

TOOLKIT FOR PARTICIPATING ORGANIZATIONS

www.worldkidneyday.org



Table of Contents

About World Kidney Day	1
What is World Kidney Day?	1
Why is World Kidney Day important?	2
Widespread ignorance	2
Why should you be involved?	2
Our focus in 2015	3
Three ways you can help:	4
Give a glass of water on March 12!	5-6
Create a kidney-healthy workplace	7
Become an official global supporter of WKD	8
Resources and Materials	8-9
Six key messages to Spread	10-11
Campaign Materials	11
Show your commitment	11-12
Website	13
Social Media	13
Copyright and Permissions	13
Keep in touch	14
The WKD Team	14
The WKD Steering Committee	14

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. World Kidney Day 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.

Widespread ignorance

Keeping kidneys healthy can save lives!

Many people do not fully understand what their kidneys do or what kidney disease is. They do not know that Chronic Kidney Disease (CKD) is not curable and could cause them to need care for the rest of their lives, or that it triggers other health issues like heart attacks or stroke leading to premature death or disability. If it is not detected early enough it may progress to kidney failure and would then require dialysis or a kidney transplant to survive. Around 10% of the adult population suffer from some form of kidney damage, and every year millions die prematurely of complications related to CKD. CKD is extremely expensive, weighs heavily on healthcare budgets, and is especially a burden for those affected. The hope of reducing the human and economic costs of CKD and kidney failure therefore lies in prevention and early detection.

**Chronic
illness costs ;
combating
it pays**

World Economic Forum

**Health
is
Wealth**

World Economic Forum
Annual Meeting 2014

Why should you be involved?

Two simple reasons: Over 50% of the world population could be reached through employers alone, and up to 10% of your employees may have CKD. This is why we strongly believe that your company can help make a difference and multiply the impact of the WKD campaign in your community by promoting kidney-health related messages to your employees – no matter how big or small you are. CKD can have a significant impact on employee productivity – through increased absenteeism and underperformance due to illness.

Therefore, in addition to giving you an opportunity to make a social impact in your community, embracing the WKD initiative and engaging in corporate initiatives the health and morale of your staff, thereby yielding real benefits for your business through an increase in performance and a fall in health related costs.

According to the World Economic Forum, workplace wellness programs are an extremely powerful tool in employee engagement, organizational productivity, talent retention and innovation. They can achieve a 25-30% reduction in medical and absenteeism costs. So, please use WKD to launch or strengthen your workplace wellness program.

Help us spread the message, and feel the benefits too!

We look forward to hearing about your WKD efforts and successes.



This toolkit provides ideas and resources for employers and outlines the actions they can take together with their workforce.

OUR FOCUS IN 2015



Kidney Health for All

The official 2015 campaign theme is “Kidney Health for All”. It aims to draw attention to the fact that some communities suffer from higher incidence rates and worse prospects than others.

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 simply 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 policy makers and the general public.

**Did
you
know?**

In the US, African Americans are 3 times more likely to experience kidney failure. Compared with Caucasians, African Americans have a much higher average blood pressure, develop hypertension earlier in life and have greater risks of complications such as CKD, stroke and heart disease.

THREE WAYS YOU CAN HELP

- CELEBRATE WITH US AND RAISE A GLASS OF WATER FOR YOUR KIDNEYS ON **MARCH 12, 2015.**

- CREATE A KIDNEY-HEALTHY WORKPLACE.

- BECOME AN OFFICIAL GLOBAL SPONSOR OF WKD.

Celebrate with us and raise a glass of water for your kidneys

An easy call to action is to invite all your employees to celebrate WKD by raising a glass of water for their kidneys on March 12, 2015. This is a symbolic gesture to remember that kidneys are vital organs and they should be looked after, and a way to make your staff 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 in time.

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



 **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.*

Here is how to participate:

1. In the run-up to March 12, inform your employees World Kidney Day will be celebrated in your company. On March 11, remind all your employees that the next day is World Kidney Day and some celebrations will be organized internally.
2. Download the materials and visuals from the World Kidney Day website, and print them for distribution in your company. Display the posters and infographics in advance, and leave them up for a while after the day. These include important health messages.
3. Include your company GP or nurse – check with them about the best way to spread the news internally.
4. Provide free water in your company on March 12, 2015 – so that everybody can share a drink. Ask your managers to lead by example and to drink water together with their teams.
5. Organize an information session about kidney disease and/or widely distribute the World Kidney Day materials. Point them to the World Kidney Day website to check if they are at risk.
6. Encourage your co-workers to spread the news beyond the office walls. Ask them to share the message with their families and friends.



