

www.worldkidneyday.org



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ABOUT WORLD KIDNEY DAY

What is World Kidney Day?

Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is a campaign dedicated to raising the profile of kidney disease, which affects 10% of the adult population worldwide. It aims at increasing awareness of the importance of our kidneys to our health and reduce the impact of kidney disease and its associated problems worldwide.

The global campaign has been jointly organized by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF) since 2006, and focuses on a specific theme each year.

The secretariat – based in Brussels (Belgium) – develops the campaign strategy, messaging and material, which is then widely distributed. WKD addresses a large community of health professionals and patients and also reaches out to the general public and health authorities through activities that are organized locally by its 140+ partner organizations in over 80 countries.



Why is World Kidney Day important?

As the incidence of kidney disease escalates, World Kidney Day's crucial role in educating the public, the medical community and governments has never been more important to stimulate improved prevention and treatment.

Unfortunately Chronic Kidney Disease (CKD) remains largely unknown and this serious health condition is often not prominent enough on health policy agendas.

World Kidney Day marks a splendid opportunity for people around the globe to unite, highlight the immense burden caused by chronic kidney disease, and encourage the government and general public to invest in preventive measures and healthy lifestyle choices.

OUR FOCUS IN 2015



Kidney Health for all

The official 2015 campaign slogan is “Kidney Health for All” to highlight the high incidence and bad outcomes of CKD in some communities.

Indeed, we are not all equal with regard to kidney disease and access to treatment. Some communities in both higher and lower income countries are at greater risk than others because of their ethnic origin, socioeconomic status or where they live.

This has major public health implications because of the terrible impact of kidney failure and the extremely high cost of renal replacement therapy.

African, American Indian, Hispanic, South Asian and Aboriginal populations are known to suffer from higher rates of diabetes and high blood pressure, which are leading causes of CKD.

These populations are therefore at higher risk of developing severe kidney disease and ultimately kidney failure.

Socioeconomic and cultural factors also contribute to a disproportionate burden of kidney disease. Language barriers, education and literacy levels, low income, unemployment, lack of adequate health insurance, and certain culture-specific health beliefs and practices all increase the risk of developing kidney disease and limit access to preventive measures and treatment.

This year World Kidney Day needs your support to spread this message, encourage prevention, and bring this issue to the attention of government, policy makers and the general public.



WHAT CAN YOU DO ?

- Spread knowledge and raise awareness about the importance of our kidneys and the increased burden of kidney disease around the world. Most studies show that about 10% of the general adult population currently suffers from kidney disease.
- Encourage lifestyle changes that can protect your kidneys (reduce salt, eat healthy, drink unsweetened beverages, exercise regularly).
- Encourage doctors and other healthcare professionals to educate people with diabetes or hypertension about the risks of developing Chronic Kidney Disease (CKD) and advise them to adopt healthier lifestyles.
- Work with faith leaders and other community leaders to raise awareness about kidney health and kidney disease. Ask them to speak to their communities about the benefits of kidney transplantation and the importance of being an organ donor.
- Educate and empower primary healthcare professionals, including doctors and nurses, to implement effective kidney disease prevention and management programs.
- Work with health authorities and decision makers to generate a concerted effort to tackle kidney disease. Encourage them to work toward increasing community outreach and improving education, research and access to preventive measures for those at risk.



**“Kidneys
for
life”**

A red thumbs-up icon, positioned to the left of the text.

World Kidney Day is a global campaign that relies on the efforts of various stakeholders (including patients, doctors, healthcare professionals, pharmaceutical companies, and many others), which are all committed to reduce the burden of kidney disease. The success of the campaign depends on their collaborative actions.

You, as a WKD Champion or an ISN or IFKF affiliate - can definitely make a difference no matter how big or small your involvement is. We are extremely grateful for your commitment to the World Kidney Day campaign and for your support in helping us raise awareness about kidney disease and call attention to the urgency of detecting, preventing, and treating Chronic Kidney Disease (CKD).

