

May 2021

Impact Report

**Kidney Health for Everyone, Everywhere -
Living Well with Kidney Disease**

World Kidney Day 2021

**World Kidney Day
is a joint initiative of**



Campaign Overview

10% of the population worldwide is affected by Chronic kidney disease (CKD) with over 2 million people globally receiving either dialysis treatment having benefited from a kidney transplant.

Being diagnosed with kidney disease can be a huge challenge, both for the patient and those people around them. Celebrated on 11 March 2021, World Kidney Day (WKD) 2021, which focused on “**Kidney Health for Everyone, Everywhere – Living Well with Kidney Disease**” aimed to increase education and awareness about effective symptom management and patient empowerment.

The campaign stressed that with timely identification and appropriate treatment, patients with kidney disease can lead a healthy and successful life and maintain their role and social functioning in line with their priorities, values and goals. The global call to action centered on improving patients’ understanding of their role, and providing a facilitating environment that improves their skills and allows them to get the most out of the healthcare system

To celebrate WKD 2021, many local, national, regional and international level activities were organized by kidney associations, kidney health stakeholders, healthcare professionals, and authorities. Such activities included workshops, lectures, health checks; and the display and distribution of educational posters and material in hospitals, colleges, community centers, other educational institutions and public places or at workplaces. Several fitness based physical events were also organized with thousands marking WKD by walking, cycling, jogging or dancing. In addition, campaign information was published widely across a range of websites, blogs, forums and social media platforms.

Global activities and Events



over **1100**
events submitted

86
countries involved

network of
champions **114**

in **64**
countries

Global activities and Events



Sports Classes

Health Screenings

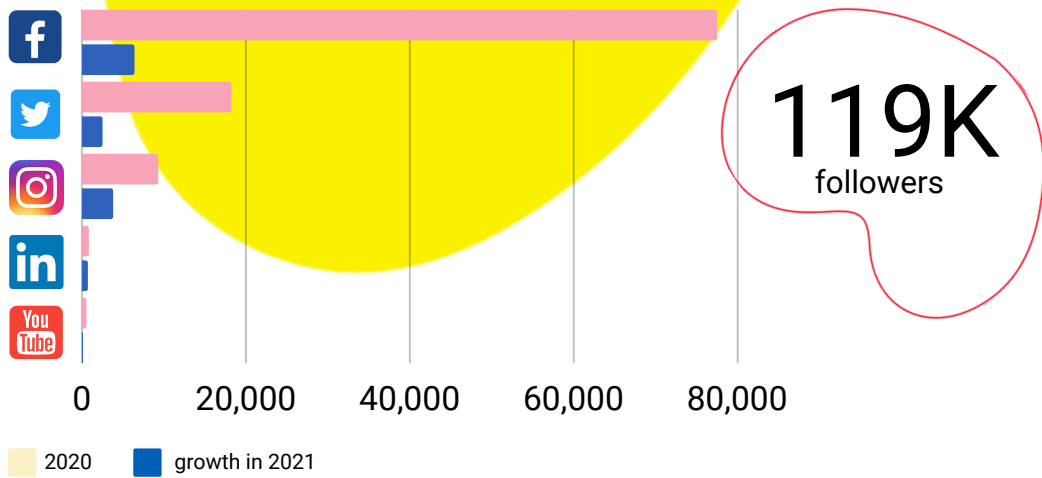
Awareness Walks and Runs

Educational Conferences

[Click for full gallery](#)

