



# WKD 2022 Report

**Name:** Kidney We Care 2022

**Organization name:** The National Kidney Foundation (NKF) Singapore

**Country:** Singapore

**Number of events organized/collected in your country:** 4

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

In line with WKD International's theme of "Kidney Health for All", NKF organised a series of events, as part of our Kidney We Care Movement to raise awareness on kidney health.

1. **Kidney We Care Health Forums – 22 & 27 February**

<https://nkfs.org/event/kidney-we-care-health-forums/>

A series of kidney health forums kick-started the World Kidney Month.

Health Forums "Motivasi Ramadan" (conducted in Malay) and "Am I at risk for Kidney Disease" (conducted in English and Mandarin) were held on 22 and 27 February 2022 respectively. Healthcare specialists in primary care, renal care and dietetics covered topics that included managing chronic diseases to keep kidneys healthy; importance of kidneys and symptoms of kidney disease; and lifestyle & nutrition tips to stay healthy. In partnership with Darul Makmur Mosque, about 1,900 people joined us live or online for "Motivasi Ramadan". They were educated on proactive steps chronic patients should take to prepare themselves for fasting, among others. About 600 members of the public tuned in online for the Health Forum on 27 February for an informative session, spurring them to lead a healthier lifestyle.





2. **Kidney We Care: Let's Revolutionise! (KWCLR) 2022 – 28 February to 13 March**

<https://nkfs.org/event/kidney-we-care-lets-revolutionise-2022/>

KWCLR was helmed by over 200 volunteers – to urge the nation not to sugar coat the silent killer, kidney failure, and raise funds – saw them organise over 40 virtual activities comprising a plethora of engaging workshops and activities such as photography, calligraphy, pastel nagomi art, cooking demonstrations, virtual escape room and around-the-world virtual tour. Live performances were broadcasted on Facebook on 5 & 6 March and 12 & 13 March. Members of the public were also encouraged to cook healthy meals and stay active through challenges on the Instagram page @kwc.letsrevolutionise. The event raised over \$88,000 for kidney patients.



3. **Race Inspired! 2022 (18 March – 7 April)**

<https://nkfs.org/event/race-inspired/>

To raise greater awareness on kidney failure and motivate the community to take proactive steps to maintain a healthy lifestyle, about 1,200 participants took part in the virtual sports event, which comprises both a running and cycling segment. They include corporate and community partners, as well as Ministers and Members of Parliament (Minister Ong Ye Kung, Minister S Iswaran, Senior Minister of State Chee Hong Tat, Minister of State Gan Siow Huang, Parliamentary Secretary Eric Chua and Member of Parliament Poh Li San). A total distance of 86,821km was achieved and over \$340,000 was raised to benefit kidney patients.



4. **Community Outreach Days @ NKF Dialysis Centres (January – May)**

<https://nkfs.org/event/community-outreach-days/>

Community Outreach Day aims to provide a one-stop centre of care and support on kidney health and kidney disease prevention to the general public. They were able to ask questions and gather more information through our nursing team and outreach ambassadors. Interactive activities, dialysis centre tours and health talks were conducted. The physical outreach events were organised across 4 dialysis centres, engaging a total of 331 participants.



**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:**

Full-page article on Malay language national newspaper, Berita Harian on Kidney We Care Health Forum: Motivasi Ramadan (7 March 2022)

<https://www.beritaharian.sg/rencana/jalani-pemeriksaan-kesihatan-pengecualian-dari-segi-agama-persiap-diri-menjelang-ramadan>





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....

NKF Race Inspired! 2022 Social Media Campaign on NKF Facebook (@nkfsg) and Instagram (@nkfsg)



	Facebook	Instagram
Total Post Reach	318,982	67,349
Total Engagement	807	197

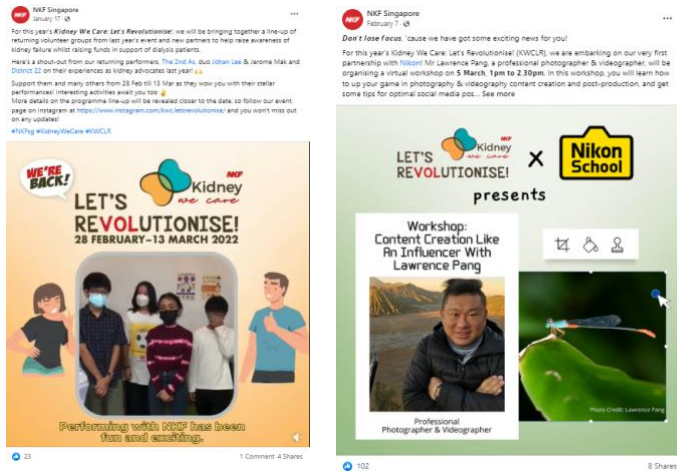
NKF Race Inspired! 2022 Teaser Ad: <https://www.youtube.com/watch?v=St81DU5KLNm>



	YouTube	Facebook	Instagram
Total Views	233,587	56,658	49,123
Total Impressions	554,989	95,070	153,107

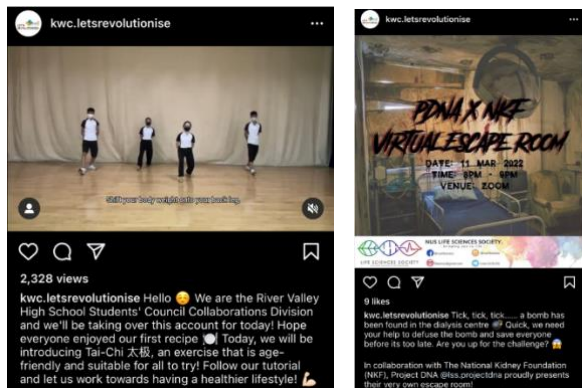


### KWCLR Social Media Campaign on Facebook (@nkfsg) and Instagram (@nkfsg)



	Facebook	Instagram
Total Livestream Views	16,000	-
Total Post Reach	34,388	34,183
Total Engagement	15,286	242

### KWCLR Instagram Page: @kwc.letsrevolutionise



	Instagram
Total Post Reach	40,901
Total Followers	365