on-public-healthcare-expenditure/>
- <https://selangorjournal.my/2021/03/kidney-diseases-weighing-on-public-healthcare-expenditure/>
- <https://theleaders-online.com/kidney-diseases-weighing-on-public-healthcare-expenditure>
- <https://www.theborneopost.com/2021/03/11/kidney-diseases-weighing-on-public-healthcare-expenditure>
- <https://www.pamelaybc.com/2021/03/world-kidney-day-2021-living-well-with.html>
- http://kr8tifexpress.com/article/1530?fbclid=IwAR2taoPmh5sK4RUeU_d2mVtBS3CdMN_fb9MoN3ohE_xpHJCQPO14thvmROo
- <https://www.facebook.com/kr8tifexpress/posts/1380313558976427>

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:



Newspaper:

- The Star
- Utusan Borneo
- The Borneo Post
- Sin Chew Daily
- Nanyang Siang Pau
- China Press
- Guang Ming Daily
- Kosmo
- Berita Harian
- New Straits Times
- Kwong Wah Yit Poh
- Oriental Daily News
- Harakah
- Harian Metro
- Sinar Harian
- The Sun
- Malaysia Nanban
- Daily Express
- The Malaysian Insight

Broadcast:

- THR Raaga (Tamil Language)
- Minnal FM

National Television :

- TV3 Nightline
- TV2 (Mandarin Language)
- Astro Awani (Prime News)
- Bernama News Channel (Malay, Mandarin, Tamil and English)

Online Sources:

- <https://www.facebook.com/malaysianbusinessmagazine/posts/3003759253189541>
- <https://www.thesundaily.my/local/leading-a-healthy-life-with-one-kidney-IE7475820>
- <https://www.facebook.com/emakayahdotcom/posts/1608827442649759>
- <http://www.malaysian-business.com/index.php/wordpress/item/3883-living-well-with-kidney-disease-is-possible>
- https://www.malaysiannewslab.com/zh/news_cn/20210313-5/
- <https://www.themalayapost.my/pesakit-buah-pinggang-dijangka-106000-menjelang-2040-majoriti-berumur-bawah-45-tahun>



- <https://www.businesstoday.com.my/2021/03/15/30-of-dialysis-patient-to-suffer-at-age-45-below/>
- <https://asianewstoday.com/kidney-patients-in-malaysia-to-increase-to-106000-in-2040-dr-noor-hisham/>

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:

The are other advocacy activities conducted from Feb - June 2021 which run concurrently with WKD:

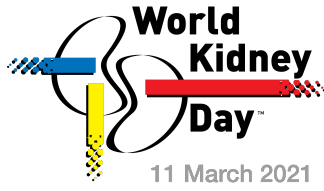
1. Pre-recorded video messages from doctors, nurses and patients with regards to prevention, kidney disease, healthy lifestyle, living well with kidney disease, WKD wishes to public especially kidney patients. A total of 40 videos compiled nationwide. The videos will be posted on social media through out March - June 2021.
2. NKF #Kidneyawesome Dance Challenge (Feb - June) 2021 with lots of rewards. Campaign conducted via TikTok and Instagram. NKF gives cash prizes of RM200 to the most creative winner every month.
3. Another concurrent campaign which happened during WKD 2021 is Rail Media Campaign whereby kidney awareness poster were put up on Mass Rail Transit. This campaign runs from March - May 2021.

From all of the above activities, so far we have reached a total PR Value of 3,673,225.61 which are coverage via:

- Printed Media = 1,036,175.96
- Online = 2,339,824.16
- Broadcast= 297,221.49

Total Views of Virtual Forum from 13 March - 23 April 2021 is 28,239 in which:

- Facebook = 28,000
- Youtube = 239



JEMPUTAN

SAMBUTAN PERINGKAT KEBANGSAAN

13 Mac 2021 | 9:00 pagi - 12:00 tengah hari

HIDUP SEJAHTERA DENGAN PENYAKIT BUAH PINGGANG

Jom sertai kami secara VIRTUAL

LIVE MYBuahPinggang

PROGRAM

SAMBUTAN PERINGKAT KEBANGSAAN 13 Mac 2021

HIDUP SEJAHTERA DENGAN PENYAKIT BUAH PINGGANG

- 9:00 pagi — Siaran Langsung bermula
- 9:30 pagi — Pengenalan Hari Buah Pinggang Sedunia oleh Pengerusi Majlis, Dr Lydia Kamaruzaman
- 9:35 pagi — "Buah pinggang rosak: Berisikakah anda?" oleh Dr Wan Hazlina Wan Mohamad
- 9:40 pagi — "Fakta & Mitos Buah Pinggang" oleh Dr Faridah Abdullah
- 9:45 pagi — "Hidup Sejahtera dengan Penyakit Buah Pinggang"
- Moderator: Dr Nor Fadhina Zakaria
- Panelis: Mazlan (Pesakit transplant), Farza (Pesakit HD), Redwan (Pesakit PD), Gordon (Penyakit pandemik)
- 10:40 pagi — Bantuan kewangan dalam menangani penyakit buah pinggang
- Moderator: Dr. Muhammad Iqbal Abdul Hafidz
- Panelis: Waki IFA, Waki SOCSO, Waki NKF
- 11:20 pagi — Pengenalan NKF Dance Challenge 2021
- 11:30 pagi — **UPACARA PERAKSIAN**
- Ucapan dari Pengerusi NKF (Datuk Dr. Zaki Morad Bin Mohamed Zaher)
- Ucapan dari Presiden Malaysia Society of Nephrology (Professor Dr. Abdul Halim Abdul Galor)
- Ucapan Perarisan dari Ketua Pengarah Kesihatan
- Kementerian Kesihatan Malaysia (Tan Sri Datuk Seri Dr. Nour Hisham Abdullah)
- 12:00 tengah hari — Majlis Penutup