Social and Media Reach

Followers growth in 2021



more than
339M
reached



news coverage in
44
countries



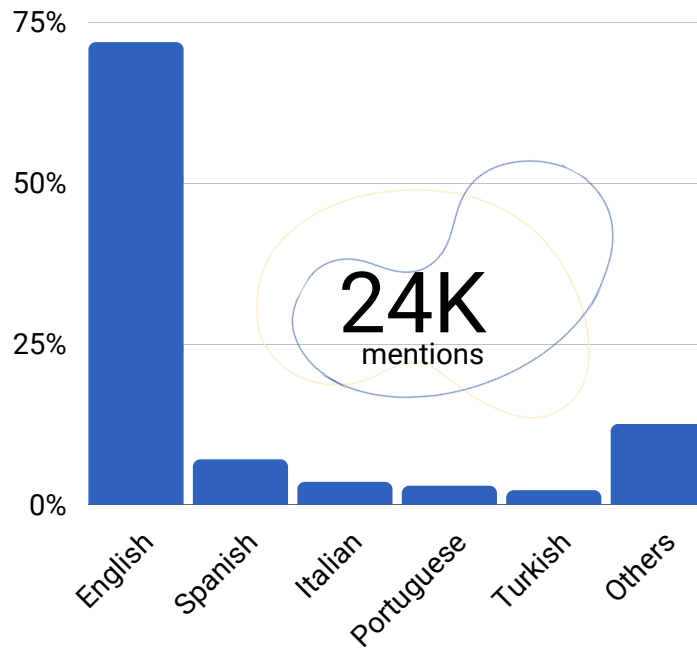
38.5K
engagements



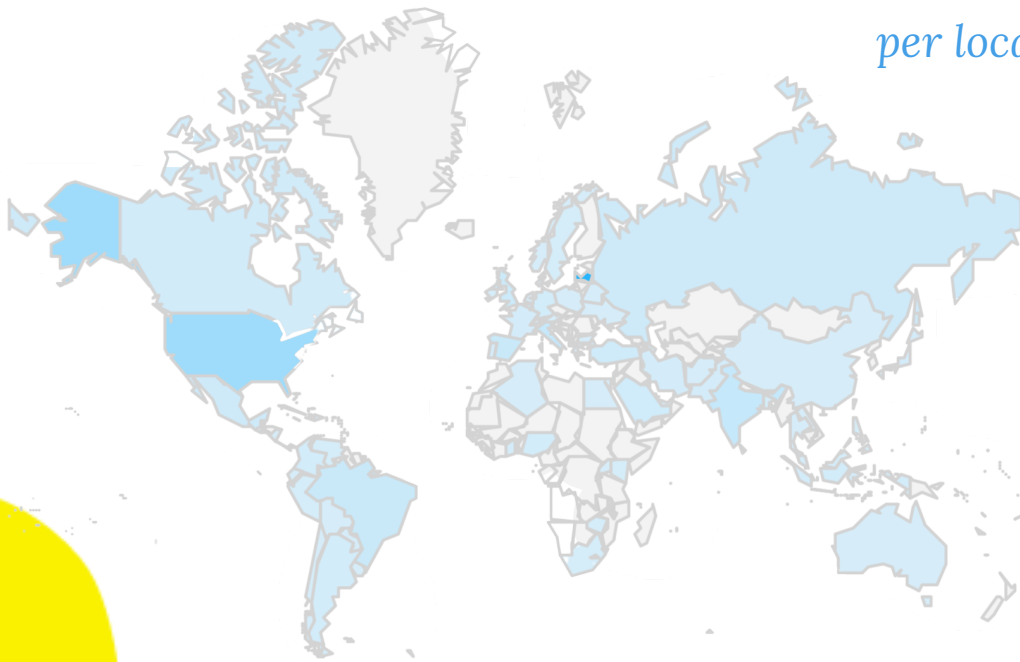
34K
tweets

Mentions

per language

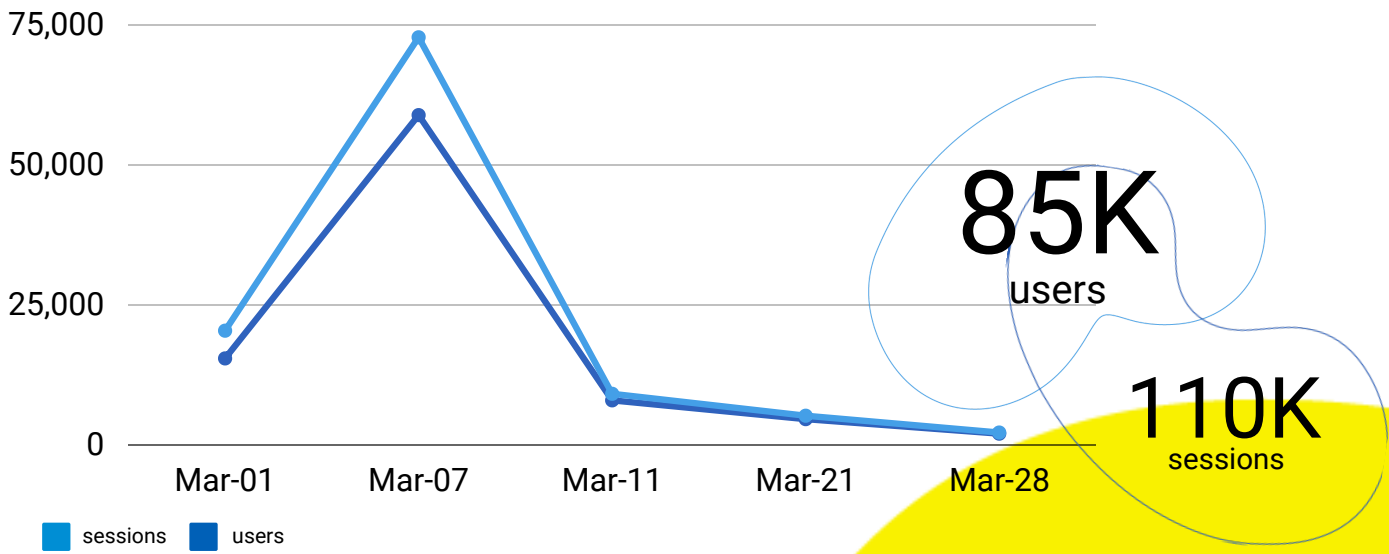


per location



Website Traffic

Users and Sessions



Views

March 11
21.2%

243K
views

March
78.8%



Celebrity and Landmark Support

Amy Purdy,
actress, model,
para-snowboarder

HRH Prince Daniel
of Sweden, royalty

And more

Bif Naked, singer
Francia Raisa, actress
Freeway, rapper
