



WKD 2022 Report

Name: Nadeem Ahmed

Organization name: Medical Skills Learning Project (MSL-project), Cancer Research Center in Tishreen University (CRCTU), Tishreen University Hospital, Manara University.

Country: Syrian Arab Republic

Number of events organized/collected in your country: four.

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

1. Training workshops in Cancer Research Centre in Tishreen University.
2. Silent and uncontrolled hypertension scan to all workers in Tishreen University Hospital and Manara University, in addition to providing medical advice and health consulting.
3. Social media posts series on Facebook and Instagram for spreading the awareness and shedding the light on the campaign and the importance of checking the blood pressure regularly.
4. Making an accurate cross-sectional study about the awareness of hypertension during the big episodes of Covid-19 pandemic in the last year.

Links:

- <http://mslproject.sy/2022/04/30/hypertension-and-kidney-day/>
- <https://www.facebook.com/MSLproject>
- <https://www.instagram.com/msl.project/>
- https://manara.edu.sy/index.php?page=show&ex=2&dir=items&ser=4&cat_id=1558&act=1558&&lang=2.
- <https://www.facebook.com/ManaraUniv/posts/pfbid02ns89LXRTY731qtYWC7dgeoTFbrdB4LebhXJ7hcXeNkku2exo3rvzSFGuNBjvqjUEI>

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:

- <http://mslproject.sy/2022/04/30/hypertension-and-kidney-day/>
- <https://www.facebook.com/MSLproject>
- <https://www.instagram.com/msl.project/>
- https://manara.edu.sy/index.php?page=show&ex=2&dir=items&ser=4&cat_id=1558&act=1558&&lang=2.
- <https://www.facebook.com/ManaraUniv/posts/pfbid02ns89LXRTY731qtYWC7dgeoTFbrdB4LebhXJ7hcXeNkku2exo3rvzSFGuNBjvqjUEI>



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....

List of celebrities involved and short description of their involvement

- Teamwork of Medical Skills Learning Project and CRCTU (about 20 members); junior medical students who have participated in the campaign and undergone specific trainings we did.
- Healthcare and non-healthcare workers in Tishreen University Hospital (about 300 participants) who have undergone blood pressure measuring and medical consulting.
- Workers in Manara University (about 200 participants) who have undergone blood pressure measuring and medical consulting.

Description of advocacy activities:

- **The first initiative:** As MSL is the main medical training team in Cancer Research Centre in Tishreen University, we did many interactive workshops for junior medical students about: hypertension and kidney diseases, dealing with patients with chronic conditions, specific medical communication skills, and accurate blood measuring methods.
- **The second initiative:** This initiative had two parts: the first one was at Tishreen University Hospital as it is one of the biggest institutions in the Syrian Cost, where we did a measuring of blood pressure to all workers and employees, and gave them the medical advice they need. The second one was at Manara University in Latakia as one of the best institutions that contain a large group of young people as an important group to educate, in addition to workers from various ages.
- **The third initiative:** MSL-project is always keen on raising medical awareness and knowledge regarding various health fields. Thus, we do, in MSL-project, many social media posts series on Facebook and Instagram to highlight the importance of monitoring blood pressure to have healthy kidney.
- And in order to achieve all main goals of MSL-project work in the academic medical field, we are working on a cross-sectional study about the awareness of hypertension during the big episodes of Covid-19 pandemic in the last year, as **the fourth and the final initiative** of this campaign.

Attach representative pictures