2015 has a special flavor as it marks the 10th edition of World Kidney Day, and in addition, celebrations will culminate with the World Congress of Nephrology to be held on March 13-17 in Cape Town, South Africa. This year therefore provides a wonderful opportunity to make celebrations even more visible all around the world. We count on your support!

We hope this Campaign Book will inspire you, and help you organize a successful World Kidney Day.

This book includes the following materials:

- Ideas for planning and organizing events.
- Tips on how to effectively engage audiences through social and traditional media.
- A list of communication materials you can use.
- Key messages to communicate.

HOW YOU CAN HELP

Mobilize people!

Reach out to as many people as possible in your area, join forces with similar organizations, and involve them in the campaign. Use their communication and distribution channels to disseminate the World Kidney Day materials and messages.

Health authorities

As an international campaign, World Kidney Day provides an excellent opportunity for you to take action and advocate kidney friendly policies at local, national and international levels.

Start a dialogue with your local and national politicians. Use local statistics, facts and figures to convince them of the major public health implications of kidney disease and the need to develop national policy initiatives.

Highlight their role in helping to reduce the burden of kidney disease. Advocate policies that create healthy environments within your community.

Here are some ideas and key actions:

- Provide better education on the prevention of kidney disease and highlight the link with diabetes and high blood pressure.
- Introduce national registries on kidney disease.
- Allocate funds for training programs dedicated to kidney care health professionals.
- Improve or promote organ donor schemes. Engage in a dialogue with faith and community leaders to encourage organ donation.
- Reach out to communities most at risk, making educational materials available in their languages and addressing relevant cultural, religious, and social issues and sensitivities.
- Work towards the delivery of high-quality healthcare that is adequate for high-risk communities.
- Officially endorse the World Kidney Day campaign, and declare the second Thursday of March World Kidney Day in your areas.

Possible ways of involving your local government officials in the campaign are:

- Contact them and make them aware of the burden of CKD. The World Kidney Day secretariat has developed templates of a letter and a fact sheet for this purpose. Feel free to translate them into your local language, adapt them to your local needs and distribute them to local health authorities.
- Invite them to participate in a World Kidney Day event or activity. Start a petition and collect signatures. This is an effective way to educate the public. Share this petition with officials and the public on the day of World Kidney Day.



Healthcare professionals

Healthcare professionals have a crucial role as they treat patients affected by kidney disease and can identify patients at risk. When talking to patients, they should highlight the risks, teach them how the 8 Golden Rules can help reduce these, and build awareness by disseminating the World Kidney Day material. Healthcare professionals should be involved in any concerted action with decision-makers aimed at implementing prevention and management programs.

Make sure they are all familiar with the latest guidelines on how to prevent, diagnose, and treat kidney disease. Reach out to them through your local medical societies and allied health professionals organizations. Plan a workshop or a symposium dedicated to kidney disease on the day of World Kidney Day in your hospital or university. Distribute the World Kidney Day scientific editorial and – if possible – help them get access to specialized press on kidney disease.



Patient groups

Through their various activities, patient foundations and charities are a key vehicle for the World Kidney Day message and can make a significant impact.



They have a key role in educating patients, their families and the general public. They are often involved with advocacy activities and therefore can reach out to local politicians and decision-makers. They are also a good channel to reach press and media and they can help provide local statistics, facts & figures as well as patient stories to make the World Kidney Day message even more impactful.

All local patient groups and charities should be encouraged to celebrate World Kidney Day by organizing some activities involving all stakeholders, that is, patients, politicians, journalists, and the general public (check out the next section on events and discover some ideas and tips). They should distribute the World Kidney Day material to the whole community and create an impact by providing striking facts about how kidney disease affects patients, their families, the healthcare budget, etc.

As far as disadvantaged populations are concerned, patient foundations also have a role in reaching out to these communities at higher risk by addressing relevant cultural, religious and social issues and sensitivities. They should encourage them to adopt a healthy lifestyle and spread the message around them.