Suriya Sivakumar, actor
Wilmer Valderrama, actor
Ranbir Kapoor, actor
Anirudh Ravichander, music
composer and singer
Debbie Allen, actress
Subhashree Ganguly, actress
Diego Ribas, footballer

Andrew Coles,
former footballer

Selena Gomez,
singer and actress

Amitabh Bachchan, actor

more than
22
landmarks

Scientific Editorial

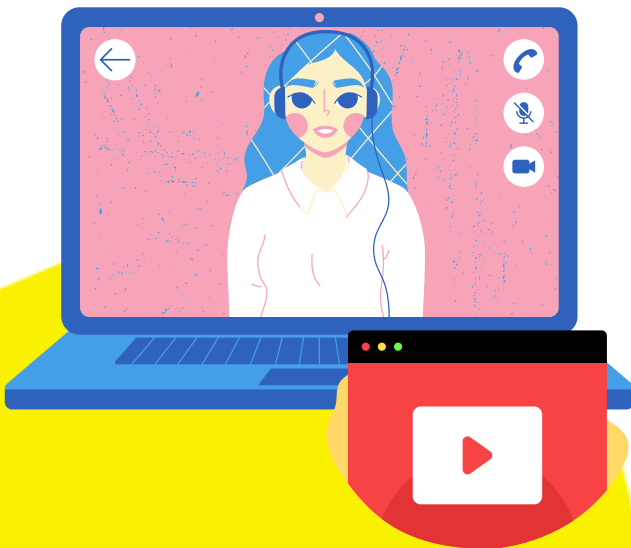
Living well with kidney disease by patient and care-partner empowerment: kidney health for everyone everywhere

published in 46 journals worldwide

Authors:

Kamyar Kalantar-Zadeh, Philip Kam-Tao Li et al.

