

KIDNEY HEALTH FOR ALL

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
 
© World Kidney Day 2006 - 2026

WORLD KIDNEY DAY IMPACT REPORT 2026





TABLE OF CONTENTS

03 Campaign overview

04 Online and media reach

05 Global activities

06 2026 gallery

07 #OurKidneysOurPlanet

08 Celebrities and landmarks

09 International organizations and governments

10 20th anniversary documentary and WKD Champions

11 The WKD in-person impact

12 Resources

13 Thank you for your support!



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org





Campaign overview

A year-long campaign!

Kidney disease is a growing global concern, affecting an estimated **850 million people worldwide** and contributing to **5 to 11 million deaths** each year. With projections suggesting it could become the 5th leading cause of death globally in the coming years, it represents a major public health challenge. Early testing and timely intervention can help reduce healthcare costs and, most importantly, save lives. World Kidney Day 2026, under the theme **“Kidney Health for All: Caring for People, Protecting the Planet,”** highlighted the importance of early detection, with a new dimension on the **strong connection between kidney health and planetary health.**

Marked on 12 March 2026

In support of World Kidney Day 2026, kidney associations, health stakeholders, and authorities organized a **wide range of activities** at local, national, and international levels. These included webinars, hospital-based screenings, and community events such as runs and walks. The 2026 message was also widely promoted through both **digital and traditional media platforms**, including social media, websites, radio, and television, to raise awareness about kidney health.

“As the global burden of kidney disease rises, driven by diabetes, hypertension, and environmental pressures, World Kidney Day 2026 is a powerful call to action”
- **Dina Abdellatif, Co-Chair of the World Kidney Day Joint Steering Committee, on behalf of the IFKF-WKA.**

“Our mission is clear: raise awareness, promote early detection, and prioritize prevention on World Kidney Day and beyond”.
Kidney disease risk can be reduced by following the 8 Golden Rules: simple, practical tips that help people protect their kidneys and maintain health.”
- **Li-Li Hsiao, Co-Chair of the World Kidney Day Joint Steering Committee, on behalf of the International Society of Nephrology (ISN)**



**KIDNEY
HEALTH
FOR ALL**

**Caring for People,
Protecting the Planet**



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN IFKF-WKA

Online and Media reach

WKD's online and media presence continues to grow, gaining global recognition across social media, the website, and international news coverage. The figures below highlight the strong impact achieved during March 2026.

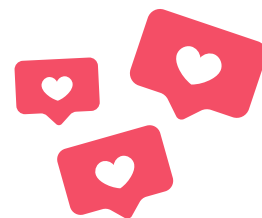


SOCIAL MEDIA ANALYTICS

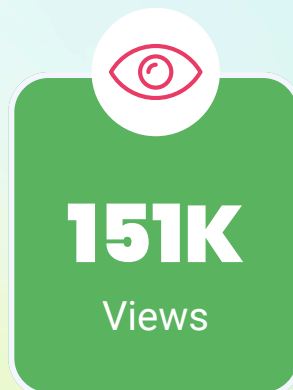
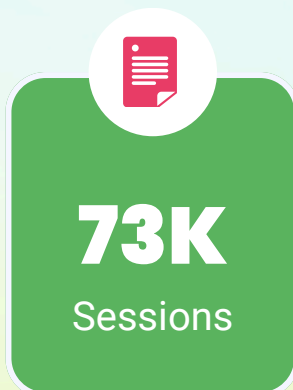
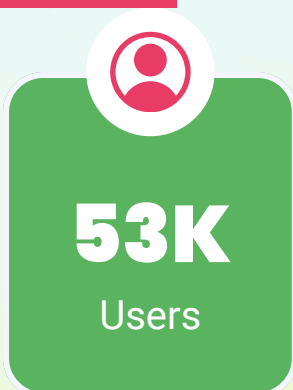


28K Mentions on social media

Press release picked up by **714** media outlets with an estimated audience of **161M** people reached