Companies and employers

Involving employers and companies in the campaign can significantly help multiply the impact of World Kidney Day in your community. By promoting kidney-health related messages to their workforce, they will indirectly reach the entire community, as employees will most probably spread the word outside office walls by telling their families and friends about the special activities organized in celebration of World Kidney Day in their companies.

Identify among your contacts, friends and network some people that could help you reach the human resources or corporate communications departments of some companies and set up some kidney related activities at the corporate level on the occasion of World Kidney Day.

A comprehensive toolkit has been developed to provide ideas and resources for employers and outline possible actions they can take at corporate level. It is available on the World Kidney Day website (www.worldkidneyday.org).

General public

One of the keys to the success of the World Kidney Day campaign is to better involve the general public and make them aware of what kidneys are, where they are, what they do, and teach them the risks and consequences of kidney disease. People should know about their personal risk factors, determine their risk and in case they have any doubt, talk to their doctor.

There are different ways to involve people in the campaign. Reach out to them through the press, social media, internet communities, schools, universities and even religious communities. Invite them to join local activities and World Kidney Day celebrations. Keep in mind that, in order to catch the attention of a lay audience, you need to speak in familiar terms that they understand. Use the key message track that we have developed (see section 4 of this Campaign Book). Try to keep all communications clear and concise.

Insist on the fact that they can also make a difference by educating their relatives. Why don't you suggest to them that they:

- Spread the word through internet and social media.
- Organize a kidney-healthy meal with their relatives, friends, and/or colleagues.
- Plan some physical activity with their loved ones.
- Join the local celebrations. They can take a look at our world-wide map of activities on www.worldkidneyday.org and see what local events are taking place and how they could get involved.

**Chronic
illness costs ;
combating
it pays**

World Economic Forum

Local celebrities and visible public figures

Engaging local celebrities is an excellent way to build awareness for your activities and events. Reach out to local visible public figures (such as politicians, artists, sports personalities, journalists, TV presenters, professors/teachers, CEOs, ...) and encourage them to get involved in World Kidney Day and help spread the word – either by acting as a spokesperson of the kidney cause when talking to the media, giving a speech at a public event or by supporting us in spreading the World Kidney Day message on the internet and social media.

Plan events and activities

To celebrate World Kidney Day, we invite the whole kidney community to plan local events to engage the public and all stakeholders in the campaign. Raising awareness about kidney disease will spur action and ultimately influence decision-makers to promote kidney-health policies and dedicate some of their resources to better prevention and early detection. Below are a few tips to help you make the most of your events and activities, make them impactful and successful, and give them plenty of visibility:

- Join forces with your peers at local level. Thanks to ISN and IFKF's global reach, there is likely to be someone else in your area that is planning some activities for World Kidney Day. Learn about planned events, organize your own event or a joint event, exchange best practices and ideas with local partners, team-up with local kidney communities, find volunteers, etc. Connect with the ISN/IFKF local organizations to join forces and get even more from World Kidney Day. Contact details of all ISN and IFKF affiliates are available on the WKD website.
- In the weeks before World Kidney Day, promote your events as much as possible. Don't hesitate to hang posters or distribute invitations in public spaces (school, universities, hospitals, supermarkets, shopping malls, etc). Also use social media and the internet.
- Share WKD information material with participants. Print & display posters, distribute brochures and leaflets at local health fairs, market places, community centers, public and patient forums, exhibits, etc.
- Prepare a small speech with some key points (use our key message track in section 4) and thank participants.
- Take pictures and record videos of your event. Share these pictures and videos with us (you can send them to info@worldkidneyday.org) and publish them on your website, social media, blog or forum to show the world how you have celebrated World Kidney Day.
- Pin your event on the World Kidney Day interactive map on www.worldkidneyday.org. This is important to us as it gives us an idea of the success of the campaign and measures its impact worldwide.

