



# WKD 2019 Report

---

**Name:** Prof. Loreto Gesualdo (President)

**Organization name:** Fondazione Italiana del Rene FIR ONLUS

**Country:** Italy

**Number of events organized/collected in your country:** 193

## **Preliminary Results WKD, March 14, 2019**

### **Social Media Channels on March 14 (CET times)**

#### **Followers (compared to WKD 2018):**

- 3788 on Facebook (+34%)

- 200 on Instagram (+200%)

#### **Engagements on Social Media on March 14 (sum of reactions (e.g. likes), comments and shares,**

#### **click on links received by content of WKD)**

- 26470 on Facebook (+550%)

#### **Impressions (number of times that content was potentially seen)**

- 65130 impressions on Facebook (+653%)



**Activities of note (please give a brief description of the activity with links to online sources that mentioned it):**

We have had 193 events pinned to our 2019 event map.

**“Porte Aperte in Nefrologia” (“Open Doors in Nephrology”)**

Porte Aperte in Nefrologia is a project through which workstations are set up in hospitals that decide to participate. There, doctors and nurses are available to citizens in order to provide information on the prevention of kidney disease and to run free urine tests and blood pressure measurements with immediate report delivery. If necessary, they can also activate a subsequent clinical study program.



**“Progetto Scuole” (“School Project”)**

Thanks to this project, we organize meetings for students of the fourth and fifth grades of upper secondary schools, in which specialists in Nephrology as well as nurses explain what a kidney failure is, how it can be treated and how it could be prevented. At these meetings, students are subjected to blood pressure measurement and urine stick screening.



**Camper**

We also set up workstations in the squares of the participating cities, through camper-outpatient clinics and reception gazebos where it is possible to consult specialists and medical personnel and carry out medical examinations in a totally free way.





### **Centri commerciali (Malls)**

This year we have also organized a large distribution chain that has provided an information point in about 30 malls. Our specialists have delivered numbered vouchers to those who, at risk, will want to undergo a first free nephrological visit, by appointment.



### **List of media that published WKD press releases or mentioned WKD related activities (newspapers, magazines, online publications, TV, radio, etc..) – please provide link to online sources:**

9 COLONNE <https://www.9colonne.it/196327/malattie-renali-br-killer-silenzioso>

AbruzzoWeb <http://www.abruzzoweb.it/contenuti/giornata-mondiale-del-rene-personale-clinica-nefrologica-chieti-al-centro-commerciale/683420-283/>

Agenzia Nova <https://www.agenzianova.com/nazionale/0/2348581/2019-03-12/sanita-giornata-mondiale-del-rene-giovedi-in-piemonte-punti-informativi-e-visite-gratuite>

ANDRIA LIVE <https://www.andrialive.it/news/attualita/796496/giornata-del-rene-oggi-visite-nefrologiche-gratuite-con-esami-e-misurazione-della-pressione>

ANDRIA VIVA <https://www.andriaviva.it/notizie/giornata-del-rene-domani-ad-andria-visite-gratuite-nefrologiche/>

AREZZO NOTIZIE <https://www.arezzoneotizie.it/salute/giornata-rene-visite-gratuite-san-donato.html>

Arezzo24 <https://www.aretzo24.net/eventi-e-cultura/5686-giornata-mondiale-del-rene-porte-aperte-in-nefrologia.html>

ASKA NEWS [http://www.askanews.it/cronaca/2019/03/14/abruzzo-oggi-alliper-di-san-giovanni-punto-informativo-su-reni-pn\\_20190314\\_00025/](http://www.askanews.it/cronaca/2019/03/14/abruzzo-oggi-alliper-di-san-giovanni-punto-informativo-su-reni-pn_20190314_00025/)

ASL Città di Torino <http://www.ascittaditorino.it/wp-content/uploads/2019/03/Comunicato-Stampa-GMR-Martini.pdf>