On behalf of the World Kidney Day Steering Committee



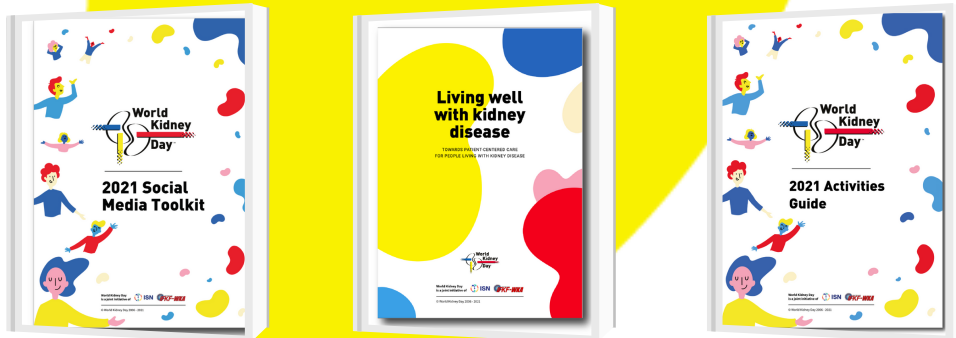
11 video messages

from partners including
global supporters, kidney
foundations, World Health
Organization

1220 views

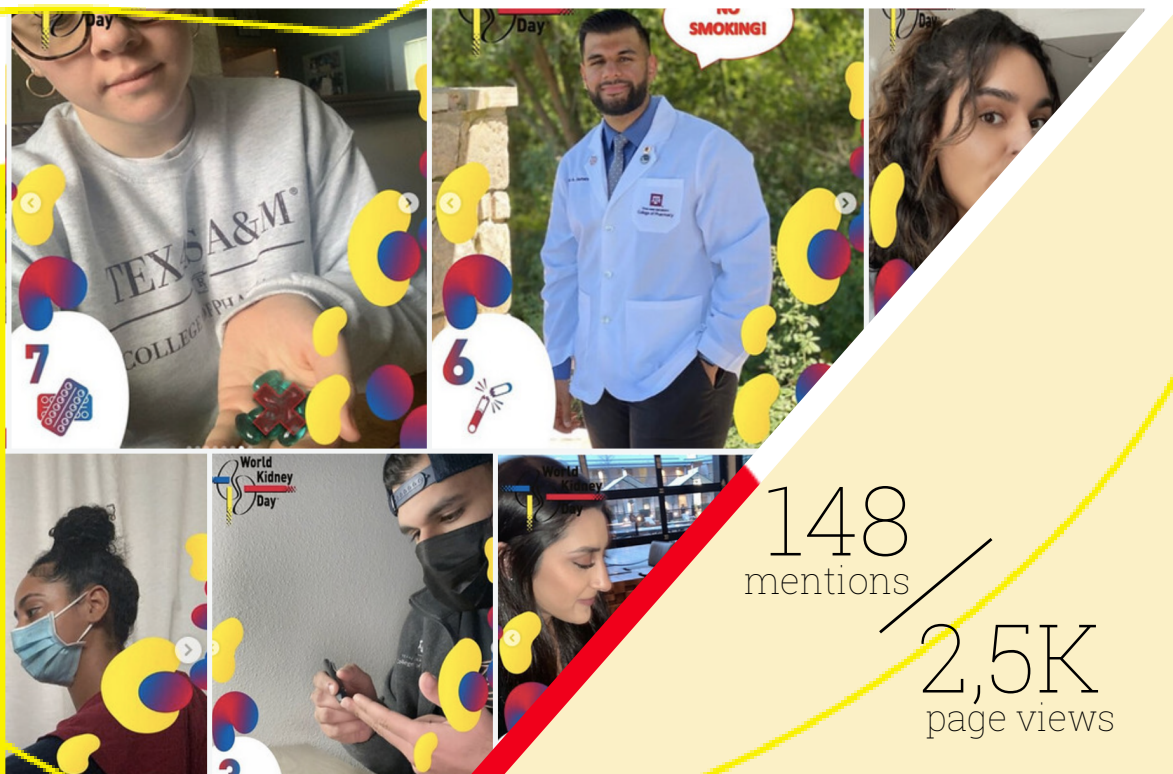
Resources

Toolkits



- 1 ideas on how to raise awareness and encourage behavioral change
- 2 advocacy messages, identification of key advocacy targets, and partnering tips on how to develop effective campaigns
- 3 useful tips for planning of a WKD activity

