



WKD 2022 Report

Name: Professor Massimo Morosetti (President)

Organization name: Fondazione Italiana del Rene FIR ONLUS

Country: Italy

Number of events organized/collected in your country: 13

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

- **Live webinar** about dissemination of Italian Society of Nephrology (SIN) - Italian Kidney Foundation (FIR)'s activities and results of the 'Bridge the knowledge gap', a survey conducted for SIN by AstraRicerche on a representative sample of the Italian population for kidney health, about prevention measures for kidney health and the role of the nephrologist.

- **L'esperto risponde:** Live Facebook event with Professor Piergiorgio Messa (SIN President) and Professor Massimo Morosetti (FIR President).

- **Chiedi al Nefrologo:** mail service dedicated to receiving specific questions which have been answered by an expert Nephrologist.

- **Free screening tests:** free screening tests for the general population, especially for those belonging to groups with little access to coded diagnostic-therapeutic paths in order to bring out the undeclared diagnosis for timely therapies that significantly improve the quality of life of patients with CKD. The event has been supported by Amgen, Astrazeneca, Baxter and Fresenius.

- **Let's shed some light on CKD:** Italian regions have been invited to participate in the campaign to illuminate some significant monuments in Italian cities and to project the World Kidney Day logo, in line with this year's campaign goal of promoting awareness of kidney disease 'for a better kidney care' (Brescia - Palazzo della Loggia, Camaiore - Collegiata, Livorno - Palazzo Comunale, Massarosa - Comune, Padova – Torre dell’Orologio,

Torino – Mole Antonelliana).

- **Awareness initiatives (authorities):** Italian Regional Departments were invited to join the initiative raising awareness among population and all health professionals with press releases.



- **Awareness initiatives (hospitals):** In all Italian nephrological hospital departments and centers an information poster has been posted in line with the WKD 2022 objectives/theme: Bridge the knowledge gap for a better care. The poster is downloadable from the FIR website and has been posted in the waiting rooms of the outpatient clinics and hospitals. The material has also been present on all FIR social channels (Facebook and Instagram) and the My FIR App (downloadable on all platforms) has been promoted.
- **Awareness initiatives (pharmacies):** An information poster on kidney diseases has been prepared and distributed in pharmacies throughout Italy participating in the initiative thanks to a collaboration between FIR, APROTEN (company in the nutrition sector in kidney diseases) and ASAND (Italian Dieticians Association).
- **"La salute dei reni per tutti":** online conference organised by FIR Affiliata Piemonte in collaboration with ASL TO3 Collegno - Pinerolo.
- A **direct line** with expert Nephrologists organized by Liguria ASL3.
- **School awareness initiatives** organized by AORN Santobono - Pausilipon (Napoli) in collaboration with FIR, AIDO and AIRP in which specialists in Nephrology as well as nurses explain to students what a kidney failure is, how it can be treated and how could be prevented.
- **Free clinic service** at Ospedale "San Bassiano" (Bassano del Grappa).
- **Other informative meetings/initiatives in:** Gallipoli (organised by the Dpt Nefrodialitico ASL Lecce and FIR Affiliata Lecce), Catania (organised by the U.O. Nefrologia e Dialisi Ospedale Cannizzaro and FIR Affiliata Catania), Vercelli (organised by the Sirene Association).

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://www.youtube.com/watch?v=3RV35L59jnU>

<https://www.youtube.com/watch?v= Z4zf9OHTok>

<https://www.youtube.com/watch?v=HK8EWsiSOHQ>

<https://www.youtube.com/watch?v=2hfjfUoHcCw>

https://www.youtube.com/watch?v=3b_37PVvCvU

<https://www.youtube.com/watch?v=UQNryAWEi5A>

<https://www.youtube.com/watch?v=b93hhY7jt5Y>



<https://www.youtube.com/watch?v=d29VkuXwaAc> HYPERLINK
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<https://www.youtube.com/watch?v=nS2O3TGIKII>

<https://fb.watch/bxCBmWuEPd/>

https://www.ansa.it/canale_saluteebenessere/notizie/medicina/2022/03/08/giornata-mondiale-malattie-reni-monumenti-illuminati_b31a7d25-3f42-459e-8188-1634016f7454.html

<https://www.facebook.com/watch/?v=4645362582239101> HYPERLINK
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<https://www.aslvc.piemonte.it/>

<https://www.vicenzatoday.it/eventi/le-iniziative-per-la-giornata-mondiale-del-rene.html>

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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....

Facebook - number of followers in March: 7383 (+132 compared to February 2022).

Facebook - number of visits in March: 2600.

Instagram - number of followers in March: 1490 (+63 compared to February 2022).

Instagram - number of visits in March: 641.