Baraonda News <https://baraondanews.it/asl-roma-4-e-croce-rossa-in-piazza-per-la-giornata-mondiale-del-rene/>

Bari Today <https://www.baritoday.it/salute/giornata-mondiale-rene-prenotazione-visite-ipercoop.html>



BD Torino <http://www.bdtorino.eu/sito/articolo.php?id=32290>

Buongiorno Alghero <https://www.buongiornoalghero.it/contenuto/0/29/104445/sassari-in-piazza-d-italia-la-giornata-mondiale-del-rene>

Bussola Sanità [http://www.bussolasanita.it/schede-2765-giornata\\_mondiale\\_del\\_rene\\_screening\\_gratuiti\\_all\\_ospedale\\_de\\_ellis\\_di\\_rieti](http://www.bussolasanita.it/schede-2765-giornata_mondiale_del_rene_screening_gratuiti_all_ospedale_de_ellis_di_rieti)

CANALE 12 <https://www.canale12.it/2019/03/14/in-piazza-ditalia-la-giornata-mondiale-del-rene-2/>

Casteddu Online <https://www.castedduonline.it/la-giornata-mondiale-del-rene-2019-a-monastir-punta-su-prevenzione-e-informazione/>

CHIETI TODAY <http://www.chietitoday.it/salute/giornata-mondiale-rene-clinica-nefrologica-incontra-cittadini-ipercoop.html>

Ciao Como <https://www.ciaocomo.it/2019/03/13/giornata-mondiale-del-rene-controlli-gratuiti-via-napoleona-la-nefrologia-dialisi-dellasst-lariana/172749/>

Città della Salute

[https://www.cittadellasalute.to.it/index.php?option=com\\_simplecalendar&view=detail&catid=9%3Aeventi-convegni-e-seminari&id=1678%3Aevento-uno-stile-di-vita-sano-per-reni-sani&Itemid=350](https://www.cittadellasalute.to.it/index.php?option=com_simplecalendar&view=detail&catid=9%3Aeventi-convegni-e-seminari&id=1678%3Aevento-uno-stile-di-vita-sano-per-reni-sani&Itemid=350)

Corriere Alpi <https://corrierealpi.gelocal.it/belluno/cronaca/2019/03/13/news/open-day-alla-nefrologia-per-la-giornata-del-rene-1.30096182>

Corriere Nazionale <https://www.corrierenazionale.it/2019/02/08/giornata-mondiale-del-rene-il-14-marzo-iniziativa-in-tutta-italia/>

Corriere Salentino <https://www.corrieresalentino.it/2019/03/giornata-mondiale-del-rene-affluenza-record-a-gallipoli-per-la-prevenzione/>

CosmopolisMedia <http://www.cosmopolismedia.it/attualita/7315-giornata-mondiale-del-rene-screening-in-ospedale.html>

Dica33 <https://www.dica33.it/notizie/35319/giornata-mondiale-del-rene-organo-tenere-docchio.asp>

ESTENSE <https://www.estense.com/?p=762925>

Foggia Today <https://www.foggiatoday.it/salute/screening-gratuiti-foggia-giornata-rene.html>

FreeNovara <http://www.freenovara.it/cronaca/novara/la-salute-dei-reni-tutti-e-ovunque>



FUTURA NEWS <https://www.futura.news/2019/03/14/giornata-del-rene-limportanza-della-prevenzione/>

IL GAZZETTINO

[https://www.ilgazzettino.it/pay/belluno\\_pay/un\\_giorno\\_in\\_nefrologia\\_contro\\_le\\_patologie\\_renali-4355980.html](https://www.ilgazzettino.it/pay/belluno_pay/un_giorno_in_nefrologia_contro_le_patologie_renali-4355980.html)

