

WORLD KIDNEY DAY 2025

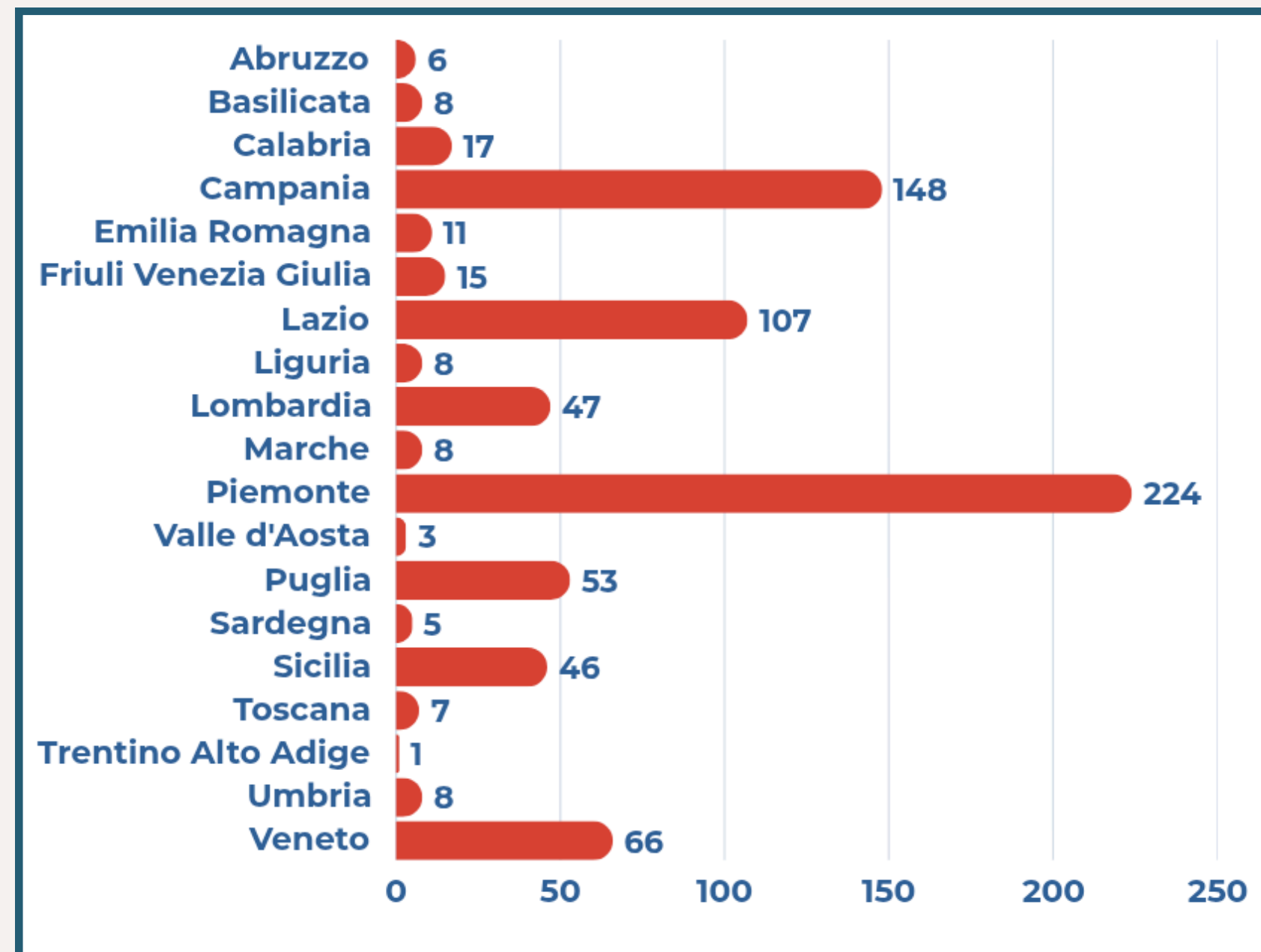
Italian Kidney Foundation RESULTS



WORLD KIDNEY DAY 2025

Events organized/collected in Italy

Regional participation



WORLD KIDNEY DAY 2025

Activities of note

Porte Aperte in Nefrologia



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.

Piazze (screening)



Free screening tests held in cities squares for the general population, especially for those belonging to groups with little access to coded diagnostic-therapeutic paths in order to bring out the undeclared diagnosis for timely therapies that significantly improve the quality of life of patients with CKD.

WORLD KIDNEY DAY 2025

Activities of note

Monumenti illuminati



“Let’s shed some light on CKD”: Italian regions have been invited to participate in the campaign to illuminate some significant monuments in Italian cities and to project the World Kidney Day logo.

