

WKD 2016 Report

Name: Ayşe Onat

Organization name: Turkish Kidney Foundation

Country: Turkey

Number of events organized/collected in your country: 2 (by Turkish Kidney Foundation), 1 (by Anatolian Kidney Foundation), 1 (joint event by Turkish Kidney Foundation and Child Nephrology Society)

Activities of note (please give a brief description of the activity with links to online sources that mentioned it): First WKD activity was held on March 7, 2016 at a popular shopping mall where has a special floor for children. President of TKF, two academicians specialized on pediatric nephrology and two celebrities who are also long term volunteers of TKF attended the press conference along with 30 3rd grade students from a nearby elementary school. Children have carried signs in their hands with several messages about drinking water, going to restroom when needed, healthy nutrition, importance of exercise, limiting daily salt and sugar intake, etc.

Second activity was a concert by Karsu, a well-known young and talented Turkish jazz singer who lives in Amsterdam. Karsu's crew member Julio Hernandez is an ESRD patients, who underwent transplantation surgery but due to rejection he continues hemodialysis as he travels the world for concert tours. The concert was in honor of 11.th World Kidney Day at Zorlu Performance Arts Center, newest and largest concerthall in İstanbul.

3rd event of Turkish Kidney Foundation was an informative booth with pediatric nephrologists working at university and state hospitals. During the activity, the nephrologists answered the questions of visitors from various ages and they also conducted a 40-minute panel speech with parents. As TKF team, we have distributed booklets, flyers and pencil sets to the visitors. We used roll-ups to decorate booth area in order draw attention and played our short videos on TV during the day.

(Photos of the events will be added to WeTransfer link)

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: *Listed below and sent via WeTransfer*

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...: We did not design a dedicated site or account but the data about our WKD posts are as follows:

Turkish Kidney Foundation WKD 2016 Facebook Performance

Date	Type of The Post	# of Access	# of Like	# of Share
Feb 28	Concert Announcement	1995	27	13
March 7	Press Conference	1933	71	2
March 7	Press Conference	4068	79	28
March 7	Concert Announcement	1491	23	2
March 8	Flyer Visual	12901	132	104
March 10	WKD Celebration	20776	253	168
March 10	Key Visual (Blue)	85965	347	782
March 10	Flyer Visual	9321	142	99
March 10	Booth Announcement	2659	79	14
March 10	Key Visual (Beige)	14904	167	142
March 10	Online Newspaper Link	5603	113	37
March 10	TV Link	1380	37	0
March 10	Online Newspaper Link	13693	169	121
March 10	TV Link	2025	48	1
TOTAL		178714	1687	1513

Turkish Kidney Foundation WKD 2016 Twitter Performance

Date	Type of The Post	# of RT	# of Favorite
Feb 28	1 Tweet	2	1
March 4	2 Tweets	0	0
March 7	5 Tweets	12	15
March 8	2 Tweets	5	8
March 9	6 Tweets	6	8
March 10	16 Tweets	21	30
March 11	4 Tweets	3	5
TOTAL		49	67

List of celebrities involved and short description of their involvement: Ms İpek Tanrıyar; model, actress and presenter, also member of our Board of Trustees and donator of our foundation. She acted as a spokesperson to spread our message.

Mr Hasan Yalnızoğlu; dancer and fitness coach. Long term volunteer of our foundation. He attended our press conference and shared his experience about exercise and health condition of children.



10 March 2016

Description of advocacy activities: This year our main title of the campaign was “Avoid Urinary Retention, Don’t Exhaust Your Kidneys”. Therefore, we have used numerous medium to promote our campaign work:

22 Cities

650 Billboards

477 CLP’s

LED Mass screens from various scales at main squares of cities

LED Screens at 3 airports in İstanbul, Ankara and İzmir

53 Sea-bus ships, 530 indoor LED screens in the ships

4250 flyers distributed to edutainment centers and museums for children

250 subway posters

70 CLP’s at bus stops

Informative LED screens at 500 hair dressers

Informative LED screens at 400 pharmacies, targeted 80.000 customers

Inflight screens at 43 aircrafts of Pegasus Airlines, targeted 250.000 domestic and international passengers.

Attach representative pictures: [Attached to WeTransfer link.](#)

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