Il Messaggero

[https://www.ilmessaggero.it/umbria/il\\_14\\_marzo\\_esperti\\_volontari\\_campo\\_la\\_prevenzione\\_delle\\_malattie\\_renali-4345810.html](https://www.ilmessaggero.it/umbria/il_14_marzo_esperti_volontari_campo_la_prevenzione_delle_malattie_renali-4345810.html)

Il Quotidiano Italiano <https://bari.ilquotidianoitaliano.com/eventi/2019/03/news/sensibilizzazione-prevenzione-e-diagnosi-dall11-al-17-marzo-la-salute-dei-reni-per-tutti-232719.html/>

ILikePuglia <http://www.ilikepuglia.it/notizie/salute/bari/12/03/2019/giornata-mondiale-del-rene-screening-gratuiti-a-bari-e-nella-bat-ecco-tutti-gli-appuntamenti.html>

InfoVercelli24 <http://www.infovercelli24.it/2019/03/12/mobile/leggi-notizia/argomenti/attualita-7/articolo/la-salute-dei-reni-per-tutti-ed-ovunque.html>

InfoVercelli24 <http://www.infovercelli24.it/2019/03/12/mobile/leggi-notizia/argomenti/notizie-dal-piemonte/articolo/giornata-del-rene-due-incontri-a-biella.html>

La gazzetta di Lucca <https://www.lagazzettadilucca.it/cultura-e-spettacolo/2019/03/porte-aperte-in-nefrologia-screening-in-occasione-della-giornata-mondiale-del-rene/>

La Provincia di Biella <http://laprovinciadibiella.it/attualita/giornata-mondiale-del-rene-punto-informativo-in-ospedale>

LA VOCE DI MBA <http://www.mbamutua.org/lavoce/giornata-mondiale-del-rene-prevenzione-e-diagnosi-precoce-i-tuoi-reni-stanno-bene-e-importante-prendersene-cura/>

La Voce di Novara <https://www.lavocedinovara.com/salute-2/maggiore-in-prima-linea-per-la-giornata-mondiale-del-rene/>

Lecce Prima <http://www.lecceprima.it/salute/controllare-la-funzionalita-dei-reni-domani-screening-gratuito-in-ospedale.html>

Legnano News

[http://www.legnanonews.com/news/salute/925651/giornata\\_del\\_rene\\_screening\\_gratuito\\_senza\\_prenotazione#](http://www.legnanonews.com/news/salute/925651/giornata_del_rene_screening_gratuito_senza_prenotazione#)



LIBERO QUOTIDIANO <https://www.liberoquotidiano.it/news/salute/13439343/malattia-renale-diabetica-e-lunione-che-fa-la-forza.html>

Liguria Notizie <https://www.ligurianotizie.it/giornata-mondiale-del-rene-le-iniziativae-in-liguria/2019/03/13/333003/>

L'Immediato <https://www.immediato.net/2019/03/13/malattie-renali-visite-gratuite-agli-ospedali-riuniti-di-foggia-non-serve-prenotazione-giornata-dedicata-a-prevenzione/>

MI – LORENTEGGIO <https://www.mi-lorenteggio.com/2019/03/14/milano-domani-il-convegno-la-salute-renale-per-tutti-e-ovunque/80918/>

Modena 2000 <http://www.modena2000.it/2019/03/12/rene-una-giornata-di-screening-gratuiti-al-grandemilia-di-modena/>

Norba Online <http://www.norbaonline.it/ondemand-dettaglio.php?i=66953#.Xlkvr7t0KY0.whatsapp>

Novara Today <http://www.novaratoday.it/salute/visite-gratis-reni.html>

Novara Today <http://www.novaratoday.it/salute/visite-gratis-reni-novara-2019.html>

OK SIENA <https://www.oksiena.it/news/la-giornata-mondiale-del-rene-140319092208.html>

Ospfe <http://www.ospfe.it/area-comunicazione/news/giornata-mondiale-del-rene-controllo-gratuito-il-14-marzo-per-i-cittadini>

