

**10 MARCH 2022**  
**Kidney Health for All**

#worldkidneyday #kidneyhealthforall  
[www.worldkidneyday.org](http://www.worldkidneyday.org)

# Activities Guide

Bridge the  
knowledge gap to  
better  
**kidney care.**

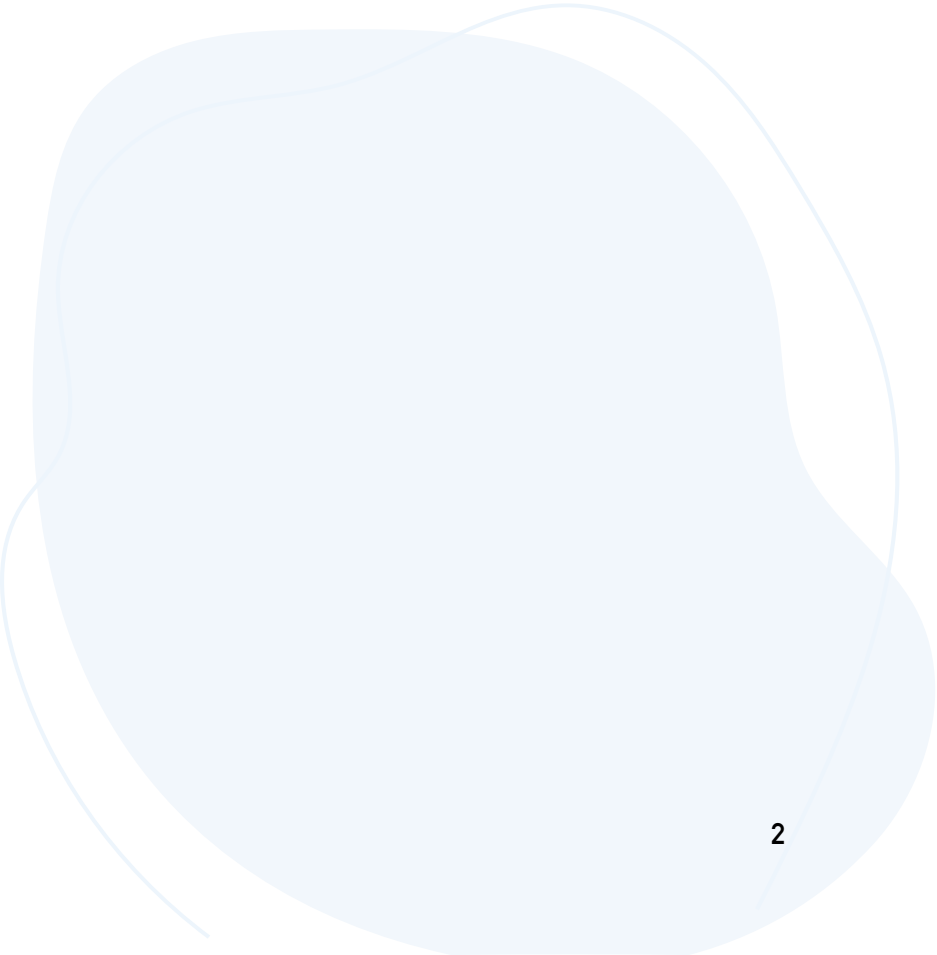


World Kidney Day  
is a joint initiative of



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# 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 10th March with the dedicated theme “Kidney Health for All – Bridge the gap to better kidney care”. The campaign aims to increase education and awareness about kidney health in order to bridge the persistent and ongoing CKD knowledge gap at all levels of healthcare.

**To support this initiative, WKD encourages you to conduct your own awareness raising activities!**

The ongoing COVID-19 pandemic continues to present WKD advocates around the world with challenges and opportunities. Some regions and countries may again allow for larger in person activities whilst others are still operating under emergency public health measures. Depending on the situation in your locality, we encourage you to celebrate World Kidney Day 2022 in line with your local public health guidance.

This WKD Activities Guide aims to provide facts and figures about kidney disease worldwide for use in your local awareness raising activity. It also contains useful tips for planning your WKD activity and shares ideas & suggestions which will hopefully help make your very own WKD activity a success!

