



WKD 2022 Report

Name: World Kidney Day 2022

Organization name:

Philippine Society of Nephrology in cooperation with Makati Medical Center
Pediatric Nephrology Society of the Philippines in cooperation with Philippine Children's Medical Center

Country: Philippines

Number of events organized/collected in your country: 10 events/activities

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

Activities:

1. World Kidney Day AVP 8 Golden Rules Infomercial

An infomercial aired in different Mercury Drug Stores Nationwide starting March 1 to March 31, 2022, aimed to strengthen the awareness about kidney health by sharing the 8 golden rules.

2. World Kidney Day Poster Making Contest

An online poster-making contest with the theme "Kidney Health for All" was open for all those who were interested. Any materials were used however the final output was digitized into jpeg format. Submission of entries occurred from February 1 to February 28, 2022. Total entries from the adult category were 54 and from pediatric category were 25. The announcement of winners happened last March 10, 2022 via World Kidney Day main event.

3. DWIZ Radyo Klinika Lay Forum

Date: February 16, 2022

Platform: Radio program, YouTube

Speaker: Dr. Lorna Simangan

A lay forum that tackled kidney diseases in the pediatric population, their causes, and risk factors.

Link: <https://www.youtube.com/watch?v=lZnYug65Cvs&t=626s>

4. Hope Channel North Philippines: Voice of Health

Date: February 13, 2022

Platform: TV channel, Facebook

Speaker: Dr. Frederick Verano

A lay forum discussed kidneys and their functions, causes, risk factors, and different



treatments.

Link: <https://www.facebook.com/hopechannelluzon/videos/319362010256642/>

5. World Kidney Day 2022 Lay Forum

Date: February 10, 2022, 1400H

Speaker: Dr. Eladio Miguel Penaranda

A lay forum discussed kidneys and their functions, causes, risk factors, and different treatments.

Link: Unavailable

6. PCP Health Forum: Chronic Kidney Disease Prevention

Date: March 8, 2022, 1000H to 1100H

Platform: Facebook Live

Speaker: Dr Michelle Ozaeta-Alpuerto

Moderator: Dr Eladio Miguel Penaranda

It discussed chronic kidney awareness including symptoms, common causes, and risk factors, and lastly, it discussed prevention by adhering to 8 golden rules.

Link: <https://www.facebook.com/psnsocial/videos/1223856564684740>

7. Radyo Kahiwalayan Radio Lay Forum

Date: February 26, 2022, 1200-1300H

Platform: Radio guesting

Speaker: Dr Eladio Miguel Penaranda

A lay forum discussed kidneys and their functions, causes, risk factors, and different treatments.