And here are some examples of initiatives that you may want to consider:

- Public screening – Hold a free screening campaign (check blood pressure, glucose level and perform urine and blood tests), and promote it widely in the weeks before WKD to gather as many people as possible.
- Physical activity event: walk, cycle ride, jogging, fitness, flash mob or dancing.
- Informative events:
 - Lectures, seminars and workshops at universities, hospitals, workplaces etc.
 - Information booths in public spaces (shopping malls, streets, stations, etc).
 - “Lunch and learn” session in companies.
 - Demonstration of kidney-friendly recipes.
- Educational events for children and teenagers at schools.
- Fundraising activities: charity dinner, book sale, auctions, music concert.
- Press conference.

Check out [section 3](#) to find out more details on how to approach the media.



**Drink
a glass of water,
and give one too**

**This is a symbolic gesture and is not intended to make a scientific statement about the benefits of drinking water on kidney health. Indeed, water may protect kidneys, but it won't cure Chronic Kidney Disease.*

Celebrate with your community.

We hope that all citizens, families, friends, and colleagues will celebrate World Kidney Day together on March 12, 2015.

Here is an easy action to engage everyone in the kidney cause.

On March 12, 2015, we invite everyone to drink a glass of water and give one too to celebrate their kidneys.

This is a symbolic gesture to remember that kidneys are vital organs and that they should be taken care of; it is a way to make people more conscious about their lifestyle choices. It is a conversation starter to raise awareness about the risks, dangers and burden of kidney disease and how to prevent and treat it time.

Last year, more than 15,000 people participated in the campaign by sharing selfies on social media and sending us pictures of themselves drinking a glass of water and celebrating World Kidney Day. Also, large organizations such as Danone, Dassault Group, Ogilvy, Baxter and Fresenius engaged their employees in the campaign and spread the WKD message by inviting them to drink a glass of water.

Look how easy it is:

- On March 12, drink a glass of water and give one too, to think about your kidneys. Don't forget that water may protect your kidneys but it won't cure chronic kidney disease.
- Spread the word around you – inform your friends, colleagues and relatives and invite them to do the same.
- Explain to them the importance of their kidneys, the risks of Chronic Kidney Disease and point them to the WKD website to check if they are at risk. Share your involvement through the online community.
- Take a picture of you drinking and giving a glass of water.
- Tweet it @worldkidneyday and to your friends/family/colleagues with the message:
Today I celebrate #worldkidneyday. I drink and give a #glassofwater because #isupportwkd.
- Share it on our Facebook page (www.facebook.com/worldkidneydayofficial). Don't forget to use #glassofwater, #worldkidneyday and #isupportwkd.
- If you don't have access to social media, you can send your pictures by email to info@worldkidneyday.org.
- Ask your family, friends and colleagues to do the same.



This year's theme "Kidney Health for All" makes this call to action even more meaningful since it also helps highlight a number of key issues and challenges in tackling Chronic Kidney Disease in vulnerable populations; poor water hygiene, lack of hydration and unhealthy choice of beverages.

Kidney Health for All, Clean Water for All

Drinking a glass of safe water remains a privilege available mainly in the developed countries of the world. A large portion of the world lacks access to safe water and millions of lives are affected by the consequences. Many diseases that adversely affect kidneys are water-borne. For this reason, on World Kidney Day, we would also like to encourage our partners to engage local stakeholders and advocate access to clean water for all.

Drink water instead of sugary drinks

Studies have shown that people drinking sodas on a daily basis have a higher risk of developing some level of Chronic Kidney Disease. Drinking two or more sodas a day doubles the risk of CKD. This is because soft drinks increase the level of protein in the urine, which is considered an early marker of kidney damage.

In some areas of the world – particularly where access to safe water is a challenge, people tend to drink more sodas than water since these are cheaper than bottled water.