#MyGr8Rule challenge



International organizations and governments

marking World Kidney Day 2021

EU Commissioner for Health [European Union]

EU Directorate-General for Health and Food Safety [European Union]

United Nations (UN)

World Health Organization (WHO)

WHO South East Asia Region (WHO AFRO)

Commonwealth Medical Association

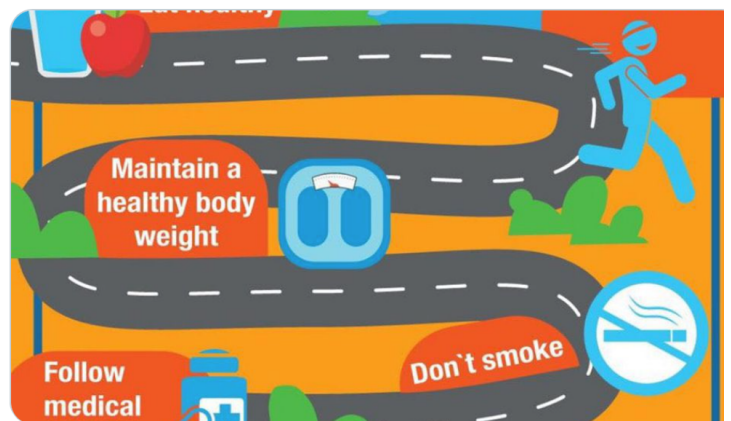
•Ministries of Health: Mexico, India, Columbia, Spain, Chile, Argentina, Ecuador, El Salvador, Guatemala, St. Vincent and the Grenadines
 UK NHS_Department of Health and Care,
 Institute Social Provisions Paraguay,
 Portuguese Health Services

World Economic Forum

United Nations @UN · Mar 12

People with chronic kidney disease are more likely to develop severe symptoms from #COVID19.

@pahowho has more details on Friday's #WorldKidneyDay: bit.ly/3l73pfl



24

67

228



Stella Kyriakides @SKyriakidesEU

About 42,000 Europeans are waiting for a kidney transplanation.

One more health area heavily impacted by #COVID19.

#EU4Health will make available additional financial resources to reduce the effects of the pandemic & the burden of chronic kidney diseases

#WorldKidneyDay



World Kidney Day 2021

World Health Organization (WHO) @WHO · 1h

Today is #WorldKidneyDay

Your kidneys are constantly working to filter out waste from your blood, but certain diseases can prevent them functioning effectively.

Diabetes
 Hypertension
 Obesity
 are all major risk factors for kidney disease.



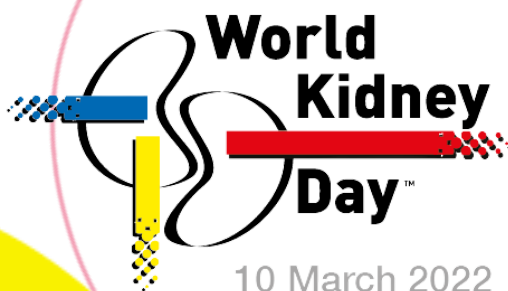
PAHQWHO and 8 others

Thank you!



The success of World Kidney Day relies on our champions, networks and supporters efforts, inspiration and commitment. World Kidney Day would not be possible without you and your energy . We hope to count on your support in the future.

Stay tuned for next year!



Email us for your copy!

For more information on World Kidney Day please visit us at worldkidneyday.org or contact us at info@worldkidneyday.org.

Join our [newsletter](#) to stay updated!

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