PACHINO NEWS <http://www.pachinonews.it/pachino-portopalo-celebrano-la-giornata-mondiale-del-rene-screening-gratuiti/>

Padova Oggi <http://www.padovaoggi.it/attualita/screening-gratuito-giornata-mondiale-rene-ospedale-sant-antonio-padova-12-marzo-2019.html>

Parma Daily <https://www.parmadaily.it/325645/giornata-mondiale-del-rene-le-iniziativae-dellospedale/>

Primo Canale <http://www.primocanale.it/notizie/giornata-mondiale-del-rene-il-14-marzo-esami-gratuiti-al-porto-antico-di-genova-205752.html>

Quotidiano Canavese <http://www.quotidianocanavese.it/cronaca/cirie-chivasso-giornata-del-rene-porte-aperte-in-nefrologia-21056>

Quotidiano Sanità [http://www.quotidianosanita.it/m/scienza-e-farmaci/articolo.php?articolo\\_id=71789](http://www.quotidianosanita.it/m/scienza-e-farmaci/articolo.php?articolo_id=71789)



Radio24 <http://www.radio24.ilsole24ore.com/programma/obiettivo-salute-risveglio/giornata-mondiale-rene-174339-ABryJldB>

REGGIO ONLINE <http://www.reggionline.com/reggio-emilia-controlli-gratuiti-la-giornata-mondiale-del-rene-video/>

Repubblica [https://www.repubblica.it/salute/medicina-e-ricerca/2019/03/13/news/malattie\\_renali\\_diabetici\\_ipertesi\\_e\\_anziani\\_sorvegliati\\_speciali\\_-221444142/?rss](https://www.repubblica.it/salute/medicina-e-ricerca/2019/03/13/news/malattie_renali_diabetici_ipertesi_e_anziani_sorvegliati_speciali_-221444142/?rss)

Rietilife <https://www.rietilife.com/2019/03/11/giornata-mondiale-del-rene-al-de-lellis-esami-visite-gratuiti/>

Rovigo Oggi <https://www.rovigooggi.it/n/85627/2019-03-12/giornata-mondiale-del-rene-controlli-gratuiti-a-rovigo-e-adria-per-scongiurare-il-rischio-dialisi>

SANITA' DOMANI <http://sanitadomani.com/ce-chi-pensa-alla-nostra-salute-cardiorenale/>

SANITA' DOMANI <http://sanitadomani.com/comune-di-milano-salute-renale-per-tutti/>

SANITA' DOMANI <http://sanitadomani.com/sos-prevenire-le-malattie-renali/>

Sassari Notizie <http://www.sassarinotizie.com/mobile/articolo.aspx?id=55942#.XIII92nSI0M>

Sassuolo 2000 <http://www.sassuolo2000.it/2019/03/12/giornata-mondiale-del-rene-medici-ed-infermieri-al-baragalla-di-reggio-emilia/amp/>

Scienza e salute <http://scienzaesalute.blogosfere.it/post/586310/giornata-mondiale-rene-2019>

SCRIVO LIBERO <https://www.scrivolibero.it/giornata-mondiale-del-rene-ad-acireale-una-giornata-dedicata-alla-salute-del-rene-e-le-vulnerabilita-sociali/>

SETTE GIORNI <https://settegiorni.it/attualita/giornata-mondiale-del-rene-screening-nefrologico-gratuito-a-legnano-magenta-e-cuggiono/>

Siena News <http://www.sienanews.it/toscana/siena/giornata-mondiale-del-rene-domani-info-point-al-policlinico-le-scotte/>

SKY <https://tg24.sky.it/salute-e-benessere/medicina/2019/03/14/giornata-mondiale-rene-2019-iniziativa-italia-mondo.html>

Targato CN <http://www.targatocn.it/2019/03/10/mobile/leggi-notizia/argomenti/salute-e-benessere/articolo/la-giornata-mondiale-del-rene-punta-sulla-prevenzione-iniziativa-informativa-e-di-prevenzione-a-sav.html>