Last but not least, the introduction of the western lifestyle to some indigenous communities has led them to replace their varied nutrient-dense diet with an energy-dense diet, high in fat and refined sugars. This can be seen as a potential genetic cause to high rates of both kidney disease and diabetes.

By inviting every citizen to raise a glass of water for their kidneys on World Kidney Day, we would also like to highlight this issue and encourage everyone to make the healthy choice of drinking water instead of soft drinks.

**Did
you
know?**

10% of Mexicans lack access to drinking water, the majority of them in remote, rural areas. (...) yet sodas are available everywhere – even in the dustiest little town. (Coneval, Mexico's federal agency for social and political development)

CKD possibly related to dehydration in Central America

At present there is an alarming epidemic form of Chronic Kidney Disease occurring in Central America. It mostly affects young men working in sugarcane plantations. In El Salvador, the disease has become the second most frequent cause of death among adult men. Its cause remains unknown and is not associated with the usual causes of CKD such as diabetes or hypertension.

A common feature is the presence of recurrent dehydration and exposure to extremely hot temperatures. There is some experimental evidence suggesting that repeated dehydration may predispose to kidney injury.

By inviting people to celebrate World Kidney Day and raising a glass of water as an acknowledgement to their kidneys, we should also remind them of the paramount importance of keeping hydrated and maintaining the right fluid intake to reduce the risk of CKD.

Approach the media

Local efforts

All media - whether online or offline - have a crucial role to play in helping us raise awareness about kidney disease. Most media outreach about World Kidney Day will be the responsibility of local organizations or individuals like yourself. Don't hesitate to liaise with journalists and anyone you know that is involved with media, news agencies, television and radio channels, newspapers, magazines, bloggers ... and raise their interest in the campaign.

Make sure to capture media attention by clearly and concisely outlining your subject. Make your story focused and easy to read. Pick a compelling subject line if you contact them by email. Make your story relevant to your audience, people's lives and lifestyles. Communicate about the impact of kidney disease in your country, in your city, in your community. Insist on the impact of CKD on the disadvantaged populations.

Speak about the disparities in access to healthcare and treatment. Describe the magnitude of the problem. Highlight the need for better prevention and early detection, patient needs, inequalities in access to treatment, research needs, etc. For instance: "10% of the adult population have some form of kidney damage, and every year millions die prematurely of complications related to CKD.

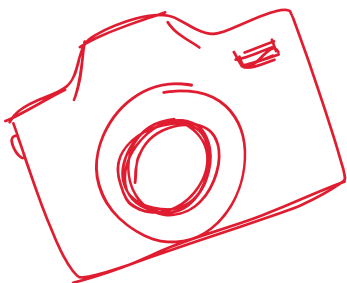
This life-threatening health condition remains largely ignored or unknown. However, its prevalence is increasing dramatically and the cost of treating this growing epidemic represents an enormous burden on healthcare systems worldwide."

Share real-life examples and stories. Give concrete examples of how CKD affects individuals. Use patient testimonies. Provide the contact details of some people that journalists could possibly interview.



Reinforce your message by using data and statistics:

- Highlight the number of people affected by kidney disease (and the trend) and compare it with the number of available nephrologists and dialysis centers in your area. Show the number of deaths associated with CKD in your country or region, how CKD compares to other causes of death, and the financial burden on the public health budget as well as the economic toll on people's lives. Mention the lack of organ donation by showing how long the waiting lists are and the consequences this has on people's lives.
- Translate the (scientific) data and statistics you have into a meaningful message to a lay audience. Make it striking. *For example: "in England, treating kidney disease is more expensive than treating breast, lung, colon and skin cancer combined"*.
- If there is no national data available in your country, refer to global data and raise awareness about the need to have more data collected in your country.
- Always mention your sources. Don't hesitate to refer to your local patient foundations and renal societies as well as to some papers published in the specialized press as these are all trustworthy sources for journalists.