Share your involvement through the online community

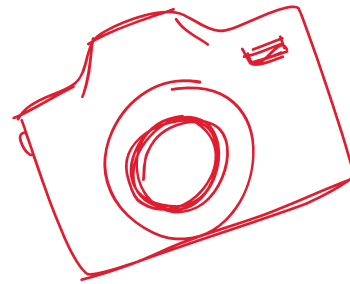
We encourage you to share your activities through social media and online channels. You can also submit your activities to us (info@worldkidneyday.org), and we can share these through our website and social media.

- o Pin your event/initiative on the **World Kidney Day interactive map**.
- o Take pictures of your staff drinking and giving a glass of water.
- o Tweet it @worldkidneyday and to your friends/family/colleagues with the message:
Today I celebrate #worldkidneyday. Have a #glassofwater for healthy kidneys. #isupportwkd.
- o Share them on our Facebook page (www.facebook.com/worldkidneydayofficial).
Don't forget to use #glassofwater, #worldkidneyday and #isupportwkd.
- o If you don't have access to social media, you can send your pictures by email to info@worldkidneyday.org.
- o Ask your colleagues to do the same.



Make it fun!

- Use the glass of water as a way to gather your teams and organize some group activities.
- Take pictures of your “work challenges” and your most creative celebrations and share these with us! You can also share these pictures through your intranet and internal newsletter. Feel free to add a few accessories to make it even more fun. You can download from the www.worldkidneyday.org website some fun silhouettes that were used by our partner Danone in 2014 for a corporate photography activity.
- Use awards to encourage participation.



Create a kidney-healthy workplace



Here are a few other ideas that you can implement at a corporate level to encourage your employees to make kidney healthy choices. Make sure you lead by example. Your employees will be more inclined to participate when they see their management instead of supervisors.

1. Encourage physical exercise

Keeping fit helps to reduce your blood pressure and therefore decreases the risk of CKD. Encourage your employees to get active and provide them with opportunities to do so in celebration of WKD.

Here are a few ideas:

- o Organize a corporate walk or run, or plan a lunchtime walk to encourage your colleagues to leave the office and get some exercise.
- o Place signs throughout the workplace to highlight the importance of using staircases instead of the elevator. On World Kidney Day, ban lifts and encourage employees to take the stairs.
- o Encourage people to cycle or walk to work whenever possible.
- o Invite a fitness expert to talk about the importance of exercising and show you how to start a fitness routine in the office.

2. Provide healthy lunch options

Eating healthily can help prevent diabetes, high blood pressure, heart disease, and other conditions associated with CKD. Key tips here are to reduce salt intake to control blood pressure, avoid sodas and processed food, and limit one's consumption of sugar in order to avoid diabetes or obesity.

- o Organize some "healthy canteen days" when the canteen of your company only serves healthy food. Provide employees with recipes on how to make their own home-made healthy lunch. Promote these recipes on your company intranet.
- o Label your meal options: use color codes to label the food choices available and highlight the healthiest options.

3. Organize information sessions

- o Organize some kidney screening sessions at work: liaise with a local healthcare provider or your national nephrology society to offer advice on the prevention and control of kidney disease to your employees.
- o Invite a dietician to speak to employees about the importance of leading a kidney-healthy life and making informed meal choices.

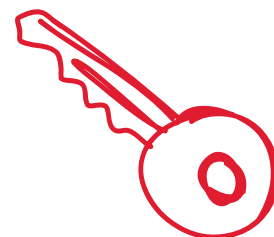
Become an official global supporter of WKD

Your company could also become an active sponsor of the World Kidney Day global campaign. As an official World Kidney Day sponsor, you are recognized as a partner of choice for the campaign by all stakeholders. In this role, you become one of the driving forces of the campaign in your community and have unique opportunities to highlight your commitment and work with the World Kidney Day secretariat as well as with ISN and IFKF to promote kidney health related messages.

There are a number of sponsorship packages available. These are designed to maximize exposure and activities of all sponsors; and include promotional and branding opportunities in association with World Kidney Day. For more details, contact Rik Bollaert

(rik@worldkidneyday.org).

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:

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

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

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 which requires urgent attention. Currently there is no cure for kidney disease, 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 materials have been developed to spread the WKD message. They are downloadable for free on the WKD 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 can be printed and placed in hallways, coffee corners, and/or lifts of your company. They can also be used digitally and be posted on your intranet and emailed to your co-workers.
- An infographic which is a public and media friendly visual to capture attention and open the dialogue to further education about CKD and its risks. It can be either printed or displayed on your intranet and distributed to your colleagues.
- Bookmarks to be distributed to all your employees as a save-the-date.
- Web banners that can be posted on your intranet to display your support for WKD (several sizes are available). Note that as per our policy of use only our official sponsors (benefactors – supporters – partners) are allowed to publish these banners on their website.