WEBSITE TRAFFIC



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

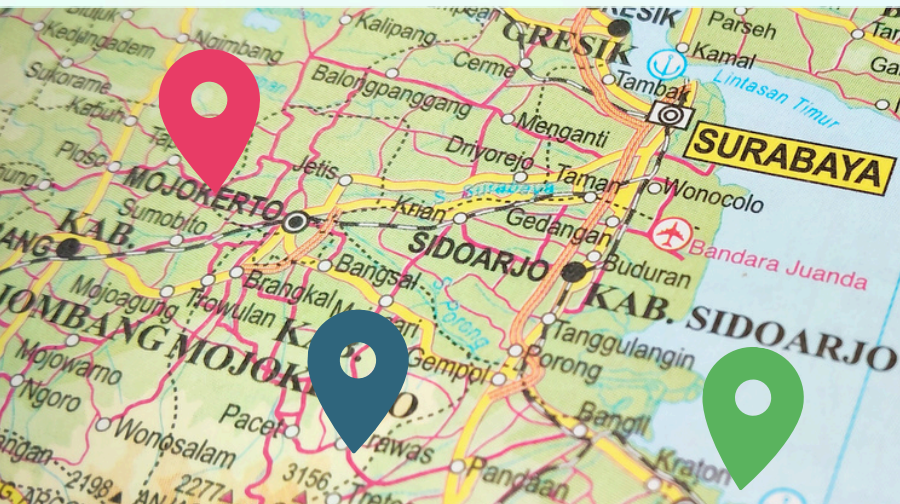





Global Activities



Each year, thousands of activities are held worldwide to raise awareness about kidney health, ranging from health screenings and educational workshops to charity runs and advocacy and social media campaigns. **In 2026, a successful amount of activities was achieved, with over:**



3500 activities
in **91** countries

 This year, our community was invited to vote for their favorite activity from a shortlist randomly selected by the WKD team. **Discover the WKD 2026 Best Idea [here](#).**

 **[Access the WKD 2026 country reports](#)**

Explore detailed insights, statistics, and success stories from participating countries. These reports highlight the power of grassroots engagement and the diverse strategies used to inspire action in communities around the world.



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org





2026 Gallery

Thank you for sharing your local successes with us! We received an incredible collection of photos showcasing your inspiring World Kidney Day activities from around the world.

[Check the full gallery here](#)



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org



World Kidney Day is
a joint initiative of
ISN KFK-NKA

#OurKidneysOurPlanet



Spotlight on #OurKidneysOurPlanet

As part of the 2026 World Kidney Day campaign, the hashtag challenge returned for a second year as an interactive initiative to raise global awareness about kidney health with the **#OurKidneysOurPlanet**.

Participants from around the world joined the movement on social media, creatively using our custom-designed props to share the message and encourage engagement.



**KIDNEY
HEALTH
FOR ALL**

**Caring for People,
Protecting the Planet**



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN **IFK** **WKA**
© World Kidney Day 2006 - 2026

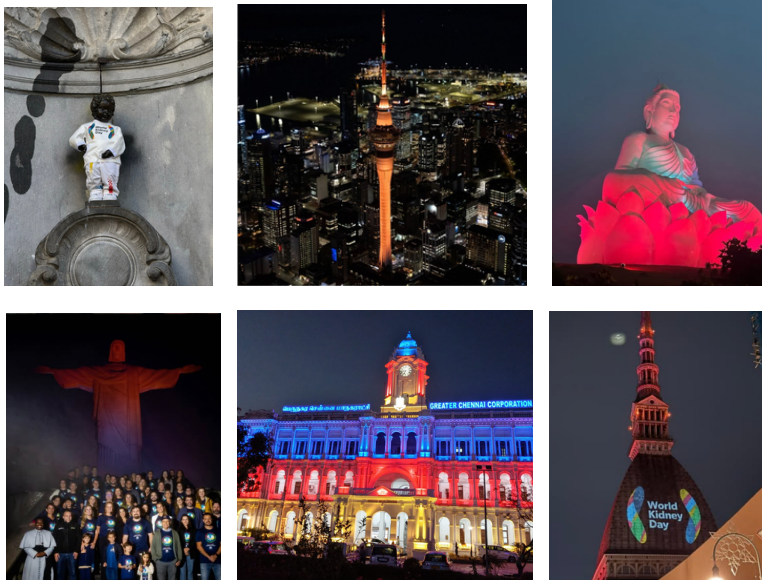
Celebrities and Landmarks

Landmarks and celebrities play an important role in drawing public attention to World Kidney Day. Each year, their visibility and broad appeal help amplify awareness and encourage greater engagement.



Over **97** landmarks were lit up in **13** countries, including

Sky Tower, New Zealand; Manneken Pis, Belgium; Niagara Falls, Canada; San Francisco City Hall, US; Senate of Mexico; Cristo Redentor, Brazil; Mole Antonelliana, Italy; Calgary Tower, Canada; NHS Lanarkshire, UK; Galata Tower, Turkey; Hospital Gregorio Marañón, Spain; Grande Buda de Ibirapu, Brazil; Greater Chennai Corporation, India, and many more!



Over **6** celebrities publicly marked WKD

Tülin Şahin, model and presenter; **Philly Freeway**, rapper; **HRH Prince Daniel of Sweden**, royalty; **Juliet Ibrahim**, actress; **Jose Corbacho**, comedian and screenwriter; **Alonzo Mourning**, professional basketball player.