Use strong visuals (such as an infographic) to capture the interest of the general public. Invite your audience to take action and provide them with a resource to find out more information. It could be your organization website. Avoid using jargon, acronyms, academic or medical terms - these may have a negative impact on your effort to communicate with your audience. Translate complicated information into easy-to-understand and actionable messages. If possible, engage prominent people or celebrities that are affected by CKD to advocate widespread public health education. This may help you attract some media attention too.

WKD press release

The World Kidney Day secretariat will issue a WKD press release that will be distributed - under embargo - to all WKD official sponsors, champions as well as ISN and IFKF affiliates late December or early January. This should leave you with sufficient time to translate it and possibly adapt it to your local needs.

We kindly ask you not to make this document public until March 12, 2015. Don't hesitate to share your translations with us to help others (send your documents to info@worldkidneyday.org).

Use Social Media

Social media platforms are now an integral part of the day-to-day life in many countries. For World Kidney Day, we encourage you to use social media platforms to spread the word to your network to build awareness and trigger action.

Below are a few tips on how to efficiently communicate the World Kidney Day message on social media:

- **Send WKD-related tweets and Facebook posts on a regular basis between now and March 12.**

Facebook is one of the most widely used social networks in the world, with more than 1 billion users and growing.

- Like the **www.facebook.com/worldkidneydayofficial** page.
- Follow the campaign on daily basis and share our posts.
- Share your WKD activities, updates, and community photos on your own page.
- Use the WKD hashtags **#isupportwkd, #worldkidneyday, #glassofwater**.

Twitter is a great way to keep in touch with your network and quickly broadcast about where you are and what you are up to. In the lead up to World Kidney Day, tweets will be posted on **www.twitter.com/worldkidneyday**.

- Follow us at **@worldkidneyday**.
- Re-tweet our messages - we will also re-tweet yours where appropriate, so please make sure you use our twitter handle **@worldkidneyday**.
- Use the World Kidney Day hashtags **#isupportwkd, #worldkidneyday, #glassofwater**.

- **Use Hashtags**

A hashtag is a word or an unspaced phrase prefixed with the sign # and it is used to mark keywords or topics on social media. Hashtags simply let you associate your social media content with a larger topic, group or conversation. It is like adding keywords to your message to make it globally searchable.

—Below are some suggested hashtags to use in the context of the World Kidney Day campaign. In addition to using these in your posts and tweets, share them with your friends, families and colleagues so they use it as well in their World Kidney Day related social media content.

#worldkidneyday
#isupportwkd
#glassofwater
#LoveYourKidneys
#kidneyaware

#CKD
#diabetes
#kidney
#transplant
#dialysis
#CKD

And in some other languages:

Spanish: #DíaMundialDelRiñón
Portuguese: #DiaMundialDoRim
French: #Journéemondialedeurein
Italian: #GiornataMondialeDelRene
Turkish: #DünyaBöbrekGünü

Please let us know what hashtags are most used in your language or community, so we can also keep track of them.

• Check out our YouTube Channel

The World Kidney Day channel (www.youtube.com/theworldkidney-day) showcases campaign-related videos. You can disseminate these through your own networks. Visit the channel to view the videos and also send your videos to info@worldkidneyday.org so that we can upload them.

• Collect your WKD badge on PicBadges

PicBadges is a costumed virtual overlay that can be added to pictures - like a stamp! The WKD PicBadges brings people together around the World Kidney Day cause, and helps attract attention. Collect your WKD PicBadge and add it to your social media profile pictures.

Invite all your fans and followers to join the World Kidney Day celebrations and collect their WKD PicBadge, which can be found on our Facebook page (www.facebook.com/worldkidneydayofficial) under the Apps tab.



Help us measure the WKD impact

- Give exposure to your local activities and pin your events and activities on our interactive map (www.worldkidneyday.org). Alternatively, inform us at info@worldkidneyday.org of your planned events.

