



WKD 2022 Report

Name: Jianghua Chen

Organization name: Chinese Society of Nephrology

Country: China

Number of events organized/collected in your country:

1. On the 17th World Kidney Day, the public welfare music video “Ture Hero” jointly launched by the Chinese Society of Nephrology (CSN), People’s Daily Online Health, and the Fosun Pharma “Sun Love 121” special fund was released. Those who have the courage to fight against illness, no matter who they are, doctors or patients, drug discovery scientists or companies, are all true heroes.
2. On the WeChat official account of CSN, a prize-winning Q&A activity to popularize scientific knowledge has attracted nearly one thousand participants.
3. Nephrologists and Hospitals from different areas have carried out thousands of online Q&A activities to popularize scientific knowledge about kidney disease, which were warmly welcomed and have received over one million hits.
4. To better serve the public and broadcast kidney knowledge, thousands of hospitals and nephrologists across China have also carried out activities such as free consultations either in communities or hospitals to answer questions face to face.

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

1. On new media platforms such as Toutiao, the World Kidney Day science popularization activity with the topic of “Kidney Health for All” has reached 1.15 billion readings and nearly 20 thousand discussions.

link: <https://m.toutiao.com/is/Nv4hVGX/?>

2. A series of science popularization activities about kidney disease have been carried out on streaming media such as People’s Daily Online and Douyin, among which the total view count of in-depth science popularization interview is 704,000, and the total view count of twelve Douyin short videos is 126,000.

- 1) people-health

link: <https://hys.people-health.cn/static/video.html?isShare=1&id=510016633448833024>



2) Douyin

links:

<https://v.douyin.com/NvveuTN/>

<https://v.douyin.com/Nvv6Jy1/>

<https://v.douyin.com/NvvM1GC/>

<https://v.douyin.com/Nvv8fmm/>

<https://v.douyin.com/NvveWLB/>

<https://v.douyin.com/Nv7of9p/>

<https://v.douyin.com/NvvjwVG/>

<https://v.douyin.com/Nv7TU38/>

<https://v.douyin.com/Nvv15Ve/>

<https://v.douyin.com/NvvY5h6/>

<https://v.douyin.com/Nvvk4MY/>

<https://v.douyin.com/Nv7KtvF/>

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:

1. During World Kidney Day, several experts from CSN have published a feature article on People's Daily Online to deliver key information from different aspects, and to advocate the public and patients to establish scientific awareness, which has received more than 180,000 readings.

link: <http://health.people.com.cn/n1/2022/0310/c14739-32371816.html>

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....

N/A

List of celebrities involved and short description of their involvement



We have invited several Chinese nephrologists who have been the ISN fellows to make a short video to introduce the theme of 2022 World Kidney Day and call on the public to pay more attention on prevention and treatment of chronic kidney disease.

Description of advocacy activities:

March 10, 2022, is the 17th World Kidney Day, this year's theme is "Kidney Health for All-Bridge the knowledge gap to better kidney care". Under the deployment of Professor Chen Jianghua, president of CSN, all the CSN committee members and experts in nephrology across the country actively advocated early screening and diagnosis of kidney disease, called on the public to pay attention to kidney health, and encouraged patients with kidney disease to face diagnosis and treatment positively. A total of more than 1,000 hospitals have carried out different activities to deliver the theme of the year, including nearly one thousand offline free consultations, thousands of online and offline scientific popularization sessions, as well as physician-patient communication meetings, etc. In addition, several hospitals have cooperated with domestic mainstream media and new media to achieve a more extensive scientific popularization effect, allowing the public to acquire better knowledge in prevention of kidney disease and to pay more attention on kidney health through these activities.