Progetto scuole



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 could be prevented. At these meetings, students are subjected to blood pressure measurement and urine stick screening.

WORLD KIDNEY DAY 2025

Activities of note

Awareness initiatives

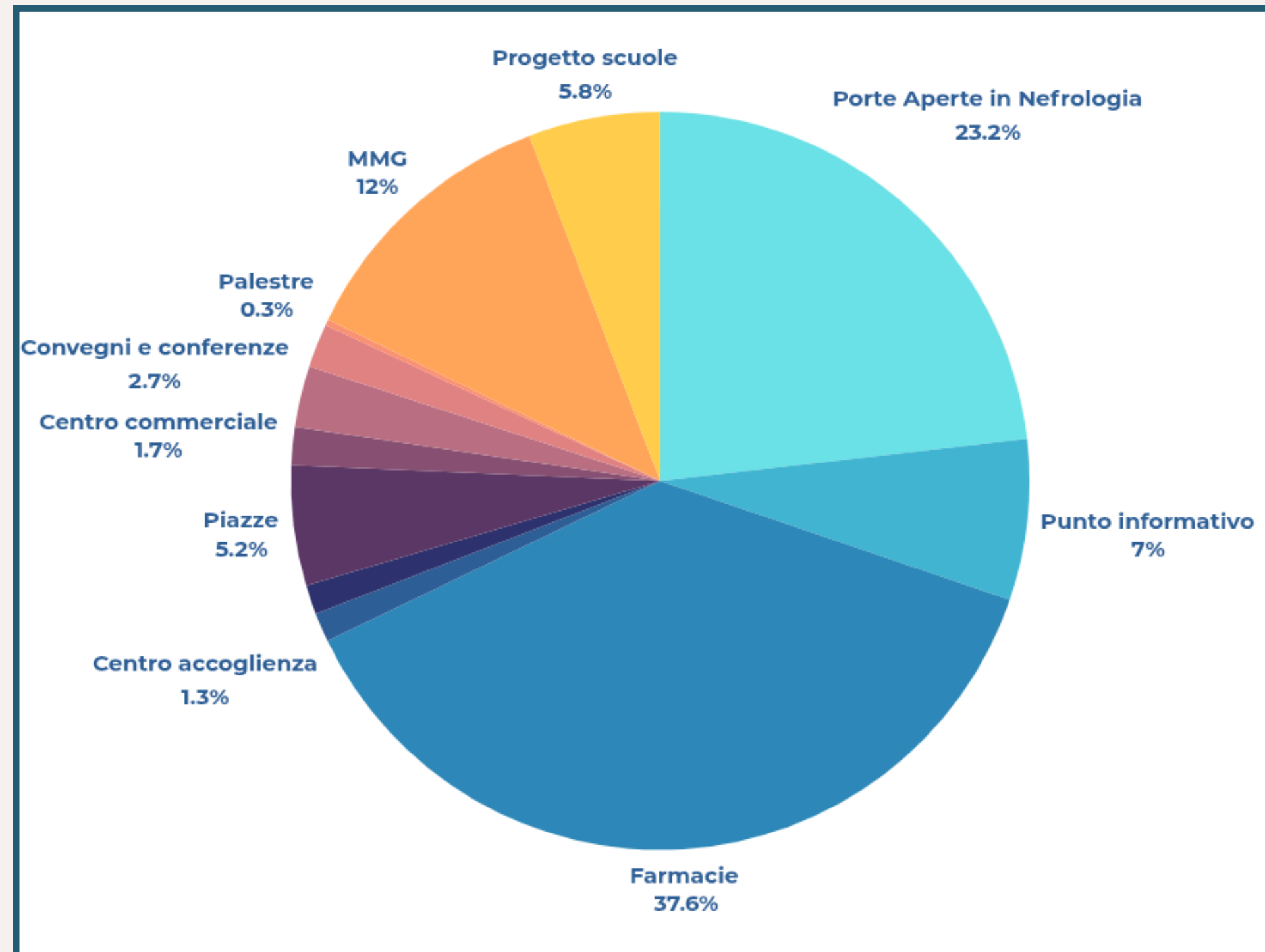
In line with the WKD 2025 theme, information material on CKD has been posted in many Italian nephrological hospital departments and centers information, as well as in pharmacies throughout Italy. Many conventions, conferences, meetings with the population have been organized throughout Italy to provide information and prevention on CKD.