Link: Unavailable

8. World Kidney Day Celebration Main Event

Date: March 10, 2022, 0900-1100H

Platform: Zoom Webinar and FB Live

Speakers: Dr Nathan Bumanlag, Dr Christine Pascual, Dr Naomi Holgado

Total Registrants: 750

Link: <https://www.facebook.com/wkdph2022/videos/4958288487600499>

9. 8 Golden Rules Daily FB Posting from March 2, 2022 to March 9, 2022

Link: <https://www.facebook.com/wkdph2022>

10. Light Up a Building last March 10, 2022

Location: De La Salle University, Taft, Manila

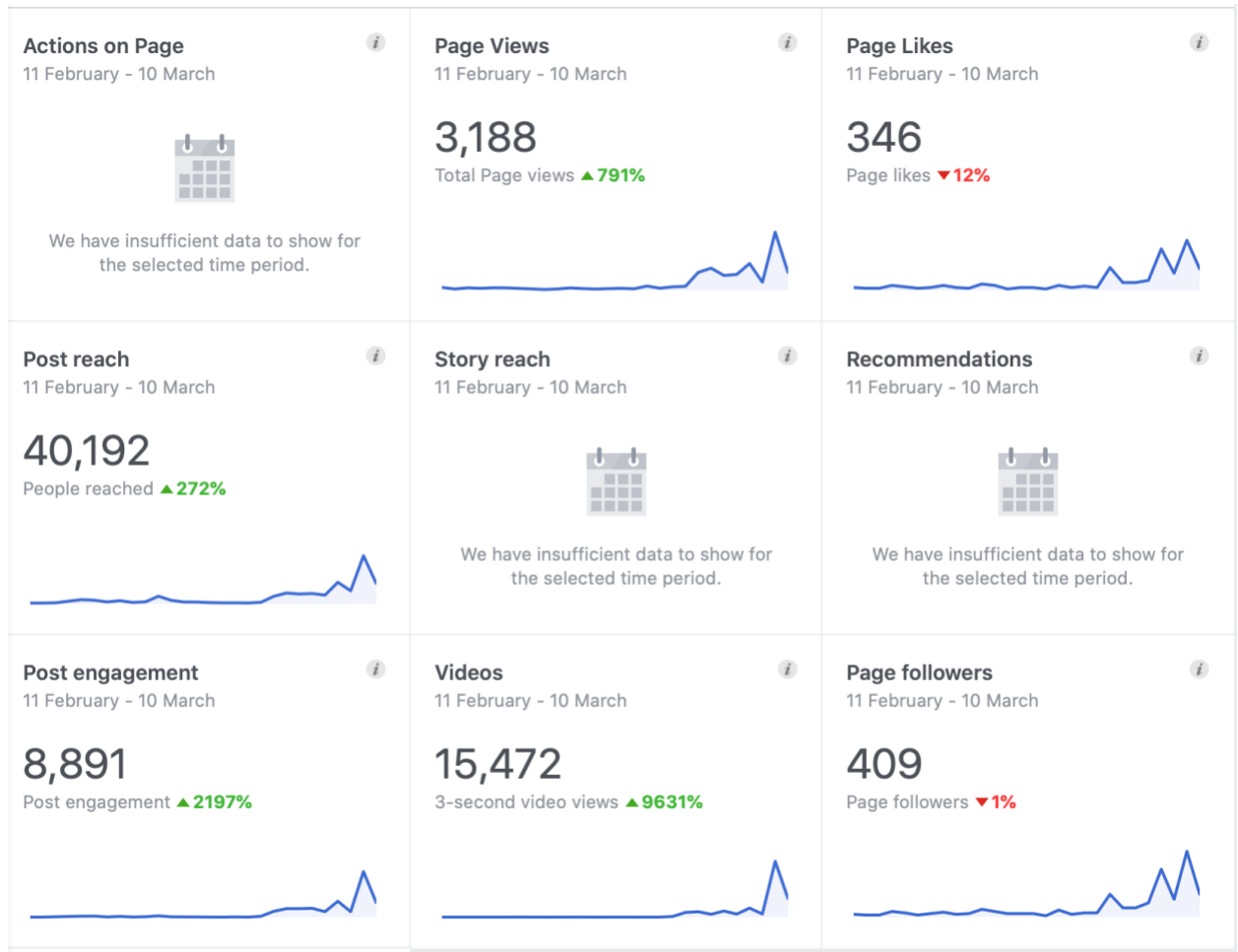
This was to promote and spread news about WKD and to educate people of all walks of life through this campaign.

List of media that published WKD press releases or mentioned WKD related activities



1. <https://tribune.net.ph/index.php/2022/03/11/kidney-health-begins-with-knowledge/?fbclid=IwAR104WDBvUVLleoZBu4clOty07EMfKrx2AtZoM2yNjtOt3XGLGTfAhIjVpQ>

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....





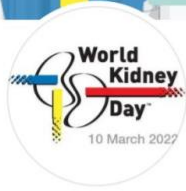
Published	Post	Type	Targeting	Reach	Engagement	Promote
10/03/2022 19:32	 Thank you DLSU Taft for supporting World Kidney Day 2022! Light Up A			1K 	189 80 	Boost post
10/03/2022 12:50	 Thank you everyone for Celebrating World Kidney Day 2022 with us! To			609 	44 36 	Boost post
10/03/2022 10:54	 World Kidney Day 2022			525 	200 61 	Boost post
10/03/2022 08:51	 World Kidney day 2022			1.8K 	341 200 	Boost post
10/03/2022 08:26	 Dear Friends and Colleagues, Join us as we Celebrate World Kidney			1.7K 	109 66 	Boost post
09/03/2022 16:22	 Day -1 are you excited for tomorrow?!?			422 	51 12 	Boost post
09/03/2022 16:17	 Join us as we Celebrate World Kidney Day on March 10, 2022			973 	25 31 	Boost post
09/03/2022 16:04	 keep calm. fight kidney disease. know your risk factors. #WKD2022			10.7K 	1.9K 412 	Boost post
08/03/2022 22:45	 			417 	12 0 	Boost post
08/03/2022 20:36	 Dear Friends and Colleagues, Join us as we Celebrate World Kidney			682 	30 10 	Boost post
08/03/2022 18:02	 D-2 until we finally celebrate! #WKD2022 #worldkidneyday2022			378 	21 17 	Boost post