**WORLD KIDNEY DAY**  
started in 2006 and has not stopped growing ever since

**17 THEMES SINCE 2006**  
Every year, the campaign highlights a particular theme

**> 100K FOLLOWERS ON SOCIAL MEDIA**  
is active on Facebook, Instagram, Twitter, LinkedIn and YouTube with daily posts

**MORE THAN 1000 ACTIVITIES**  
each year more than one thousand activities all across the globe take place from public screenings in Argentina to Zumba marathons in Malaysia

**NATIONAL AND REGIONAL GOVERNMENTS, AND INTERNATIONAL ORGANIZATIONS**  
regularly mark World Kidney Day on their platforms

Bridge the knowledge gap to better kidney care.

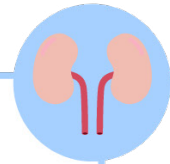


# USE WKD FACTS AND FIGURES TO HELP RAISE AWARENESS ABOUT KIDNEY DISEASE



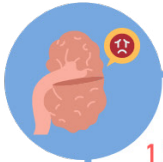
**850 MILLION** PEOPLE  
WORLDWIDE

are now estimated to have some form of kidney disease



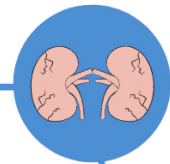
KIDNEY DISEASE IS PROJECTED TO BE THE **5TH** LEADING CAUSE OF DEATH BY 2040

kidney disease-related mortality continues to increase yearly



**10%** OF PEOPLE  
WORLDWIDE HAVE  
CHRONIC KIDNEY  
DISEASE

estimates suggest 9 in 10 of those are unaware of their condition.



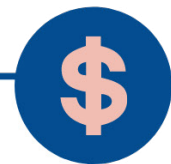
**13 MILLION** PEOPLE  
ARE AFFECTED BY  
ACUTE KIDNEY INJURY  
WORLDWIDE

85% of AKI cases are found in Low and middle-income countries.



**2.6 MILLION** RECEIVED  
DIALYSIS OR  
TRANSPLANTATION  
WORLDWIDE

Numbers are projected to increase to 5.4 million by 2030



THE COSTS OF DIALYSIS AND TRANSPLANTATION CONSUME **2%–3%** OF THE ANNUAL HEALTH CARE BUDGET IN HIGH-INCOME COUNTRIES

The best hope for reducing the human and economic costs of CKD and ESKD lies in prevention



# WORLD KIDNEY DAY THEME 2022

[World Kidney Day 2022](#) aims to promote Kidney Health for All. The objective is to increase education and awareness about kidney health in order to bridge the persistent and ongoing CKD knowledge gap at all levels of health-care.

As this knowledge gap is stifling the fight against kidney disease and increasing the inherent associated mortality rates,

**WKD calls for everyone to not only be aware of the disease, but to actively know what their own kidney health measures are.**

It is a cause that involves all of us in the kidney community worldwide — physicians, scientists, nurses and other healthcare providers, patients and the wider public, administrators, health-policy experts, government officials, nephrology organizations, and foundations. All need to be aware of how highlighting kidney health within the development of health policy can lead to major benefits both to patients and to healthcare budgets.



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# JOIN THE WKD CONVERSATION AND USE WKD MATERIALS

Join the conversation and help raise awareness about kidney health around the world! Start using #WorldKidneyDay to follow the progress of the campaign and spread your own WKD content to a wider audience.

WKD social media handles are here to help you share your own WKD message, so don't forget to tag us in your post so we can promote your activity and pin your activity on the [WKD map](#). By following our channels, you will receive updates and inspiration to create your content to raise awareness about kidney health online and in your activity.

- Facebook - [@worldkidneyday](#)
- Twitter - [@worldkidneyday](#)
- Instagram - [@worldkidney\\_day](#)
- LinkedIn - [@worldkidneyday](#)
- YouTube - [@ World Kidney Day](#)

If you are looking for inspiration for your social media posts, check out the [WKD social media toolkit](#), which provides wording and various visuals to help spread your WKD messages. WKD campaign visuals are available in different formats targeting different audiences – policymakers, patients, healthcare professionals, and the public – to bridge the knowledge gap to better kidney care.



# HOW TO ORGANIZE A WKD ACTIVITY IN 5 STEPS



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# IDEAS AND SUGGESTIONS FOR YOUR WKD ACTIVITY



Organize a **sports activity**, a **cooking class**, or/and **activities for children** using WKD school kits

**Light up a building** in the color of WKD or your local organization



CALGARY TOWER,  
CANADA

MOLE ANTONELLIANA  
ITALY

CHRIST REDEEMER,  
BRAZIL



Conduct **interviews** with your local press, national press, radio stations and/or television to raise awareness about kidney disease

Contact your **local or national celebrities or stakeholders** to participate and promote your activity (concert, Twitter chat, interview, challenge, etc.)