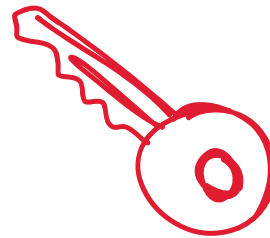
- Share pictures of your events so that we can add them to our photo albums and help give visibility to your efforts. Share them on social media using the WKD campaign hashtags.

- Send us photos of any of your merchandising material so that you can help inspire others info@worldkidneyday.org.

We rely on you to let us know about the impact of World Kidney Day in your area. This is crucial for us as, without your feedback, we wouldn't be able to assess the success and effectiveness of the WKD campaign.

Please keep us informed of any progress you may see in your region or country. For instance, are there any regulatory changes favorable to the prevention of kidney disease, research or funding? Are people more aware about how to reduce the risks? Is there a decrease in the number of people affected by kidney failure and in need of dialysis or transplantation?

RESOURCES AND MATERIALS



Six key messages to spread

Below is the very essence of what we would like to communicate to the general public through the campaign. These key messages have been developed on a global level and can be used as a basis to help you frame and design your own activities and messages. You can adapt these to your local conditions or to your specific audience to make them more targeted and efficient.

1. What is World Kidney Day?

Every second Thursday of March, we celebrate World Kidney Day (WKD) to raise awareness about kidney disease and highlight the urgent need for action to prevent and treat this serious health condition. Around 10% of the population suffer from some form of kidney damage, and every year millions die prematurely of complications related to Chronic Kidney Disease (CKD). The World Kidney Day campaign is asking the public to take 3 important action steps:

- Go to www.worldkidneyday.org to find out about the risks and the 8 Golden Rules to reduce them.
- Be proactive – talk to your doctor about your concerns if you are at risk.
- Share this information with your family, friends and colleagues.

2. What do kidneys do? Why are they so important?

Your kidneys are two of the most important organs in the body. They balance the volume of water in the body. They filter the blood and help get rid of waste products from the body. They produce hormones that circulate in the bloodstream and regulate some of the body functions such as blood pressure, the making of red blood cells and the uptake of calcium from the intestine.

3. What is Chronic Kidney Disease? How is it treated?

Chronic kidney disease (CKD) is a progressive loss in kidney function which usually affects both kidneys. Also, when your kidney function falls below a certain point (it is called kidney failure), wastes are retained in the body and affect organs like heart, lungs, muscles, stomach and brain. This may become a life-threatening situation requiring urgent attention. Currently there is no cure for CKD, only life-extending treatments such as dialysis, which is extremely constraining, or transplantation for which there is a shortage of donor organs.

4. How is it detected?

Early CKD has no symptoms. One can lose up to 90% of kidney function without experiencing any signs. Early detection is crucial as adequate treatment can slow the progression of the disease and therefore prevent the need for serious medical treatment, dialysis and/or transplantation. Some simple urine or blood tests can detect early kidney disease.

5. What are the causes of CKD? Who is at risk?

High blood pressure (hypertension) and diabetes are the most common causes of kidney disease. Kidney disease can affect people of all ages and races. You may however have an increased risk if you are older, suffer from diabetes or high blood pressure, have a family member who has CKD or are of African, Hispanic, South Asian or Aboriginal origin. If you are in one of these groups or think you may have an increased risk for kidney disease, ask your doctor about getting tested.

6. How can it be prevented?

There are several easy ways to reduce the risk of developing kidney disease. Some small changes in behavior can have enormous health benefits. Eight Golden Rules to reduce the risks are:

1. Keep fit and active.
2. Keep regular control of your blood sugar level.
3. Monitor your blood pressure.
4. Eat healthy and keep your weight in check.
5. Stay hydrated.
6. Do not smoke.
7. Do not take over-the-counter pills on a regular basis.
8. Get your kidney function tested if you have one or more of the "high risk" factors.



