

# IMPACT REPORT

World Kidney Day 2022

Bridge the  
knowledge gap  
to better  
kidney care.



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

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

World Kidney Day  
is a joint initiative of

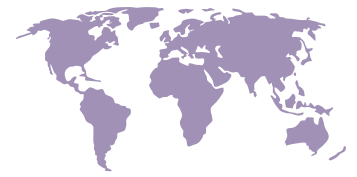


© World Kidney Day 2006 - 2022

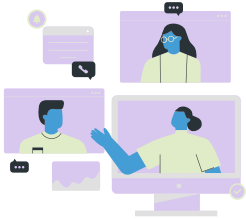
# CAMPAIGN OVERVIEW

## The problem

850 million people are affected by chronic kidney disease (CKD), with over 2 million people worldwide receiving dialysis or living with a kidney transplant. However, the mostly silent nature of kidney disease leads to the complexity of trying to understand what cannot be usually seen or felt and, therefore, not knowing when to take action. Knowing when to act will improve through increased patient health literacy. This can only occur if healthcare providers communicate and educate effectively in a co-designed partnership with those with kidney disease, rather than viewing health literacy as a patient deficit.



# 01



# 02

## The call to action

On 10 March 2022, World Kidney Day (WKD), happened under the theme of “Kidney Health for All – Bridge the knowledge gap to better kidney care.” The call to action was for people to be aware of the disease and to seek out actively what kidney health measures, including health literacy, they can personally take. It also affirmed that kidney organizations must prioritize shifting the narrative from a misplaced emphasis on patient-deficit health literacy narrative, to that of also being the responsibility of clinicians, healthcare providers, related healthcare organizations, and health policymakers.

## The response

To celebrate WKD 2022, many local, national, regional and international level activities were organized by kidney associations, kidney health stakeholders, healthcare professionals, and authorities across the world. More than 1,300 WKD activities were held in over 90 countries to raise awareness about kidney health and #worldkidneyday and related messages have reached over 526 million people on social media worldwide.



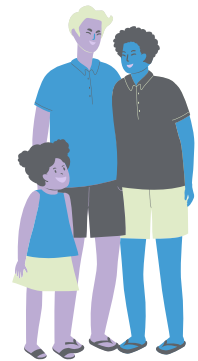
# 03

# GLOBAL ACTIVITIES AND EVENTS



**Over 1,300 events**  
took place in  
**93 countries**

Such activities included workshops, lectures, health checks; and the display and distribution of educational posters and material in hospitals, colleges, community centers, other educational institutions and public places or at workplaces. Several fitness based physical events were also organized with thousands marking WKD by walking, cycling, jogging or dancing. In addition, campaign information was published widely across a range of websites, blogs, forums and social media platforms.



**136 champions**  
representing  
**65 countries**

WKD Champions are committed individuals and/or members of kidney foundations, societies of nephrology and patients associations that support the campaign in the effort of raising awareness of kidney disease across the globe. WKD Champions play a critical role in helping make WKD a global success.



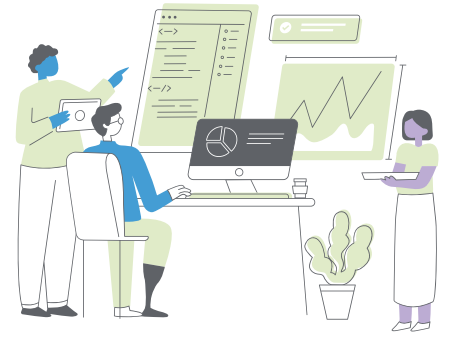
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# ONLINE AND MEDIA REACH



## Followers, reach and engagement

Followers

126k

Reach

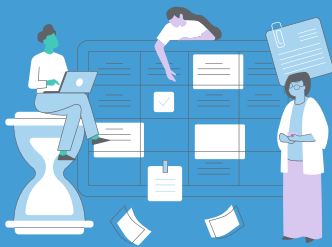
>526  
mio.

Engagements

>20k

Impressions

350k



46,6k Mentions

News coverage in over  
29 countries

## Website Traffic

Users

82k

Sessions

110K

Views in March

>488k



# GLOBAL ACTIVITIES AND EVENTS



View full gallery

[here](#)

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# #SHOWYOURKIDNEYS CHALLENGE

Mentions, page views, reach

Mentions

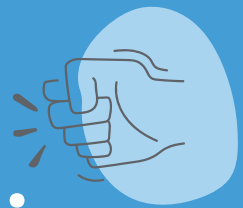
1.2k

Page views

14K

Reach

12.4 mio



# CELEBRITIES AND LANDMARK SUPPORT

## Over 29 landmarks in 14 countries

celebrated the occasion of WKD 2022.