Broadcast a **WKD video** around your city, organize an **online workshop**, or/and give **virtual tours** of dialysis centers in your hospital or clinic

Organize an **online contest** (photography or art drawing contest) or a **social media contest** encouraging participants to take a selfie with the WKD logo, visuals or merchandise



Bridge the knowledge gap to better kidney care.



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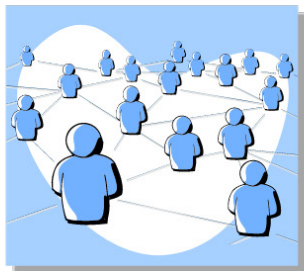
# SPREAD THE NEWS ABOUT YOUR ACTIVITY

Once you have created your activity, it is essential to advertise it so that people know about it and can participate. Follow these tips to raise awareness of your activity:



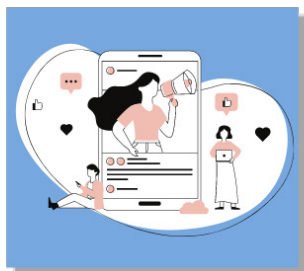
## WKD map

Don't forget to pin your activity on the [WKD map](#). Your activity may be selected as the "Best WKD Idea" and showcased [here](#)! Please send us a full report of your activity if you are interested in taking part in the selection



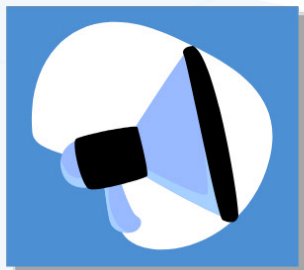
## Network

Make sure you develop a network of supporters to help you promote your activity (NGOs, health organizations, patients' organizations, or other similar stakeholders)



## Social Media

Use social media to promote your activity and attract your audience. If you need more information about the 2022 WKD visuals, how to create your social media campaign, or ideas to amplify your campaign, check out the [2022 WKD social media toolkit](#)



## Promotion

Reach out to your local celebrities, local and national press, radio stations, and TV to spread the word about your activity



## Tag WKD

Don't forget to tag [@worldkidneyday](#) on your social media posts when promoting your activity. We would be happy to share your posts





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# HOW TO GET INVOLVED?

## Spread the word

Follow World Kidney Day on:

-  [@worldkidneyday](https://www.facebook.com/worldkidneyday)
-  [@worldkidneyday](https://twitter.com/worldkidneyday)
-  [@worldkidney\\_day](https://www.instagram.com/worldkidney_day)
-  [@worldkidneyday](https://www.linkedin.com/company/worldkidneyday)
-  [@World Kidney Day](https://www.youtube.com/channel/UCWorldKidneyDay)

and share our messages on your Social Media accounts (for ideas see our Social Media Toolkit)

## Use WKD material

Visit [www.worldkidneyday.org](http://www.worldkidneyday.org) and download our resources for free. You can find the following material:

- Campaign images
- Toolkits
- Press release

## Organize an event

Celebrate World Kidney Day by organizing an awareness event in your community: a walk, a bike ride, a run, a flash mob or a dance, a charity dinner or an educational class for pupils at your local school. Whatever you plan, you will help reach more people and make them aware of the importance of their kidneys.

If you already know what you will do, please add your event online here:

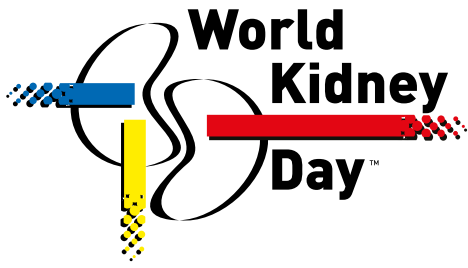
<http://www.worldkidneyday.org/2022-campaign/worldwide-events/>

## Involve local celebrities and press

- Invite local celebrities to support World Kidney Day and help raise awareness
- Reach out to local and national press, radio and TV stations
- Share the official WKD press release with your media contacts
- Tell us about media coverage and celebrity outreach via [info@worldkidneyday.org](mailto:info@worldkidneyday.org)







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## Contact Us

World Kidney Day  
ISN - Global Operations Center  
Avenue des Arts 1-2, 6th floor,  
1210, Brussels, Belgium  
Tel +32 2 808 04 20  
[info@worldkidneyday.org](mailto:info@worldkidneyday.org)



World Kidney Day  
is a joint initiative of

