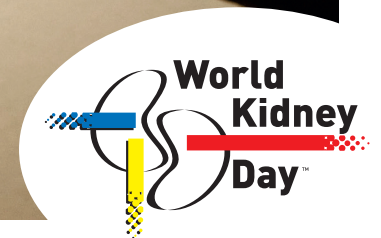
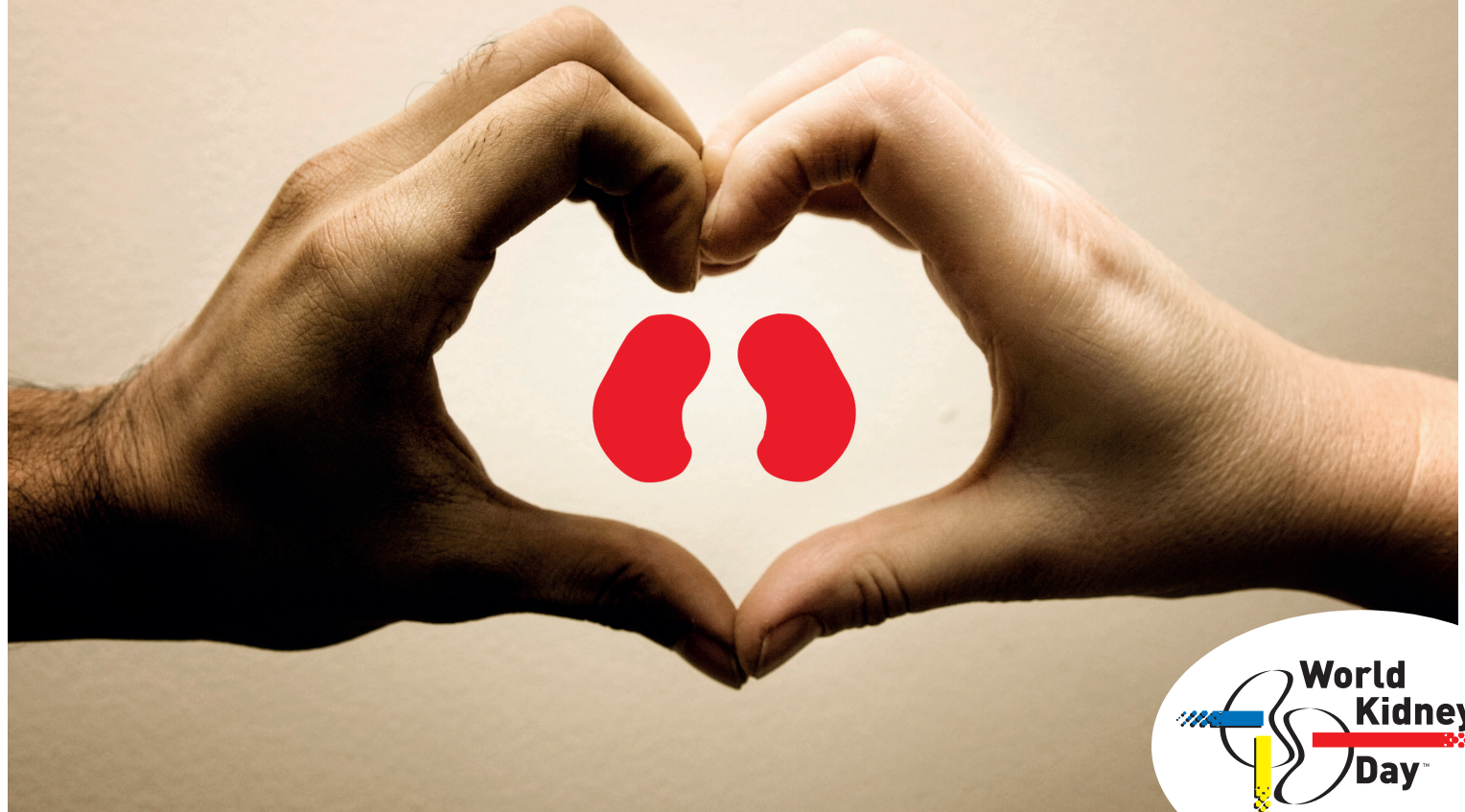


Protect your *kidneys*, Save your *heart*.



# GET INVOLVED !



World Kidney Day is a day of global action jointly organized by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF).

Since its inception World Kidney Day has grown dramatically to become the most widely celebrated event focused on kidney health and the most successful effort to raise awareness in both the general public and government health officials about the dangers of kidney disease. Last year World Kidney Day was celebrated in 150 countries, achieved global media coverage, impressive prominence on social networks such as Facebook and Twitter and, most importantly, catalyzed meetings between renal patients, medical professionals and government health authorities in many countries.

## *Protect your **kidneys**, Save your **heart**.*

Part of the World Kidney Day mission is to call attention to the large, and often unappreciated, role the kidney plays in cardiovascular health. Cardiovascular disease is the most common cause of death worldwide and one of the four WHO target areas in its on-going campaign to reduce the burden of chronic, non-communicable diseases (NCDs).

The World Kidney Day website ([www.worldkidneyday.org](http://www.worldkidneyday.org)) facilitates global action for kidney health every year in March by providing central coordination of events, free toolkits including logos, posters, leaflets, videos, media kits and other material, an opportunity to share information and ideas among World Kidney Day organizers and supporters, and a coordinated media campaign to publicize the message of World Kidney Day. Please join us!

## WHAT CAN I DO ?

- Organize a community walk, a run, or a bike ride "On the Move for Kidney Health"
- Offer free kidney screenings
- Hang posters with the WKD logo in your clinic's waiting room
- Set up education sessions for patients, families, and other health care professionals
- Produce and distribute buttons, sports flasks, t-shirts etc. with the WKD logo on it
- Send out emails, distribute flyers
- Start a Facebook or Twitter group with a challenge for kidney health
- Start a blog about your WKD event and ask kidney colleagues to contribute to it

**For more information and ideas for action please visit [www.worldkidneyday.org](http://www.worldkidneyday.org)**

