



WKD 2022 Report

Name: Dr. Shahrzad Ossareh

Organization name: Iranian Society of Nephrology (IrSN)

Country: Iran

Number of events organized/collected in your country: 14

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

- 1- Three National and 1 local TV program, conducted by university professors (Dr. Shahrzad Ossareh, Dr. Aria Jenabi and Dr. Omolbanin Taziki and Dr. Mahboobeh Fereidoon on national TV channels 3 and 1 and Dr. Roghiyeh Akbari on the Provincial Mazandaran TV channel) were broadcasted, during which the university professors talked about CKD, AKI, Kidney checkup, and risk factors for CKD and replied to the questions asked or sent by the audience.
- 2- Fifteen renal educational movies of 2 to 9 minutes were recorded by nephrologists from different cities of Iran and uploaded to the Instagram channel of IrSN.
- 3- Eight educational clips were distributed by Isfahan University of Medical Sciences, through Instagram channel of IrSN and the website of the university and research center (ikrc.mui.ac.ir and mui.ac.ir)
- 4- A kidney puzzle movie was designed and recorded at Esfahan University of Medical Sciences, during which different information was provided to the people in a park about a body organ and people were supposed to guess the organ (which was the kidney).
- 5- Five local celebrations with WKD cakes, and balloons and lectures for the patients and their companies, especially in kidney children's hospitals were held (5)

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

There were 5 live programs broadcasted in TV and 15 recorded short movies broadcasted in Instagram.

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....

Instagram link: <https://www.instagram.com/irsnkidneycare/?hl=en> and website links: ikrc.mui.ac.ir, mui.ac.ir



Hashtag: [#wkd2022](https://www.instagram.com/explore/tags/wkd2022)

466 followers, between 50 to 500 views for various uploaded clips (some of the video clips were viewed on the Instagram page of the nephrologists themselves).