08/03/2022 20:36		Dear Friends and Colleagues, Join us as we Celebrate World Kidney			682		30 10		Boost post
08/03/2022 18:02		D-2 until we finally celebrate! #WKD2022 #worldkidneyday2022			378		21 17		Boost post
08/03/2022 17:55		watch out for pain pills #WKD2022 #worldkidneyday2022			1.8K		60 72		Boost post
08/03/2022 10:01					224		16 0		Boost post
08/03/2022 09:54		Join the Philippine College of Physicians and the Philippine			212		5 1		Boost post
07/03/2022 20:06					305		4 0		Boost post
07/03/2022 17:20		D-3! What's up! Celebrate #worldkidneyday2022 with us on			383		22 6		Boost post
07/03/2022 16:01		Stop smoking! #worldkidneyday2022 #WKD2022			543		5 8		Boost post
07/03/2022 15:59		Say no to smoking, say yes to life! #worldkidneyday2022 #WKD2022			2.3K		366 137		Boost post
06/03/2022 19:29		D-4 until we celebrate! #WKD2022 #worldkidneyday2022			418		29 7		Boost post
06/03/2022 16:47		World Kidney Day - Philippines 2022 added a new photo.			354		8 2		Boost post
06/03/2022 11:53		#WKD2022 #worldkidneyday2022 #kidneyhealthforall			1.4K		33 22		Boost post



06/03/2022 11:53		#WKD2022 #worldkidneyday2022 #kidneyhealthforall			1.4K		33 22		Boost post
06/03/2022 10:48		time to hydrate keep your kidneys great #WKD2022			341		15 5		Boost post
05/03/2022 21:53		Good day! The Philippine College of Physicians and the Philippine			540		16 4		Boost post
05/03/2022 16:51		Day -5 Singaling with us on March 10! #WKD2022			504		28 14		Boost post
05/03/2022 16:46		check and control your blood pressure #WKD2022			766		14 18		Boost post
05/03/2022 16:45		Live healthy, keep your kidney young Check you BP regularly			1.9K		188 58		Boost post
04/03/2022 16:30		Here are the entries for the Poster Making Contest under Pedia			728		166 24		Boost post
04/03/2022 15:57		D-6! Hello World! Come and join us on March 10 for			685		70 21		Boost post
04/03/2022 15:51		Walk away from Diabetes, check and control your blood sugar!			2K		39 65		Boost post
04/03/2022 08:21		Less sugar means more happiness #WKD2022 #worldkidneyday2022			497		16 17		Boost post



World Kidney Day - Philippines 2022

@wkdp2022 · Health & wellness website

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The World Kidney Day is a global campaign raising awareness on the importance of our kidneys to our overall health and at reducing the frequency and i... [See more](#)

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psnmanila@gmail.com

Health & wellness website



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World Kidney Day - Philippines 2022 was live.
31 January · 🌐



10 MARCH 2022
Kidney Health for All
#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

Bridge the knowledge to better kidney care.

List of celebrities involved and a short description of their involvement

Video Greetings Celebrities WKD

1. Aaron Villaflor
2. Alex Diaz
3. Albie Casino
4. Aljur Abrenica
5. Allan K
6. Dingdong Avanzado
7. Ellie Aguinaldo
8. Erik Santos
9. Ethel Booba
10. Jasmine Curtis
11. John Lloyd Cruz
12. Joseph Bitangcol
13. Maja Salvador
14. Maxine Medina
15. Patrick Quiros
16. Pooh



17. Randy Santiago
18. Rey Valera
19. Vito Marquez
20. Zephanie Dimaranan

Description of advocacy activities:

Light Up a Building: This was to promote and educate people of all walks of life through this campaign. The main purpose of this campaign is to strengthen the awareness about kidney health in order to bridge the persistent and ongoing CKD knowledge gap at all levels of healthcare.

Infomercial Video: The main purpose of this campaign was to strengthen the awareness about kidney health by showing an infomercial in the loop entitled "8 Golden Rules to Reduce the Risk of Developing Kidney Disease".

Attach representative pictures