Jom Sertai Kami!

LIVE MYBuahPinggang

nkfmy • Following

nkfmy "Ayuh, mari kita sama-sama kuatkan emosi dan mental kita untuk meneruskan kehidupan ini demi keluarga tersayang." Hear it from a patient who is #LivingWellWithKidneyDisease! ❤️

Stay tuned for more inspiring videos this World Kidney Day.

#NKFMY #Health #HealthyLifestyle #KidneyHealth #Kidney #KidneyKomuniti #KidneyDiseases #OrganDonation #OrganTransplant #DermaOrgan #SaveALife #WorldKidneyDay

4w

191 views

MARCH 20

Add a comment... Post



nkfmy • Following

nkfmy In accordance with World Kidney Day, Dr. Mohd Kamil Bin Ahmad, a Consultant Nephrologist (Kidney Specialist) at Hospital Tengku Ampuan Afzan, Kuantan, would like to share a special message for you! ❤️

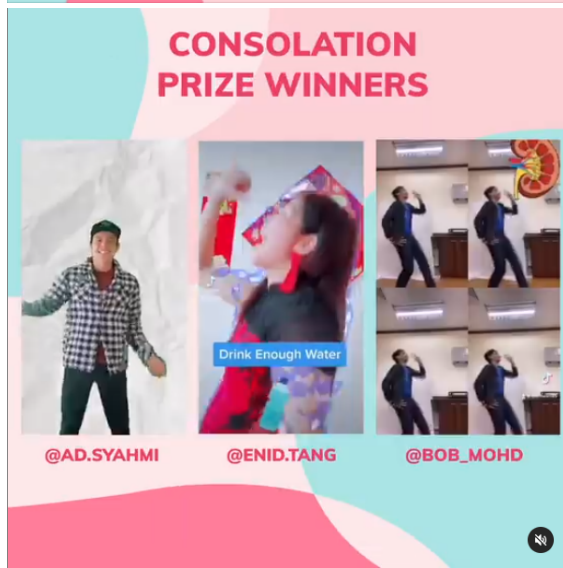
Stay tuned for more videos just like this one!

#NKFMY #Health #HealthyLifestyle #KidneyHealth #Kidney #KidneyKomuniti #KidneyDiseases #OrganDonation #OrganTransplant #DermaOrgan #SaveALife #WorldKidneyDay #LivingWellwithKidneyDisease

5w

138 views
MARCH 18

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nkfmy • Following

nkfmy We are proud to announce the #KidneyAwesome Dance Challenge Winners for February! Congratulations to these talented dancers whom we have chosen as the winners of this challenge!

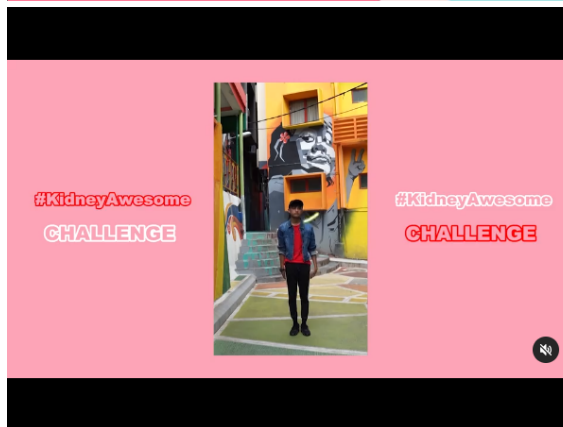
Not to worry, you can still stand a chance to win! All you have to do is record yourself dancing and post it on Instagram!

Here is how it works:

1. Follow us on Instagram and TikTok (@nkfmy)
2. Record your dance video. Background music available on our TikTok account!
3. Upload it on Instagram with hashtag #KidneyAwesome

350 views
MARCH 12

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nkfmy • Following

nasntags #kidneyawesome #KidneyKomuniti

4. Tag 3 friends to join this challenge

Main Prize x 1 winner :

- Cash (RM200.00)
- NKF Exclusive T-shirt
- Fight for Your Kidney's Shopping Bag
- Rubbermaid Hydration Water Bottle (Sponsored by Newell Rubbermaid (M) Sdn. Bhd.)

Consolation Prizes x 5 winners :

218 views
MARCH 3

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Campaign Posters on Rail Transit

