

2021 Activities Guide

World Kidney Day
is a joint initiative of



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Contents

ABOUT THE WKD ACTIVITIES GUIDE.....	3
HOW TO ORGANISE A WKD ACTIVITY IN 5 STEPS	4
IDEAS & SUGGESTIONS FOR YOUR WKD ACTIVITY.....	6
HOW TO ORGANISE A WEBINAR TO RAISE AWARENES ABOUT	
KIDNEY DISEASE	7
TIPS ON HOW TO REACH OUT TO YOUR LOCAL OR NATIONAL	
PRESS, RADIO STATIONS OR TV	9



ABOUT THE WKD ACTIVITIES GUIDE

World Kidney Day (WKD) is a global campaign aimed at raising awareness of the importance of our kidneys. This year World Kidney Day will take place on 11th March with the dedicated theme “Kidney Health for Everyone Everywhere – Living Well with Kidney Disease”. The campaign sets out to increase education and awareness about effective symptom management and patient empowerment, with the ultimate goal of encouraging meaningful participation in every-day life.

Whilst effective measures to prevent kidney disease and its progression are important, patients with kidney disease – including those who depend on dialysis and transplantation – and their care-partners should also feel supported, especially during pandemics and other challenging periods, by the concerted efforts of kidney care communities. To support this initiative, WKD encourages you to conduct your own awareness raising activities!

The Covid-19 pandemic presents us all with a unique set of opportunities and challenges. As such, and recognizing that the public health situation is both extremely fluid and varies massively from locality to locality, we want to reiterate our support for however, you choose to celebrate WKD 2021 in line with local public health guidance.

Moreover, wherever possible, we encourage you to hold your activity online or broadcast on radio or TV to safely reach a bigger audience. This “WKD Activities Guide” aims to provide useful tips for planning your WKD activity and share ideas & suggestions which will hopefully contribute to make your very own WKD activity a success!

HOW TO ORGANISE A WKD ACTIVITY IN 5 STEPS

During March 2021, help us mark WKD and raise public awareness about kidney diseases. Here are some steps to consider when organizing your own WKD activity:

STEP ONE - Identify your target audience

When organizing an activity, your first question should be: 'Who is my target audience and what do I want to communicate to them?'

Examples of possible target audiences include:

- Health professionals/experts (e.g. doctors and nurses)
- Kidney disease patients
- Health organizations working on kidney or other diseases
- Government officials working in the healthcare sector
- Media, particularly local newspapers, radio stations, and television networks
- The general public

STEP TWO - Choose an activity type applicable to your target audience

Use your creativity to design an activity that attracts and stimulates your target audience. We would usually recommend you plan the activity based on the yearly WKD theme.

Due to the global pandemic state, WKD is encouraging people to prioritize raising awareness by creating online activities (see section 3 for examples of online activities).

Please note that the involvement of celebrities or national & local decision makers can increase your chances of attracting media attention so the identification of a VIP/champion is highly recommended when possible.

STEP THREE - Plan your activity

When organising a WKD activity, it is crucial you develop an activity plan. These are some of the key components and steps to include in your plan:

- Set realistic targets and goals
- Set your activity date
- If you choose to organise a face-to-face activity check your local public health guidance. Review and check the availability of the location/venue of your activity, check whether the location respects the required hygiene and sanitary measures for the organization of such an activity.

- If you choose to broadcast your activity instead, choose the right platform for your activity depending on format and target audience
- Make sure you are granular in your planning including:
 - a. List of key activities (choose an online platform/venue, draft invitations, invite participants, design and produce activity materials and tools, check & manage administrative procedures, contact media...)
 - b. Costs
 - c. Deadlines
 - d. Accountabilities and responsibilities
- Engage and enlist your colleagues/collaborators (e.g., who needs to know about the activity, who can support you, who are your partners?).

STEP FOUR - Spread the news about your activity

- First of all, use the WKD logo and material that is freely available for download: <https://www.worldkidneyday.org/2021-campaign-materials/>
- Make sure you develop a network of supporters to help you showcase your activity online (e.g., NGOs working in the health sector, health organizations, patient organizations and other similar stakeholders can help you cascade the news about your local event through their established network)
- Develop a media list & share your planned activities. Good examples of press material are available here: <https://www.worldkidneyday.org/2021-campaign-materials/press-materials/>
- Social media should be one of your main focuses as most of WKD 2021 activities will be set up online. If you need more information about how to create your own social media campaign or ideas to amplify your campaign, check out the [2021 WKD social media toolkit](#).
- If you link up with us on Twitter ([@worldkidneyday](#)), we would be happy to retweet any news related to your WKD 2020 activity
- Reach out to your local and national press, radio stations and TV to spread the word about your online activity
- Please send any pictures related to your activity in single files by email to info@worldkidneyday.org and the WKD team will post them on the WKD official gallery

