

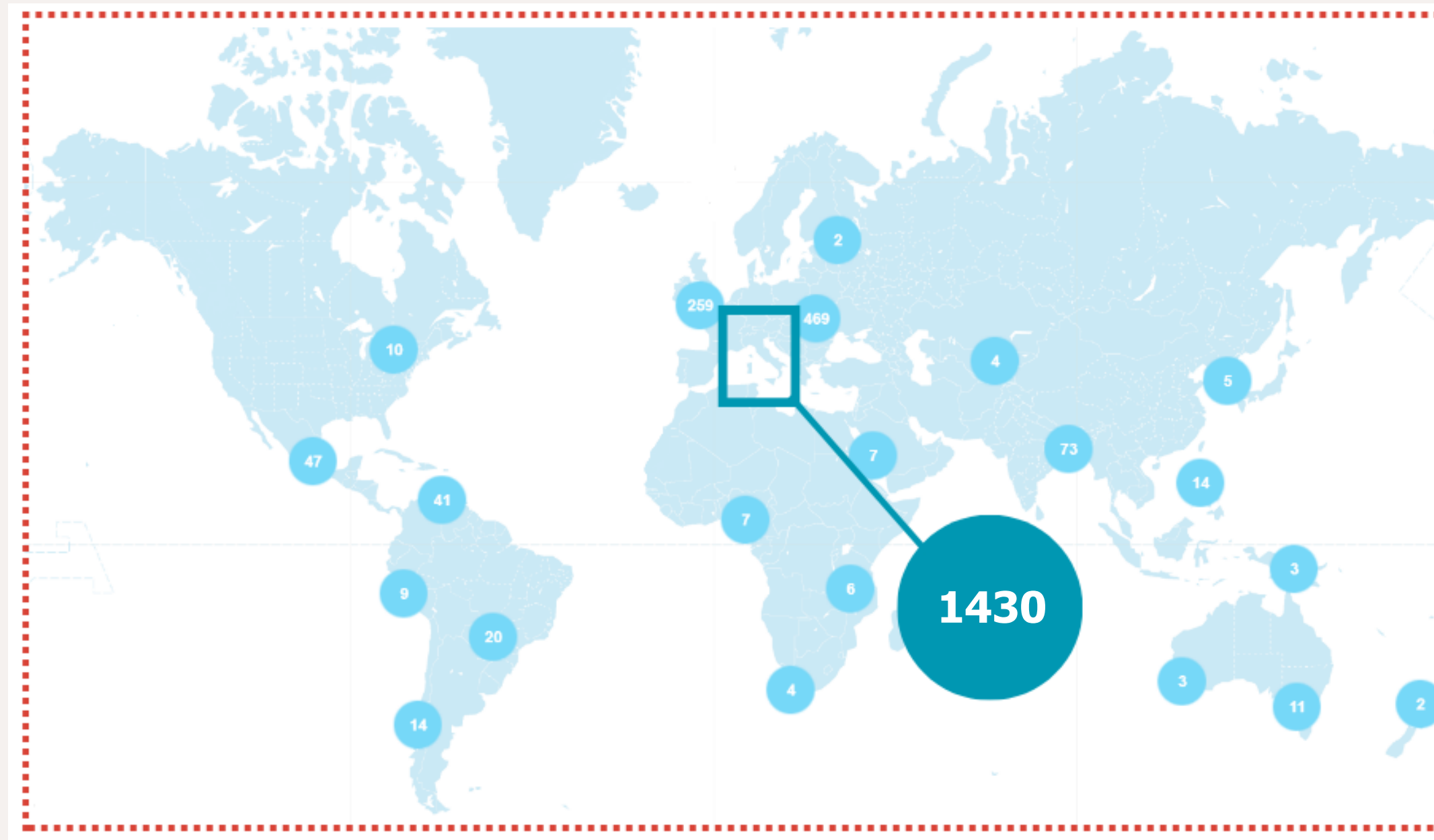
WORLD KIDNEY DAY 2026

Italian Kidney Foundation RESULTS



WORLD KIDNEY DAY 2026

Events organized/collected in Italy



WORLD KIDNEY DAY 2026

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)

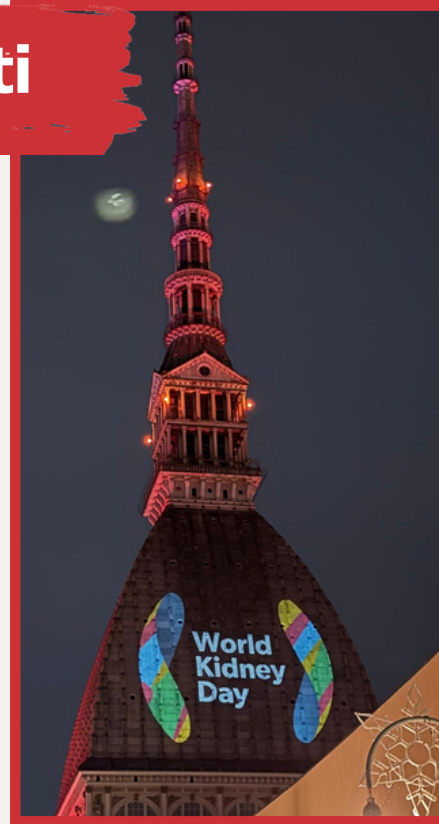


Free screening tests held in cities squares for the general population, especially for those belonging to groups with little access to coded diagnostic-therapeutic paths in order to bring out the undeclared diagnosis for timely therapies that significantly improve the quality of life of patients with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

