

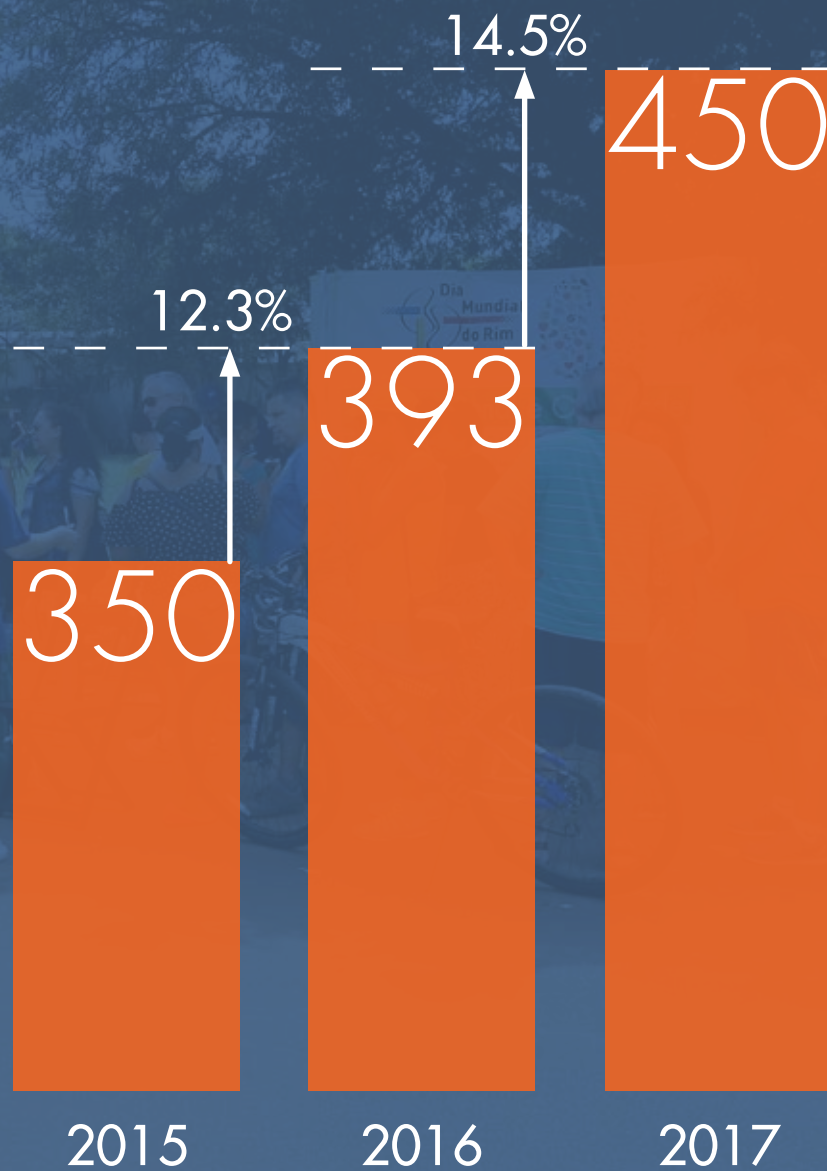


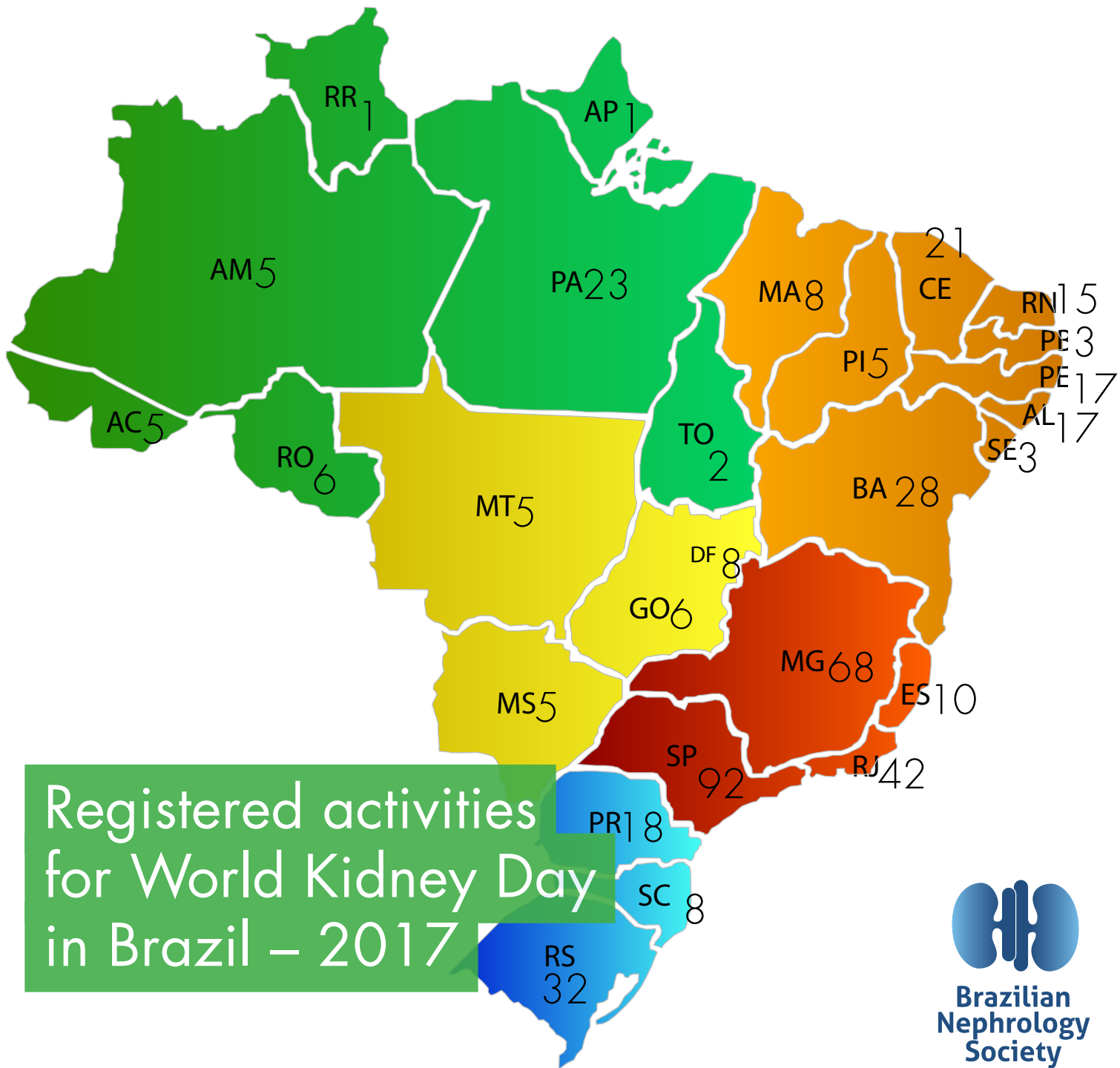
Christ
the Redeemer
celebrating the
World Kidney Day
2017



**Brazilian
Nephrology
Society**

Registered activities for World Kidney Day in Brazil





Campaign Material



T-Shirt



BMI disc



Sticker



Poster



Flyer





Neymar Jr
Zico
Tite
Poliana Okimoto

Many sport celebrities gave their contribution for WKD, sending to us or publishing their pictures wearing our t-shirt in social media, always mentioning the importance of healthy lifestyle for healthy kidneys.





Brazilian Nephrology Society

Brazilian TV, Sports and Fashion celebrities wore the WKD t-shirt. Their support to our campaign has created huge repercussion at social media.



More than
3.000.000
people reached in
social media.

More than
R\$ 900.000
worth in media
exposition.



SBN at Brazilian Senate



Eduardo Amarim, que presidiu a sessão, com a presidente da Sociedade Brasileira de Nefrologia, Carmen Tzanno

Sessão reforça ações de prevenção à doença renal

No Dia Mundial do Rim, comemorado ontem, o Senado fez sessão especial para debater a importância de prevenir a doença renal. Um em cada dez brasileiros tem algum tipo de lesão nos rins, mas muitos desconhecem o problema e, sem prevenção, poderão desenvolver doença

renal crônica, disseram especialistas. O foco da campanha deste ano é o combate à obesidade, que está associada à hipertensão e ao diabetes, fatores de risco para a insuficiência renal.

Para marcar a data, o Senado será iluminado em vermelho até o fim deste mês. 2



Dr. Tzanno, BSN President, at Senate session, presenting the World Kidney Day.



Dr. Tzanno interview to Globo TV Bom dia DF.



Dr. Misael and Dr. Tzanno with Brazilian Health Minister, Mr. Ricardo Barros, and Brazilian Health Secretary, Mr. Francisco Figueiredo.



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Nephrology
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WKD at the Brazilian Congress



Dr. Tzanno, BSN President, with authorities at the World Kidney Day campaign in Brazilian Congress.



WKD Campaign at Brazilian Congress



Nutritionists explaining the WKD theme and CKD to Congress workers.

AMAZON

Amazon Theater illuminated
with the WKD colors



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Recife – PE





Fortaleza – CE





São Paulo – SP





SÃO PAULO

Urban Bike WKD Tour





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sbn.org.br/dia-mundial-do-rim/