TELE NORD <https://telenord.it/come-prevenire-le-malattie-renali-il-14-marzo-giornata-mondiale/>

Tele Regione Color <https://www.teleregionecolor.com/2019/03/12/malattie-renali-sportello-informativo-allipercoop/>

Terni in Rete <http://www.terninrete.it/Notizie-di-Terni/terni-esami-gratuiti-per-prevenzione-malattie-reni-negli-ambulatori-dellospedale-e-della-usl-510395?fbclid=IwAR2YLkkn18HmEiNwTDrefdwqyrtrfkQmcSO9ap6mYvulfShz3cnrVYONSwY>

TP24 <https://www.tp24.it/2019/03/13/salute-e-benessere/trapani-medical-center-partecipa-ogni-anno-giornata-mondiale-rene/131948>

Trieste Prima <https://www.triesteprema.it/partner/asuits/il-14-marzo-e-la-giornata-mondiale-del-rene.html>

Umbria Journal <https://www.umbriajournal.com/scienze-salute/giornata-mondiale-rene-303327/>

Yahoo <https://it.notizie.yahoo.com/due-milioni-e-mezzo-di-095936449.html>

ZOOM MILANO [http://zoommilano.it/2019/03/15/convegno-la-salute-renaleper-tutti-e-ovunque/?fbclid=IwAR2KXGYo7USAQsffWCL6nSE0pZHVRHnHpLptqBk\\_X19S8C\\_CsGxtfiYbwiw](http://zoommilano.it/2019/03/15/convegno-la-salute-renaleper-tutti-e-ovunque/?fbclid=IwAR2KXGYo7USAQsffWCL6nSE0pZHVRHnHpLptqBk_X19S8C_CsGxtfiYbwiw)

<https://m.youtube.com/watch?v=jOILcUH3ay8>

[https://www.coopalleanza3-0.it/elenco-news/dettaglio-news/171-campagna\\_del\\_rene.html](https://www.coopalleanza3-0.it/elenco-news/dettaglio-news/171-campagna_del_rene.html)

[https://www.raiplay.it/video/2019/03/UnoMattina-in-famiglia-cb3b919f-0f1c-4c62-8cb3-ee191be8d21e.html?wt\\_mc=2.app.fb.raiplay\\_vod-uno-mattina-in-famiglia-unomattina-in-famiglia.&wt](https://www.raiplay.it/video/2019/03/UnoMattina-in-famiglia-cb3b919f-0f1c-4c62-8cb3-ee191be8d21e.html?wt_mc=2.app.fb.raiplay_vod-uno-mattina-in-famiglia-unomattina-in-famiglia.&wt)

<https://youtu.be/1uf61jVr1F4>

<https://youtu.be/23TyYiWlvdw>

<https://youtu.be/ui-OWRq7gtY>

<https://youtu.be/ZLaZAw0BiJ8>

<http://www.rai.it/dl/RaiTV/programmi/media/ContentItem-5e4d9bc4-86e2-4c08-95a8-d675302c2fa0-tg1.html#p=0>

<https://www.rainews.it/tgr/puglia/video/2019/03/pug-malattie-renali-prevenzione-c2002816-575f-4612-b4b1-06d550606772.html>

**Description of advocacy activities:**





Sergio Mattarella, the President of the Italian Republic, gave to the World Kidney Day 2019 the Medal of Representation, a recognition attributed to initiatives which are culturally, scientifically, artistically, sportily or socially relevant.

Moreover, the Italian Society of Nephrology has partnered with the National Institute for the Health of Migrants and the fight against poverty sickness to jointly celebrate the World Kidney Day through a meeting at the Institute's headquarters in Rome (<https://sinitaly.org/wp-content/uploads/2019/03/ProgrammaINMP-SIN2019.pdf?x80486>).