WORLD KIDNEY DAY 2026

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 2026

Activities of note

Awareness initiatives

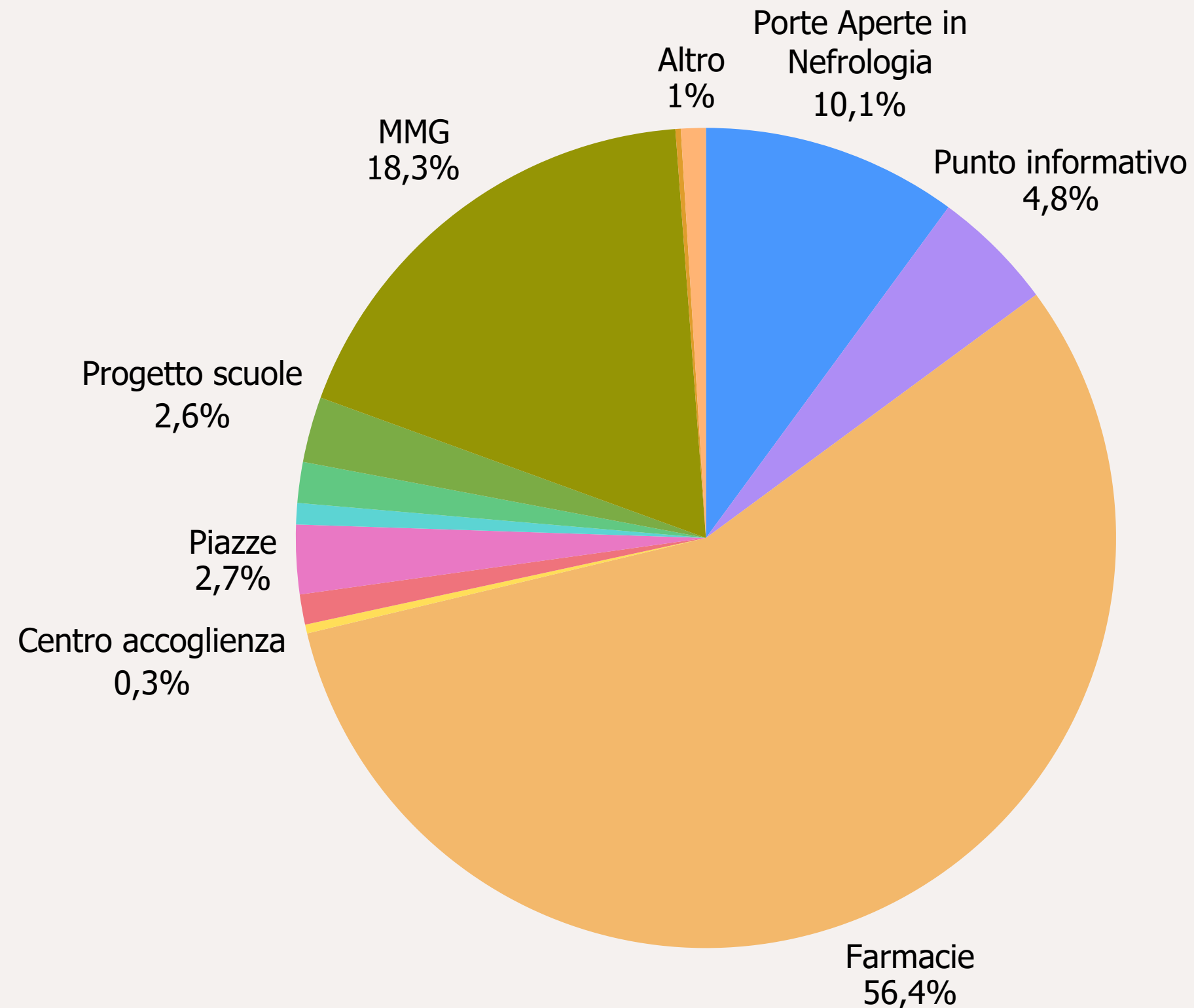
In line with the WKD 2026 theme, information material on CKD has been posted in many Italian nephrological hospital departments and centers information, as well as in pharmacies throughout Italy. Many conventions, conferences, meetings with the population have been organized throughout Italy to provide information and prevention on CKD.



WORLD KIDNEY DAY 2026

Activities of note

Activities category % (n=1430)



WORLD KIDNEY DAY 2026

Preliminary Results WKD, March 12, 2026

Social Media Channels



3984

Page views

2343

Posts interaction

219.102

Posts views

264

Follower growth



499

Page views

1026

Posts interaction

55.502

Posts views

54

Follower growth



148

Total watch time

6859

Unique viewers

20.100

Video views

31

Follower growth

Preliminary Results WKD, March 12, 2026

Social Media Channels

[illegible]

Clic sui link ⓘ

53

An Instagram post from the account 'fir_fondazioneitalianadelrene'. The main image shows the St. Mark's Basilica dome in Venice at night, illuminated with warm lights. A large, colorful 'World Kidney Day' logo is superimposed on the dome. The sky is dark with a full moon. To the right, a modern building with blue scaffolding is visible. The post includes standard Instagram navigation icons (back, forward, home, search, etc.) and a caption in Italian: 'Anche quest'anno alcuni dei più importanti monumenti italiani si sono illuminati per World Kidney Day'. The caption is partially cut off at the bottom.

Interazioni nette ⓘ

85

236 in più del solito

THANK YOU!

Italian Kidney Foundation

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