



WKD Activity Report

WORLD KIDNEY DAY (WKD) 2026 – ACTIVITY REPORT

Full Name

Rosane da Silva Alves Cunha

Organization Name

Centro Especializado em Reabilitação III (CER III) – Volta Redonda/RJ
Secretaria Municipal de Saúde de Volta Redonda (SMS/VR)
Prefeitura Municipal de Volta Redonda (PMVR)

Country

Brazil

Activities of Note

In celebration of World Kidney Day 2026, observed globally on March 12, 2026, the Centro Especializado em Reabilitação III (CER III) of Volta Redonda, Rio de Janeiro, Brazil, organized and implemented a multidisciplinary health education campaign aimed at increasing awareness of kidney health, preventing Chronic Kidney Disease (CKD), promoting early diagnosis, and encouraging healthy lifestyle habits.

The initiative was coordinated by the multidisciplinary team of CER III, with direct participation from Rosane da Silva Alves Cunha (Physiotherapist) and Nívea Maria Vieira Gomes (Nutritionist), under the coordination of Vladimir Lopes.

The campaign was developed during World Kidney Week (March 9–13, 2026) and integrated the institution's health promotion and education program.

Main Activities

March 9, 2026

Opening of World Kidney Week.

Display of educational posters and informational materials.

Health promotion activities in the waiting area.



March 10, 2026

Thematic Waiting Room Session: “The Kidneys and Their Importance for Health.”

Interactive discussions with patients, caregivers, and family members.

March 11, 2026

Educational group discussion focusing on:

Risk factors for Chronic Kidney Disease.

Hypertension and diabetes prevention.

Healthy lifestyle habits.

Early detection of kidney disease.

March 12, 2026 – World Kidney Day

Main awareness event.

Multidisciplinary health education activities.

Blood pressure screening.

Healthy hydration promotion.

Nutritional counseling.

Individual and group guidance on kidney disease prevention.

March 13, 2026

Closing activities.

Reinforcement of prevention messages.

Evaluation and feedback from participants.

Ongoing Educational Strategy



To ensure sustainability and continuity, kidney health education was incorporated into the weekly health education sessions conducted at CER III between January and April 2026, allowing the campaign messages to reach a broader audience over an extended period.

Epidemiological Background

The campaign was supported by data from the Brazilian Ministry of Health and international public health organizations highlighting the growing burden of Chronic Kidney Disease worldwide.

Key epidemiological data presented during the campaign included:

Approximately 10% of the world's population is affected by kidney disease.

Global prevalence estimates reach 14% in the general population and up to 36% among high-risk groups.

In Brazil, the estimated prevalence of CKD among adults is approximately 6.7%.

Among individuals aged 60 years and older, prevalence is nearly three times higher.

CKD is frequently asymptomatic in its early stages, leading to delayed diagnosis and treatment.

According to the Global Burden of Disease Study, CKD was responsible for approximately 1.5 million deaths worldwide in 2021.

Hypertension, diabetes mellitus, obesity, sedentary lifestyle, and aging remain the principal modifiable risk factors.

These data were used to support educational discussions and increase awareness among participants regarding prevention and early detection.

Media Coverage

The campaign was disseminated through institutional and community communication channels, including:

Educational posters displayed throughout CER III.

Direct invitations provided during patient appointments.

Health education activities conducted in waiting areas.



Distribution of educational materials.

Sharing of digital educational content through communication networks used by patients, caregivers, and healthcare professionals.

Social media publications highlighting World Kidney Day and kidney health awareness.

The campaign strengthened local awareness efforts and contributed to the dissemination of evidence-based health information within the rehabilitation and public health community.

Social Media and Website Analytics

As part of the World Kidney Day campaign, social media was used as a strategic tool to amplify health promotion messages beyond the physical environment of CER III.

Throughout March 2026, educational content addressing kidney health, chronic kidney disease prevention, healthy hydration, hypertension control, diabetes management, and healthy lifestyle promotion was shared through Instagram and digital communication channels.

Digital Reach and Engagement

Multiple educational posts were published during the campaign period.

Campaign-related content achieved more than 1,000 views on Instagram, demonstrating substantial public interest and engagement.

Users interacted with the content through views, likes, shares, comments, and message exchanges.

Educational materials were disseminated among patients, caregivers, healthcare workers, and members of the local community.

Summary of Digital Metrics

Indicator	Result
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Campaign period	March 2026
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Main platform	Instagram
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Educational posts	Multiple publications
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Total views	More than 1,000 views
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Audience reached	Patients, caregivers, health professionals, community members
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Main topics	Kidney health, CKD prevention, hydration, healthy lifestyle, hypertension and diabetes prevention
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Impact

The integration of digital communication with face-to-face educational activities expanded the campaign's reach, reinforced key prevention messages, and contributed to increasing awareness of kidney health among the broader community.

Supporting evidence, including screenshots of publications and analytics reports, is available for documentation purposes.

Celebrity Involvement

No celebrities were involved in the campaign.

The initiative was led by healthcare professionals and supported by patients, caregivers, and community participants engaged in health promotion activities.

Advocacy Efforts

The campaign contributed to kidney health advocacy through:

Raising awareness about Chronic Kidney Disease as a significant public health challenge.

Promoting early detection and prevention strategies.

Encouraging healthy lifestyle behaviors and self-care practices.

Disseminating evidence-based health information.

Supporting health literacy among rehabilitation service users.

Strengthening the integration of kidney health promotion into routine rehabilitation care.

Reinforcing the role of Primary Health Care in identifying and monitoring CKD risk factors.

The initiative aligns with national and international efforts aimed at reducing the burden of non-communicable diseases and promoting equitable access to preventive healthcare.

Target Audience

The campaign reached:



Patients receiving care at CER III.

Family members and caregivers.

Individuals living with hypertension.

Individuals living with diabetes mellitus.

Older adults.

People living with overweight and obesity.

Healthcare professionals.

Students and residents involved in municipal health services.

Relevant Pictures

The following photographs are attached as supporting documentation:

- 1. World Kidney Day educational activities in the waiting room.**
- 2. Group discussions and health education sessions.**
- 3. Educational posters and awareness materials.**
- 4. Blood pressure screening activities.**
- 5. Hydration promotion activities.**
- 6. Participation of the multidisciplinary team.**
- 7. Engagement of patients, caregivers, and community members.**

Report Prepared By



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June

2026.

Send the completed form to info@worldkidneyday.org with the subject line: “WKD Activity Report”