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 therefore welcome versions in other languages. If you can help and share your translations, please contact info@worldkidneyday.org – we will make them available on our website.



SHOW YOUR COMMITMENT



Website

Give global visibility to your initiatives by adding them on our interactive map of events and activities. By sharing the information on www.worldkidneyday.org/events/map you will give global exposure to your initiatives. The site is visited by the media, individuals and organizations so this is a great place to let the world know what you have planned, no matter how big or small. Please also send us your pictures and videos to info@worldkidneyday.org so we can share them on the World Kidney Day Facebook page or Youtube channel. This is also highly important to us as it allows us to get a feeling of the impact and success of the campaign worldwide.

Social Media

Social media platforms are now an integral part of day-to-day organizational operations in many countries. For World Kidney Day, we encourage you to use social media to spread the word to your network to build awareness and action, particularly if social media is widely used in your area of the world. Below are a few tips on how to efficiently communicate the World Kidney Day message on social media.

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's like adding keywords to your message to make it globally searchable. Below are suggested hashtags to use in the context of the World Kidney Day campaign. In addition to using these in your tweets and posts, share them with your co-workers to use in their World Kidney Day related social media messages.

#worldkidneyday
#isupportwkd
#glassofwater
#LoveYourKidneys
#kidneyaware

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

And in some other languages:

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

Facebook

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 and follow the campaign daily as well as share our posts. Share your World Kidney Day activities, updates, and community photos on your own page. Don't forget to use the World Kidney Day hashtags.

Twitter

Twitter is a great way to keep in touch with your network and quickly broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication. In the lead up to World Kidney Day, tweets will be posted on WKD www.twitter.com/worldkidneyday. If your organization is on Twitter, follow us so that we can stay connected. Retweet our messages, we will also retweet yours where appropriate, so please ensure you use our twitter handle [@worldkidneyday](https://twitter.com/worldkidneyday). Don't forget to use the World Kidney Day hashtags.

•YouTube

The WKD channel (www.youtube.com/theworldkidneyday) showcases campaign-related videos that you can disseminate 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 these too.

PicBadges

PicBadges is a costumed virtual overlay that can be added to pictures like a stamp! The WKD PicBadges brings people together around the WKD cause, attracts attention and generates the buzz. Collect your WKD PicBadge and add it to your social media profile pictures. Invite all your fans and followers to join the WKD celebrations and collect their WKD PicBadge that can be found on our Facebook page (www.facebook.com/worldkidneydayofficial) under the Apps tab.



COPYRIGHT AND PERMISSIONS

The WKD material is freely available for download and use under the following specific conditions. If you have any questions concerning rights to use the WKD logo and material, please contact info@worldkidneyday.org.

Trademark

The official name “World Kidney Day” and its logo are a registered trademark owned by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF).

LOGO

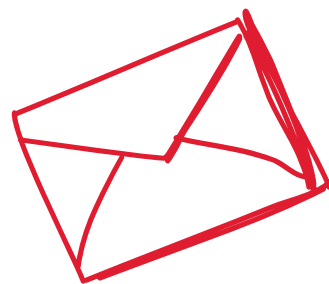
- The WKD logo must not be altered in any way, except for language translation purposes.
- The WKD logo cannot be associated with any other brand, symbol or logo without express permission from the WKD secretariat (info@worldkidneyday.org)
- Only official WKD global sponsors (partners, supporters, benefactors) are entitled to use the WKD brand and logo in the context of their awareness activities.
- The WKD logo cannot be used in connection with the sale of products or for the promotion of a company.
- For-profit organizations providing local financial support to the WKD campaign can only use the WKD logo upon express authorization from the WKD secretariat.
- Non-sponsoring organizations implementing internal educational activities can only use the WKD logo on education-related materials for internal purposes.

Material

- The campaign materials cannot be used in connection with the sale of products or for the promotion of a company. The materials can only be used in association with WKD initiatives.
- It is forbidden to make commercial use of WKD resources, in whole or in part. Corporate official sponsors logos are permitted on WKD materials. However, product names, information and/or visuals are not.

- ISN and IFKF members as well as official global sponsors are granted the right, without any additional fee or cost, to use, publish, distribute, disseminate, transfer, and digitize the WKD material for educational purposes only, and not for any direct or indirect commercial purpose or advantage. The content may be modified for local language but must not in any manner be misrepresented. ISN and IFKF members are free to add local non-profit organizations' logos to posters and other materials. However, it is required that the WKD, ISN and IFKF logos remain on all materials.
- The following copyright notice needs to appear every time a WKD visual or material is used or translated: ©**World Kidney Day 2006-2015**.

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

The WKD secretariat is based in Brussels (Belgium)

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The WKD Steering Committee

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