WORLD KIDNEY DAY 2025

Activities of note

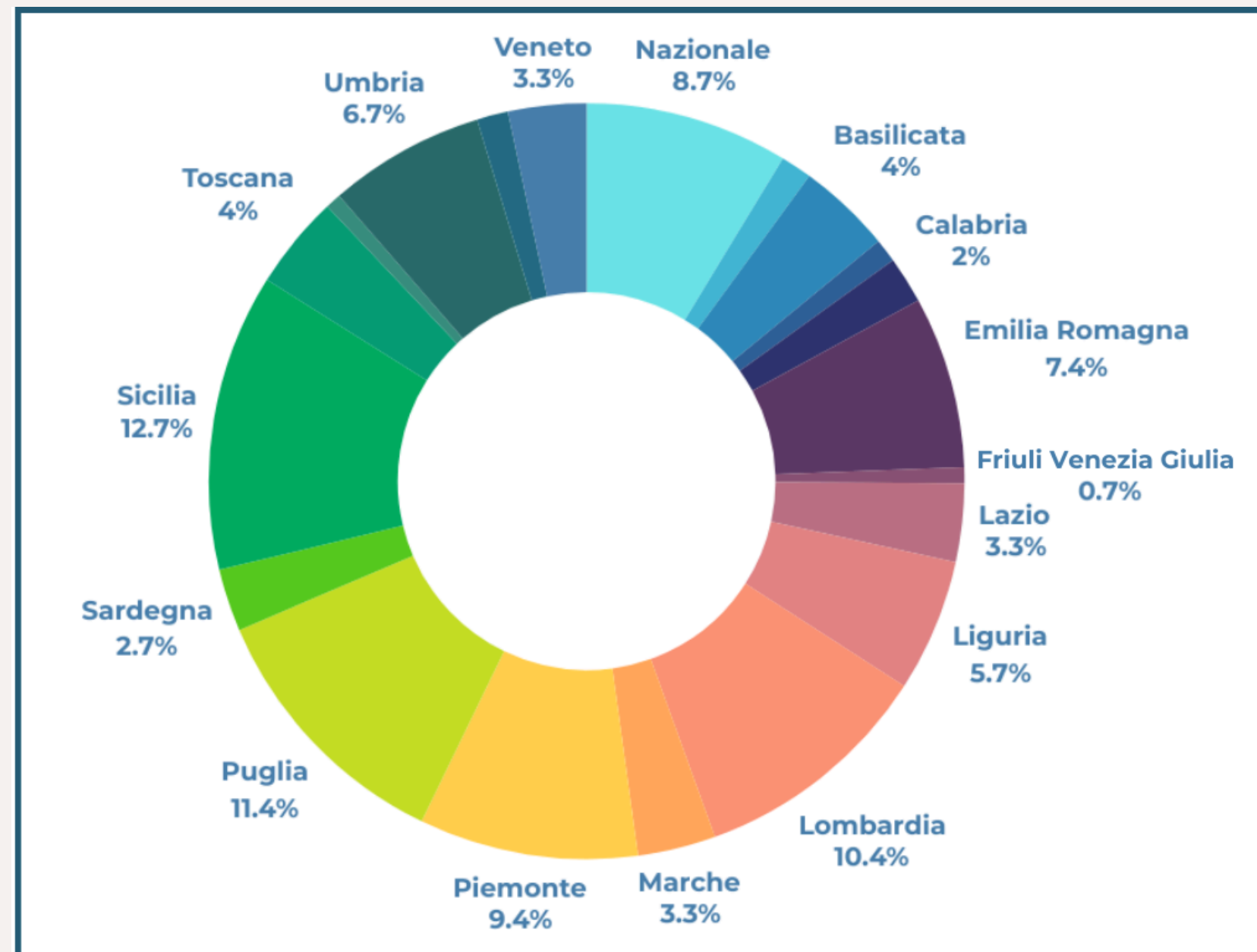
Activities category % (n=788)



WORLD KIDNEY DAY 2025



Press release

Over 300 mentions



WORLD KIDNEY DAY 2025

Preliminary Results WKD, March 13, 2025 Social Media Channels

	
10 Number of posts published on World Kidney Day (6 from tags of other pages/accounts)	25 Number of posts and stories published on World Kidney Day
367 Posts interaction	300 Posts and stories interaction
14.527 Posts views	19.788 Posts views
17 Tags received from other profiles and pages in their ones	6355 Stories views

WORLD KIDNEY DAY 2025

Preliminary Results WKD, March 13, 2025 Social Media Channels



Best Facebook post



Giovedì 13 marzo
👁️ 2831 ❤️ 106
🗨️ 0 ➡️ 21



Best Instagram post



Giovedì 13 marzo
👁️ 992 ❤️ 46
🗨️ 4 ➡️ 3

THANK YOU!

Italian Kidney Foundation

www.fondazioneitalianadelrene.org
contatti@fondazioneitalianadelrene.org

