

WKD 2016 Report

Name: Carmen Tzanno Branco Martins

Organization name: Brazilian Society of Nephrology

Country: Brazil

Number of events organized/collected in your country: More than 700

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

- Health action in Brasília for the prevention of kidney disease. A team of nurses and nutritionists were available to the public and parliamentarians to educate them about the prevention of kidney health. There was measurement of blood pressure, measurement of waist circumference and check height and weight, warning of cardiovascular risk:
<http://www2.camara.leg.br/camaranoticias/noticias/SAUDE/505048-EM-ATO-NA-CAMARA,-PROFISSIONAIS-ALERTAM-PARA-PREVENCAO-DE-DOENCAS-RENAIS.html>
- Night bike ride. The starting point was the pizzeria Camel. The tour was free, but not recommended for beginners. The initiative arose from the partnership between the Brazilian Society of Nephrology (SBN) and the group of cyclists "Sampa Bikers". "The World Kidney Day is celebrated worldwide with the purpose of disseminating information related to the prevention of kidney disease, so the more actions are performed, the greater the reach of our message," says Dr. Carmen Tzanno, president of SBN. "The idea of cycling is a way to draw attention to the importance of regular physical activity, which is one of the recommendations for the prevention of chronic kidney disease (CKD)," said Paulo Tarso Martins, one of the founders of "Sampa Bikers".
- Several monuments across the country were lit with blue and red colors in celebration of World Kidney Day. "The lighting of the monuments is intended to draw attention to a date as important as the World Kidney Day. Our main challenge is to get information on prevention to the largest number of people", says the president of the Brazilian Society of Nephrology, Dr. Carmen Tzanno. In Minas Gerais, the Station Square remained lit at night for a week. In São Paulo, the Statue of Borba Gato, the Flags Monument, Tea Viaduct, Mário de Andrade Library and Bridge of Flags brightened. In Rio de Janeiro, Christ the Redeemer was illuminated in the late afternoon. As usual, the climb to the monument happened in the afternoon. Were present members of the Brazilian Society of Nephrology - Dr. Cristina Coelho da Rocha (Department of Prevention and Epidemiology), the vice president of the Southeast, Dr. José Suassuna - doctors,



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multidisciplinary teams of renal treatment and children of transplanted Kidney Foundation with their parents. A lyrical musical presentation at the foot of Christ was held.

- The Brazilian Society of Nephrology (SBN) held an event at the Ibirapuera Park in celebration of World Kidney Day. In order to reach a large number of people, the action was held on Saturday (12) in the morning. "We wanted to draw attention of the public and the authorities to the problem of kidney disease and educating the public about the most effective ways of prevention," said Dr. Carmen Tzanno, president of SBN, and Dr. Paul Koch, director of the Department of Nephrology of Brazilian Society of Pediatrics, who were present at the event. Inspired by the theme of the campaign, which is "The Prevention of Renal Disease Starts in Childhood", the event featured several attractions:
 - Recreational activities with monitors and volunteers as a hopscotch that mimicked a board game, with health tips and giant data. The children who completed the play circuit received a bottle of water;
 - Medical tent for measuring blood pressure, measuring waist circumference and taking doubts with a team of pediatricians, nurses and nutritionists;
 - Hospital Darcy Vargas photos exhibition in panels with images of children;
 - Distribution of leaflets;
 - Banda Paralela's Show, mixing soundtrack themes, marches and children's songs

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:

Among the more than 400 publications, we highlight these:

- Nephrology Institute: <http://www.inefro.com.br/evento-dia-mundial-do-rim/>
- G1: <http://g1.globo.com/sp/presidente-prudente-regiao/noticia/2016/03/no-dia-mundial-do-rim-campanha-de-prevencao-realiza-200-atendimentos.html>
- TV GLOBO: <https://www.youtube.com/watch?v= cHYXbzbftc>
- Beto Carrero World's Blog: <http://blog.betocarrero.com.br/beto-carrero-world-recebe-acao-do-dia-mundial-do-rim/>
- Folha de S. Paulo: <http://fotografia.folha.uol.com.br/galerias/42759-dia-mundial-do-rim>
- Rede Vida: <http://redevida.com.br/programa/jornal-da-vida/brasil-comemora-dia-mundial-do-rim-em-10-de-marco.html>
- TV BANDEIRANTES: <http://noticias.band.uol.com.br/jornalorio/quadro.asp?idS=&id=15795249&t=dia-mundial-do-rim-alerta-sobre-prevencao-a-doencas>



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

Brazilians personalities put the world kidney day t-shirt to support the cause. Presenters, dancers, athletes, politicians and journalists:

- **Thammy Miranda** is an actor and presenter. He encouraged people to take care of their kidneys - <https://www.instagram.com/p/BCyVXFdOcRX/?tagged=diamundialdorim>
- **Angélica** is a presenter. She said the WKD is a cool initiative - <https://www.instagram.com/p/BCOKSdVrWG9/?tagged=diamundialdorim>
- **Sula Miranda** is a presenter. She told people take care of their health - <https://www.instagram.com/p/BCxMAsmQM2p/?tagged=diamundialdorim>
- **Gugu** is a presenter. His post has more than *four thousand likes* - <https://www.instagram.com/p/BCxjQ3GCpdA/?tagged=diamundialdorim>
- **Solange Frazão** is a presenter. She said wear the t-shirt and support WKD. Make preventive examinations even without symptoms. Love yourself, prevent yourself, care yourself. Share and save lives - <https://www.instagram.com/p/BCx3d0qoUjS/?tagged=diamundialdorim>
- **José Ilan** is a presenter and journalist. He said health is what matters. He supports the campaign of the Brazilian Society of Nephrology and he advised people to take care of their kidneys from childhood - <https://www.instagram.com/p/BCy0EIRGQOB/?tagged=diamundialdorim>
- **Senator Eduardo Amorim** is a politician. – He asked people what they know about chronic kidney disease (CKD). He invites people to expand their knowledge on the subject and follow live on TV a special session in honor of WKD - <https://www.instagram.com/p/BCxqm9WHQ8K/?tagged=diamundialdorim>
- **Edu Guedes** is a presenter and Chef. He remembered that the most important in the campaign for healthy kidneys is always information and water intake. He said food can help a lot - <https://www.instagram.com/p/BCxb8L4yf-j/?tagged=diamundialdorim>
- **Fernando Scherer** is a swimmer and his wife is a dancer and model. Both wore the t-shirt- <https://www.instagram.com/p/BCp8HOFrVDk/?taken-by=sbnefro>
- **Priest Juarez**. His post has more than *870 likes* - <https://www.instagram.com/p/BCvZSOrg5g7/?tagged=diamundialdorim>

Description of advocacy activities: ???

Attach representative pictures