Campaign Materials

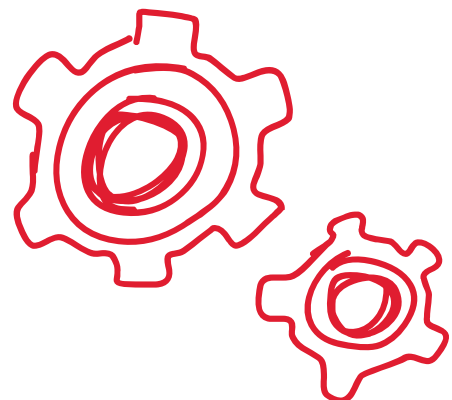
A number of visuals have been developed to communicate the WKD message. These can be used in a variety of ways including at events, in prominent public buildings, hospitals, gyms, workplaces, on buses, or even be used on other communication outlets such as websites, social media, newsletters, blogs, journals, etc.

The following materials are downloadable for free on the World Kidney Day website. You can access the editable version of all files so you can translate them and make any other necessary local-level adaptations. Please refer to our Copyright & Permissions statement to make sure you do not infringe our policy of use.

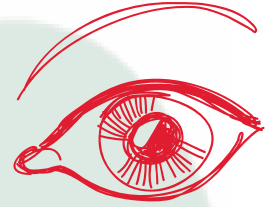
- Posters to generate public awareness.
- An infographic to capture the attention and open a dialogue to further education about CKD and its risks.
- Bookmarks to be distributed as a save-the-date to your network some time ahead of World Kidney Day.
- Web banners to be posted on your sites or blogs to display your support for WKD (several sizes are available).

Building healthier communities by increasing awareness of kidney disease requires a substantial collaborative effort. All our visuals are, at the moment, exclusively produced in English. However, as we do recognize the importance of making this material available to as many people as possible around the world, we welcome versions in other languages.

All materials will be available in October 2014 on the WKD website. We rely on your help to translate them and share your translations with us. Please contact info@worldkidneyday.org for more details.



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LOGO

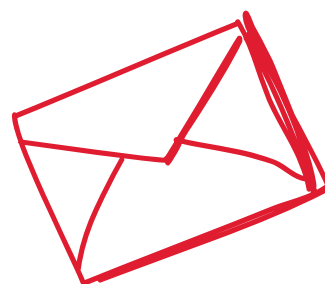
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KEEP IN TOUCH



The WKD Team

The role of the team is provide you with global guidance, materials and centralize best practices and ideas to give inspiration to organizations and individuals who want to be involved. For general enquiries, please contact us on info@worldkidneyday.org

Sophie Dupuis

- Campaign Manager -

sophie@worldkidneyday.org

Agnese Ruggiero

- Campaign Coordinator -

agnese@worldkidneyday.org

Rik Bollaert

- Fundraising -

rik@worldkidneyday.org

Rue des Fabriques 1b -

1000 Brussels -

BELGIUM

Phone : +32 2 808 04 20

Fax : +32 2 808 44 54

The WKD Steering Committee

The campaign is guided by global nephrology experts under the joint leadership of Philip Li (Hong Kong, ISN co-chair - philipli@cuhk.edu.hk) and Guillermo Garcia Garcia (Mexico, IFKF co-chair - ggarcia1952@gmail.com).

Other members of the Steering Committee are:

Charlotte Osafo (Ghana)

ceyosafo@gmail.com

Charles Kernahan (UK)

charleskernahan@gmail.com

Elena Zakharova (Russia)

helena.zakharova@gmail.com

Luca Segantini (Belgium)

lsegantini@theisn.org

Miguel Riella (Brazil)

mcriella@me.com

Timur Erk (Turkey)

timurerk@yahoo.com

William G. Couser (USA)

wgc@u.washington.edu

CONTACT DETAILS

World Kidney Day Secretariat
Rue des Fabriques 1B
1000 Brussels
Belgium

Tel: +32 2 808 04 20

Fax: + 32 2 808 44 54

info@worldkidneyday.org



www.worldkidneyday.org