



WKD 2019 Report

Name: Professor M.A. SAMAD

Organization name: Kidney Awareness Monitoring and Prevention Society (KAMPS)

Country: Bangladesh

Number of events organized/collected in your country: 8

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

EVENT: WKD RALLY AND DISCUSSION MEETING to mark the WKD 2019.

DATE: 14 March, 2019

PLACE: From BSMMU to TSC, DU, Dhaka (the capital city of Bangladesh).

DETAILS: KAMPS brought out a colorful Rally to mark the World Kidney Day 2019, early morning on March 14 (Thursday) jointly with other leading Kidney related organizations like Bangladesh Renal Association and Bangladesh Kidney Foundation.



Photo Caption: A colorful Rally, brought out by KAMPS to mark the World Kidney Day 2019, paraded different parts in Dhaka on March 14. KAMPS Chairman Prof. MA Samad led the rally.

Starting from the Bangabandhu Sheikh Mujib Medical University (BSMMU), Shahbagh in city, the rally paraded different adjoining areas including TSC of Dhaka University and finally ended coming in front of the BSMMU. WKD theme decorated Horse Cart and Marching Band team visited different crowded places in the capital city together which brought focus of general people by distribution Awareness flyers.



At the end of the rally a discussion meeting was jointly organized where Vice Chancellor of BSMMU, Prof. Dr. Kanak Kanti Barua, Mr. Asadul Islam, Health Secretary, Dr. Mostafa Jalam Mohiuddin, Bangladesh Medical Association and leaders of other relevant organization were present.



Photo Caption: Kidney Awareness Monitoring and Prevention Society (KAMPS), Renal Association of Bangladesh, Bangladesh Kidney Foundation jointly organised a Seminar on March 14 at the BSMMU auditorium, Shahbagh in city. KAMPS Chairman Prof. Samad seen speaking on how to ensure Healthy kidneys for Everyone, Everywhere.

EVENT: WKD PROGRAM BY KAMPS OUTSIDE DHAKA(Capital)

Date: 14 March, 2019

Place: Different districts of Bangladesh.

Details: KAMPS has established three dialysis units in remote parts of the country aiming to provide kidney care services to poor people at a nominal cost and also to spread messages of awareness among general people. The dialysis units are in Tangail, Chandpur and Madaripur. All the units arranged daylong programs to mark the day. In the morning KAMPS Kidney and Dialysis Center in Tangail, Madaripur and Chandpur brought out separate rallies in the respective cities. The rallies paraded different busy areas across the district cities.



Photo Caption: To mark the World Kidney Day-2019, KAMPS Kidney Center, Tangail , Madaripur and Chandpur arranged separate colorful rallies in the respective cities.



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People from different backgrounds of the society took part in the rallies wearing red color T-shirts with logo of WKD and KAMPS. Discussion meetings also were held after the rallies with participation of local representatives and elites including doctors, teachers, political leaders, journalists and government officials. The news of the rallies were published in all the local daily newspapers and broadcasted widely in every Electronics medias of the country and social media too.



EVENT: MEDIA AWARENESS TO MARK THE WKD 2019

Date: 14 March, 2019

Place: Different Electronics & Print medias

Details: To mark the World kidney Day 2019, KAMPS brought out special Articles written by Prof. Dr. M. A. Samad in different leading daily English & Bangla newspaper. Where it is found in 'Daily Manobjomin'(page-02) which was published on March 14, 2019, in 'Bangladesh Post' (pg-04), 'Daily Observer'(pg-06), while articles on the theme of World Kidney day-2019. And most leading TV Channels also broadcasted special program to mark WKD 2019, where most of the TV channels has taken the important opinion of Prof. Samad, Many of the TV Health show invited him for their day program on TV, such as ATN Bangla, on 14 March, 2019(11.15 am) and Bangla TV on 9.00pm, Bangladesh Radio on 8.00am (all the programs repeated broadcast too). Health programs also aired on Banglavision TV on 15 March (10.10am), Dipto TV 8 March, Boishakhi TV 2 March too. And short reporting in the midst of TV news also took place widely.



Caption: Different TV & Radio studio in Bangladesh invited Prof. Samad.

EVENT: PRE-WKD PRESS CONFERENCE

Date: 13 March, 2019



Place: VIP Lounge, National Press Club, Dhaka.

Details: On the eve of the World Kidney Day 2019, a joint press conference was organized at the National Press Club to announce the detail program of day and to exchange views with the journalists



Photo Caption: The Pre-WKD press conference, jointly organised by KAMPS Bangladesh, Kidney Foundation, Bangladesh Renal Association. KAMPS Chairman Prof. Samad seen addressing the newsmen at the briefing.