STEP FIVE - Pin-point your activity on the World Kidney Day activity map

- Don't forget to add your activity on our WKD activity map here: <https://www.worldkidneyday.org/2021-campaign/worldwide-activities/add-an-event/>
- We could select your activity as the "Best WKD Idea" and showcase it here: <https://www.worldkidneyday.org/best-ideas/>. Please send us a full report of the event if you are interested in taking part in the selection

IDEAS & SUGGESTIONS FOR YOUR WKD ACTIVITY

These are some ideas and suggestions for online activities that can be organised:

- Online sports activities with exercises that can be easily done at home (e.g., yoga session, 15-minute workout), or virtual walks or runs, step challenges with your colleagues, etc.
- Online cooking classes for a healthy diet that protects your kidneys (e.g., reduce salt intake, choose foods low in potassium, favour fresh fruits and vegetables, whole grains, low-fat or fat-free dairy products, etc.).
- Activities for children (e.g., have a kidney education class with your students! Check the World Kidney Day School Kits that include presentations for children from 6-11 and 12-16 years old available on our website: <https://www.worldkidneyday.org/general-campaign-materials/schoolkits/> Our presentations are available in English, Portuguese, Spanish, Greek, Italian and Chinese).
- Light up a building in the colour of WKD
- Broadcast a WKD video or image around your city (e.g., at your local pharmacy, on public transport, etc.)
- Organise an online educational workshop to raise awareness about WKD using webinars platforms (See section 4 for more information on how to organise a webinar).
- Engage with local or national celebrities or well-known stakeholders that are active in promoting the kidney cause in an online activity (online concert, Twitter chat, online interviews, online challenges, online sports activity, etc.)
- Reach out to your local and national press, radio stations or/and TV to feature interviews to raise awareness about kidney disease (see section 5 for tips on how to contact your local or national press, radio stations, and TV channels)
- Set up an information desk in your hospital with health check-ups upon appointment (if possible, in line with local hygiene and sanitary guidance)
- Give a virtual tours of dialysis centres in your hospital/ clinic
- Online contest (e.g., photography contest, art drawing contest on the WKD 2021 theme: living well with kidney disease).
- Social media contest encouraging participants to take a selfie with our WKD logo, visuals, or merchandise.



HOW TO ORGANISE A WEBINAR TO RAISE AWARENES ABOUT KIDNEY DISEASE

STEP ONE - Audience



Provide the general public with information to help change their behaviours and ultimately lead a healthier life.



STEP TWO - Idea



As the global pandemic limits possibility for face-to-face activities, going online is the safest way to gather people whilst respecting public health measures. A webinar could be a perfect tool if you wish to bring together people on a specific topic (e.g., educating people on behavioural changes to keep their kidneys healthy).

STEP THREE - Plan



Depending on your activity's main focus, choose the best platform to reach the most people. The following steps will help you organise your webinar:

- Recruit speakers and a support team to help you organise your webinar
 - Determine the format of your webinar (one speaker, interview style, moderated panel discussion, interactive, etc.)
- Plan visual for your webinar. Use of our [2021 WKD campaign materials](#) to spread your message to your community.
 - Choose the right webinars tools for your activity based on your needs and abilities. Several platforms are available with their conditions to host webinars:
 - a. [Skype](#) is an easy tool to set up your webinar. It can be used for up to 100 people with real time limit¹. You have to generate a link, invite anyone even if they are not on skype, and start your call through the link.
 - b. [Zoom](#) is another tool that can be used for your webinar. Know that you can invite 3- 100 people maximum for a 40 minutes meeting with a free account.
 - c. [Google Meet](#) allows you to create an online meeting with up to 100 participants for up to 60 minutes with a free google account.
 - d. [Facebook Live](#) and [Instagram Live Video](#) allow you to broadcast a virtual activity. While broadcasting on your Facebook page, your community can join the conversation at any time, ask questions, comment, react, or just follow the conversation. The advantage of a Facebook live is that is not limited in terms of time or participants.

¹ Group video calls are subject to a fair usage limit of 100 hours per month with no more than 10 hours per day and a limit of 4 hours per individual video call.



This solution differs from the above as it is a broadcast tool, and other participants or if you have several speakers won't be able to join on the video remotely. Consider using Facebook or Instagram Live if you wish to target a broader audience, such as the general public, as they tend to be more social than a typical webinar. Check our [social media toolkit](#) for more information on Facebook or Instagram Livestream.

