



WKD 2019 Report

Organization name: Turkish Kidney Foundation

Country: Turkey

Obese Market

Turkish Kidney Foundation has been focusing on childhood obesity and healthy nutrition for couple years. In 2019, a brilliant idea is launched to draw attention for junk food that children love to consume and sugar, salt, fat and calorie content of selected foods and snacks: **Obese Market**

Obese Market is a website which allows visitors to see how much sugar, salt, fat and calories exist in the food and/or beverages they consume. Excessive salt and sugar intake and lack of exercise can be considered of an ambush that someone prepare for him/herself.

At the website when you choose from variety of food and beverages and click, next page shows what you spend not only out of your pocket but what you actually spend from your overall health. There comes an information about our nutrition choices and what kind of steps can be taken individually for better life and health condition.

The importance of this idea is instead of suggesting advices from a didactic tone, we asked people to learn from very experience of their own. Therefore what they learn cannot be forgotten because of their internalization.

For media coverage, a tangible Obese Market was founded with model market racks and products and a grand opening was organized. 8 national TV channels shot the event and 11 individual programs were broadcasted on TV.

The key visuals of Obese Market were applied to CLP's, videowalls, airports, shoppings malls, outdoor mass screens and universities of miscelanous cities. Social media is effectively in use. The campaign will last until the end of 2019.

Please visit www.obezmarket.com website and experience this amazing site.

Young Chefs In The Kitchen



Another WKD activity of Turkish Kidney Foundation aimed to teach children how to make healthy choices and how to incorporate the ingredients that can be found at every kitchen. Dr. Dilistan Shipman, PhD of Bilgi University Culinary Arts School moderated the event which was held at Life Academy kitchen by the contribution of Intema. Young people from UPS Sports and Culture Club attended as “young chefs” along with Turkish TV celebrities. Together they prepared and cooked healthy meals and have learned healthy alternatives of particularly sugar and salt.

WKD Pop Concert

Famous Turkish pop singer Betül Demir performed a concert at Cem Karaca performance hall with Turkish Kidney Foundation Ahmet Ermis Dialysis Center’s hemodialysis patients, area residents, TKF scholarship recipients, TKF team and volunteering social committee members.

In the middle of the concert young hemodialysis patients and TKF scholarship recipients occupied the stage with a banner to draw attention of the audience. TKF President Timur Erk thanked Ms Betul Demir and made a short speech about WKD and importance of individual measures to prevent CKD. Audience did sign along with the pop star and even danced.

Banners At The Soccer Games of National League

Since soccer is almost everybody’s favorite, it gives a great opportunity to spread the WKD message thanks to leading soccer clubs of Turkey. They carried banner written “*reduce your salt and sugar intake, extend you life*”. Both games were aired live on TV and digital platforms and reached not only club fans, but also audience watching TV.

Kidney Health Education In Thrace Region

Turkish Kidney Foundation has mass education activities in the Thrace area of the country. An education session, dedicated to 2019 WKD, was organized in Keşan county, in the city of Edirne. On March 14, 625 students from age 9 to 13 from 7 schools, as well as local government authorities attended the Kidney health education session.

Volunteer Social Committee Presents For Dialysis Patients



Turkish Kidney Foundation's volunteer social committees celebrated WKD by visiting our dialysis patients and presenting gifts as a souvenir of the day. All patients were given polar shawls. Committee members and dialysis patients took photos together.