Kidney Awareness Monitoring and Prevention Society (KAMPS), Renal Association of Bangladesh and Bangladesh Kidney Foundation jointly organized the press conference. Chairman of Bangladesh Kidney Foundation, Prof. Dr, Harun or Rashid, **Chairman of KAMPS, Prof. Dr. M A Samad** addressed the newsmen in the press conference.

EVENT: KIDNEY SCREENING & AWARENESS PROGRAM 2019

Date: 10 to 20 March, 2019

Place: KAMPS Kidney Care Center, Mogbazar, Dhaka.

Details: As part of the world kidney day programs, KAMPS has arranged a 11 day campaign program to provide consultation of specialist doctors and lab tests for detection kidney diseases offered to patient at free of cost at the KAMPS Headquarters, Mogbazar, Dhaka.

The program began on March 10 and will end on March 20. Till 15 March more than 500 general people visited KAMPS for the service. The tests include S. Criterion, glucose, eGFR, Urine R/M/E, BMI measurement, BP, etc. KAMPS offer this care regularly every year on the occasion of the World Kidney Day and draws huge response from the general people.



For Prevention & Awareness of kidney diseases KAMPS distributed 100000 Awareness Flyers in different places. It is expected that the total number of patients will cross the mark of 1500 in the 11 days. In the end of the program KAMPS will prepare a database upon the test findings to find out the prevalence of CKD, Diabetes, Hypertension and Obesity.



EVENT: ROUNDTABLE ON THE EVE OF WKD

DATE: 9 March, 2019.

PLACE: VIP Lounge, National Press Club, Dhaka.

DETAILS: Voluntary organization, Kidney Awareness Monitoring and Prevention Society (KAMPS) organized a Roundtable meeting , in line with the theme of the 'World Kidney Day-2019'. Nephrologists also advised to find out the ways to popularize the practice of healthy lifestyle in general population to improve kidney health.



The title of the roundtable meeting was "**Kidney Health for All: how to achieve**" at the VIP Lounge of the National Press Club in city.

Leading personalities from different strata of the society including doctors, teachers, journalists, bankers, and business leaders, celebrities from sports and cultural arena, media personalities actively participated in the discussion meeting. The program was highlighted in all most all TV channel, radio and published in most of the leading news daily.



***Caption:** KAMPS organized a round table meeting to find out the ways to popularize the practice of healthy lifestyle in general population and to get rid of obesity, in line with the theme of the 'World Kidney Day-2019'. Partial views of the meeting.*

Effective suggestions and recommendation came out from the lively discussions of the participants to influence the policy makers to adopt policies in favor of public healthy lifestyle and improve kidney health.

Health awareness magazine named 'Prayash' (Effort), 15th volume was published and distributed among participants to provide the people knowledge about kidney disease and its prevention. Almost all the news channels aired and newspapers published the news.

EVENT: FREE KIDNEY SCREENING & AWARENESS PROGRAM.

DATE: From 11 February to 21 February, 2019.

PLACE: Talimghor, Hatibandha, Shakhipur, Tangail.

Details: KAMPS arranged a screening program from 10th February 2019 that ended on February 21st through a daylong Free Medical Camp. A total of 2672 people were under the coverage of kidney screening and tests for hypertension, diabetes and other common diseases. Surprisingly it was found that 18% had CKD and the incidence of hypertension and diabetes was found to be alarmingly high,



however most of the patient were unaware of their hidden disease. 21% female and 16% male were overweight or obese.

About 3000 patients were given treatment on 21st February while more than 50 Doctors were involved in the treatment for the day long wellness drive. Awareness campaign were also continued day long. Almost all the patients in the free medical camp were given necessary medicines free of cost.





***Caption:** KAMPS organize a Free Kidney Camp every year on February 21st in honor of the language martyred at Hatibandha in Tangail. Pictures show that poor patients are waiting in queue for doctor's consultation, formal opening of the daylong program and Prof. Dr. M A Samad seen attending patients in the camp*

EVENT : FREE KIDNEY SCREENING & AWARENESS PROGRAM.

DATE : From 30 December, 2018 to 1 January, 2019.

PLACE : Bashundhara International Convention Center, Dhaka, Bangladesh.

Details : Three days Kidney Screening & Awareness Program organized by KAMPS at the Health & Fitness Exhibition 2019 at Bashundhara International Convention Center, Dhaka.



KAMPS want to work relentlessly for the Nation, for Everyone, Everywhere in Bangladesh. A reliable, expensive and impactful organization, we hope you will support us always in this mission to make a positive change in health of Bangladesh.