- e. As for Facebook or Instagram, [YouTube Live](#) allows you to broadcast your virtual activity. Before hosting your live activity, you need an active [YouTube channel](#). While streaming your activity, your audience will be able to interact with you using the live chat option.
 - Pick a date and time based on the availability of your audience
 - Create an agenda to structure the discussion
 - Invite your local or national press, radio stations, or TV to participate and/or communicate about the webinar.
 - Involve local celebrities that support the kidney cause to participate and exchange with the audience on the topic.
 - Schedule practice session to get familiar with the webinar tool and to review your agenda and visuals.

STEP FOUR – Communication

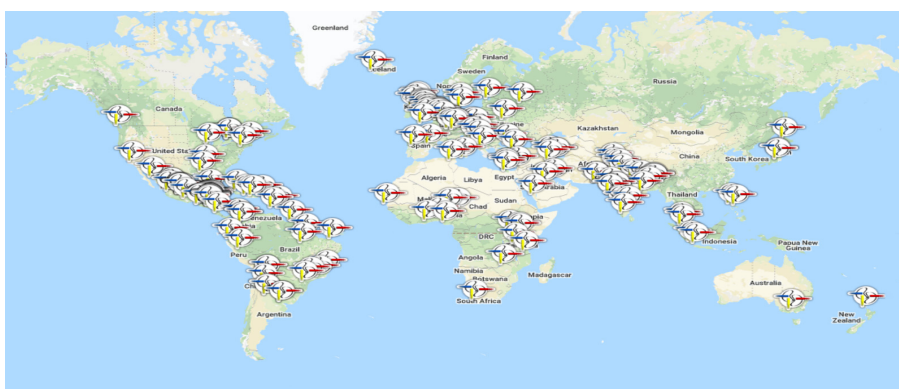
Advertise your webinar to your target audience via:



- Social media – use our social media toolkit to reach out to more people.
- Newsletter – send a newsletter to your target audience alerting them to your upcoming activity
- Reach out to your local or national press, TV, and radio stations to advertise your webinar
- Reach out to local celebrities to communicate about the webinars on their social media channels

STEP FIVE – WKD 2021

Pin your event to the [WKD activity map](#)! It is now time to start your webinar and celebrate WKD 2021!

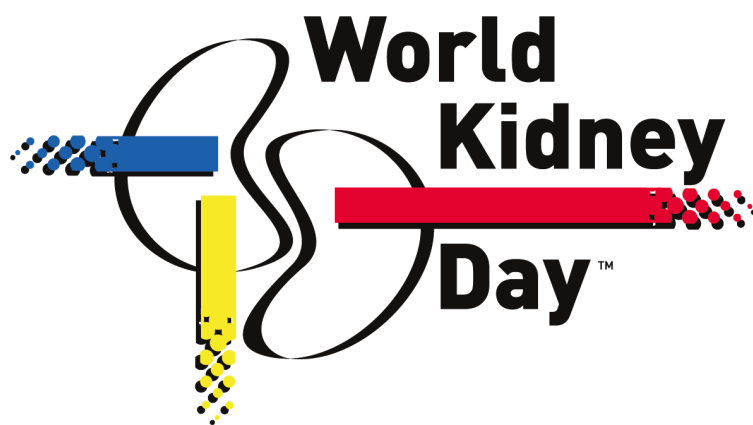


TIPS ON HOW TO REACH OUT TO YOUR LOCAL OR NATIONAL PRESS, RADIO STATIONS OR TV

Before starting to reach out to journalists, radio stations, or TV channels, you need to make sure that you know why you are contacting them. First, be on top of your activity or your request for an interview and be ready to answer any questions that they may have. Writing a press release or a compelling pitch – making sure that it is locally and/or personally focused - will help you to align your thoughts and convey the most important information about your activities, making it easier for broadcasters or news outlets to understand your inquiry.

To make your promotion as effective as possible, start by preparing a list of journalists, radio stations, or TV channels, with their contact information, which would be interested in your topic (e.g., a health reporter) or, depending on your audience, those who could easily reach your target audience (for example, those that target and who would be interested in raising awareness about kidney disease).

It is better to limit yourself to a few than reach out to many that will never answer your inquiries. Once that is done, you can start contacting them. Reach out to your local or national press, radio stations, or TV via e-mail or phone. Be prepared to explain clearly your intention to either request an interview or for them to sponsor your online activity. They will probably not answer right away as they may receive tonnes of e-mails, or phone call like yours; follow up with them before giving up. Know that it may take time, but it is worth the wait!



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