Christ Redeemer, Brazil; Manneken Pis, Belgium; Mole Antonelliana in Turin, Italy; Kuwait Towers, Kuwait

## Publicly celebrated by



Willis Raburu, media personality  
Robin Roberts, TV Host  
Andrew Cole, footballer  
Freeway, rapper  
Juliet Ibrahim, Actress  
Olga Bongiovanni, TV Host

### and more

- Bif Naked, singer
- Suriya Sivakumar, actor
- Glaucomflecken, comedian
- Carol Ndosì, Media Personality
- Stephen Watson, TV presenter
- Naa Ashorkor Mensah-Doku, TV presenter
- Malvino Salvador, actor and model
- Alonzo Mourning, former NBA player
- Roberto Cavado, Journalist
- BlogDoktor, Blogger
- Kofi Kinaata, musician

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# INTERNATIONAL ORGANIZATIONS AND GOVERNMENTS



## Marking World Kidney Day 2022

United Nations (UN)

WHO Western Pacific Region, PAHO/WHO Region, EMRO region

WHO in Zimbabwe, Ethiopia, Philippines, Russia and Oman

EU Commissioner for Health [European Union]

EU Directorate-General for Health and Food Safety [European Union]

Ministries of Health of:

- Samoa, Mexico, Dominican Republic, Colombia, Spain, Barbados, Papua New Guinea, Mauritius, Australia, Indonesia, Saint Lucia, Aruba, United Arab Emirates, Saint Kitts and Nevis, Argentina, Ecuador, Guatemala, Germany, United States, Brazil, Egypt, Peru, El Salvador, Paraguay, Chile, Mali, Malaysia, United Kingdom

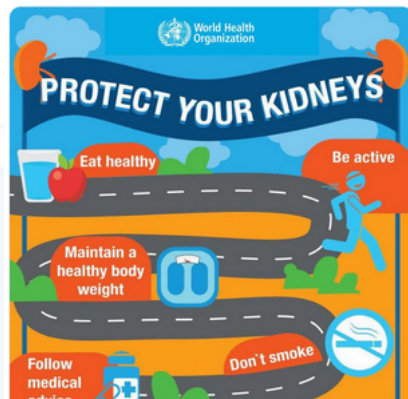


**United Nations** @UN

This is how you can take care of your kidneys:

- 🍌 Maintain a healthy body weight
- 🍏 Eat a healthy diet
- 🏃 Be active
- 💧 Drink water
- 🚭 Don't smoke
- ❤️ Control your blood pressure
- 💊 Don't self-medicate

More from @pahowho on Thursday's  
[#WorldKidneyDay: paho.org/en/topics/chro...](https://paho.org/en/topics/chro...)



**EU Health** @EU\_Health · 14m

Replying to @worldkidneyday

This #WorldKidneyDay we raise awareness of chronic kidney disease which affects around 1 in 10 Europeans

And we're acting to improve prevention, treatment & share best practice #HealthierTogether Initiative on non-communicable diseases #EUCancerPlan #EU4Health

#HealthUnion

**World Kidney Day 2022**  
10 March  
#WorldKidneyDay #HealthUnion

**WHO Zimbabwe** @WHO\_Zimbabwe · 1h

To promote #KidneyHealthForAll, in 2018 the Gvt of Zimbabwe introduced free dialysis in major public health institutions, an intervention that has made dialysis services accessible to many.

#WorldKidneyDay





# RESOURCES

Kidney health for all: bridging the gap in kidney health education and literacy

published in over 20 journals worldwide

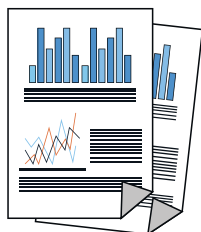
Authors: Robyn G. Langham, Kamyar Kalantar-Zadeh, Ann Bonner et al.

On behalf of the World Kidney Day Steering Committee

Scientific Editorial



1



3

Toolkits

Social media: ideas on how to raise awareness and encourage behavioral change

Infographic: key advocacy messages for relevant targets

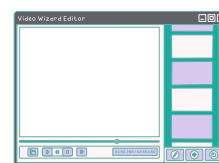
Activity guide: useful tips for planning of a WKD activity

More than 6k downloads

Video messages, interviews and webinars

from partners including global supporters, kidney foundations, European Commission  
over 700 views

Videos



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For more information on World Kidney Day please visit us at [worldkidneyday.org](http://worldkidneyday.org) or contact us at [info@worldkidneyday.org](mailto:info@worldkidneyday.org)

Suscribe to our newsletter mailing list to stay updated!



## World Kidney Day 2022 was supported by