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:

NEWS LINKS:



- [01. দেশে বছরে আড়াই হাজার কিডনি প্রতিস্থাপন সম্ভব](#)
- [02. দেশে ২ কোটির বেশি লোক কিডনি রোগে আক্রান্ত](#)
- [03. দেশে ঘণ্টায় কিডনি বিকল হয়ে পাঁচ জনের মৃত্যু](#)
- [04. কিডনি সচেতনতা বাড়াতে ক্যাম্পস এর গোলটেবিল বৈঠক](#)
- [05. ক্যাম্পস আয়োজিত "সবার জন্য সুস্থ কিডনি" শীর্ষক গোলটেবিল বৈঠক ২০১৯](#)

NEWS COVERAGE:

KAMPS Round Table Discussion Newspaper Coverage List:

- 01.The Daily Observer: Pg 11
- 02.The Independent : Pg 03
- 03.New Age: Page 04
- 04.The New Nation: Page 03
- 05.Bangladesh Post: Pag 03
- 06.Daily Sun: Page 03,02
- 07.The News Today: Pag 02
- 08.The Financial Express:P03
- 09.ManobZomin: Page 03
- 10.Noya Digonto: Page 03, 13
- 11.Juguntor: Page 03
- 12.KalerKhanto: Page 16
- 13.Desh Rupantor: Pag 12,11
- 14.Dynik Ittefaq: Page 03



15.ManobKhanto: Page 12,11

16.Dynik Inclub: Page 12,11

17.Amader Somoy: Pag 08,02

KAMPS Round Table TV Media Coverage:

1.BTV: 6 Pm

2.Channel I: 2Pm,7Pm,10.30Pm

3.Bangla Vision: 10.30Pm 4.Boishakhi Tv: 7Pm

5.Independent Tv: 2Pm, 6Pm

6.Channel 9: 2Pm, 7Pm, 10Pm

7.Jumona TV: 6Pm, 7 Pm

8.ATN: 6Pm,7Pm

9.71 Bangla TV: 10 Pm

10.Bangla TV: 8Pm, 11 Pm

11.Somoy Tv: 7Pm

12.Masranga: 7Pm, 10Pm

13.Channel S: 9Pm

14.CNN Bangla: 9PM

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Newspaper Coverage:

1.Independent: page 14,

2.Bangladesh post: page 03



3. Amader somoy: Page 03 & 09
4. Jugantor: page 02
5. Ittefaq: page 02
6. Kaler Kontha: page 05
7. Kholo Kagor: page 12 & 11
8. Noya Digonto: page 01 & 02
9. Vorer Kagor: page 12 & 11
10. The Daily Inquilab : page: 16 & 15

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

KAMPS Facebook page: <https://www.facebook.com/kampsbdorg/>

KAMPS Website : www.kampsbd.org

List of celebrities involved and short description of their involvement

The title of the roundtable meeting was "Kidney Health for All: how to achieve" at the VIP Lounge of the National Press Club in city. Leading personalities from different strata of the society including doctors, teachers, journalists, bankers, and business leaders, celebrities from sports and cultural arena, media personalities actively participated in the discussion meeting. The program was highlighted in all most all TV channel, radio and published in most of the leading news daily.

Description of advocacy activities:

KAMPS, an expensive voluntary organization focused on kidney health has held a series of events to mark the World Kidney Day 2019 in Bangladesh.

From the very beginning, KAMPS has been dedicated in creating among the general population of the country. Its primary goal is to educate the public about the detrimental effects of kidney disease, its prevalence, identification of common causes of the disease in this region about to convey the message of prevention to all the people of Bangladesh. KAMPS has now completed 15 success years.



KAMPS has designed all of the programs of 2019 in line with the theme of the 'World Kidney Day 2019'. All the programs are aimed at Screening the general population to identify those effected as well as those that are at high risk for developing kidney diseases. Then there are subsequent arrangements for treatment at the earliest detectable stage.

KAMPS brought out special supplements in one of the leading daily English newspaper 'Daily Sun' which was published on March 14, 2019, and articles on the theme of World Kidney day-2019 and in 'Daily Jugantor', a Bengali newspaper on the same day. And finally, a TV Health show (ATN Bangla, on 11.00am and Bangla TV on 9.00pm) by Prof. Dr. M. A. Samad, short reporting in the midst of TV news took place and attracted many views.

Representatives from all sectors of lives including doctors, teachers, journalists, media representatives, players, singers, celebrities, political leaders, government officials were involved in all our activities.

We are producing the brief description of programs, organized by KAMPS to mark the WKD-2019 below along with the pictorial view of them.

The Program Details is prepared by KAMPS
On behalf of the Chairman of KAMPS
Prof. Dr. M A Samad