KIDNEY HEALTH FOR ALL

Caring for People, Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org



International Organizations and Governments

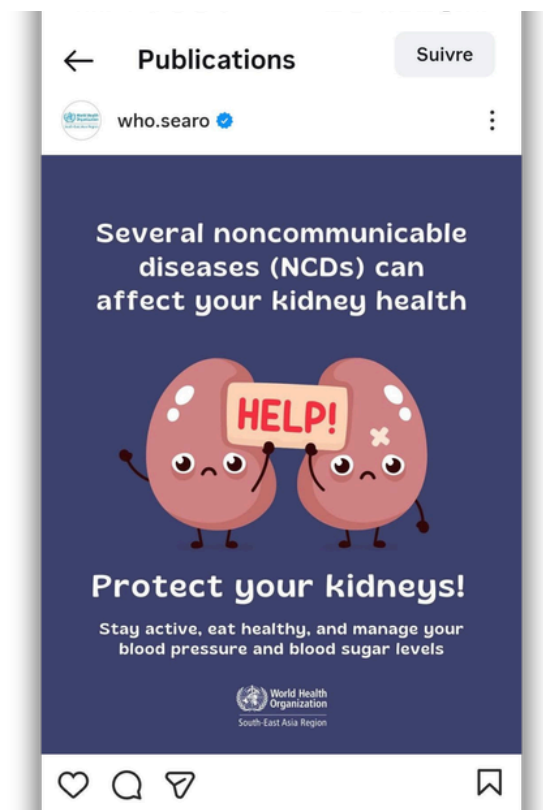
INTERNATIONAL ORGANIZATIONS

United Nations;
WHO SEARO; WHO PAHO; WHO Africa;
International Cardio-Oncology Society;
Centre for Sustainable Healthcare;
European Society for Organ Transplantation;
International Society of Glomerular Disease;
European Association for the Study of Diabetes (EASD);
European Kidney Patients Federation (EKPF);
European Renal Alliance (ERA);
European Alliance for Cardiovascular Health;
Global Heart Hub;
Global Patient Alliance for Kidney Health;
International Kidney Cancer Coalition;
International Society for Peritoneal Dialysis;
International Diabetes Federation;
International Society of Hypertension;
International Paediatric Nephrology Association (IPNA);
Kidney Health International;
Kidney Research UK;
Lupus Europe;
National Kidney Foundation;
NCD Alliance;
NHS Organ Donation;
PKD Foundation;
PKD International;
World Anemia Awareness;
World Patients Alliance.



MINISTRIES OF HEALTH

Barbados; Canada; Chile; Colombia;
Egypt; Ghana; Guatemala; India;
Kenya; Maldives; Mexico; Paraguay;
Rwanda; Spain; Uruguay; Zimbabwe.



**KIDNEY
HEALTH
FOR ALL**

**Caring for People,
Protecting the Planet**



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN EKPF WKA

WKD Documentary

On March 12, World Kidney Day celebrated its 20th anniversary!

To mark this occasion, a special documentary was released reflecting on how World Kidney Day began, its impact today, and how it can continue to grow in the years ahead, through the perspectives of the Joint Steering Committee.



[Discover the full documentary.](#)



WKD Champions

199 champions representing **80** countries

WKD Champions are committed individuals and/or members of kidney foundations, nephrology societies, and patient associations who support the campaign by raising awareness about kidney disease and organizing activities. [Learn more here.](#)



**KIDNEY
HEALTH
FOR ALL**

**Caring for People,
Protecting the Planet**



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN **CKF-WKA**

The WKD in-person impact

The WKD campaign and its materials are also promoted at in-person events throughout the year. These gatherings offer valuable opportunities to connect with individuals working on the front lines to improve kidney health in their communities.

To promote the 2026 campaign, WKD was present at international nephrology events **2**

ASN KIDNEY WEEK

WKD's presence at **ASN Kidney Week** in Houston, US (November 5–9, 2025) significantly boosted the campaign. Materials from the 2026 campaign, including bookmarks and flyers, were showcased, and the **#OurKidneysOurPlanet** challenge was launched alongside its interactive props to engage participants.



WORLD CONGRESS OF NEPHROLOGY

From March 28 to 31, 2026, WKD took the global stage at the **World Congress of Nephrology** in Yokohama, Japan. Just weeks after World Kidney Day on March 12, this flagship gathering became a powerful platform to amplify the campaign and drive the conversation forward. Building on this momentum, WKD also brought the community together through a **WKD 5K Run**, transforming awareness into action and bringing people together in celebration of kidney health.



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN **CKF-WKA**

Resources

2026 MATERIALS



Downloaded
429K
times

SCIENTIFIC EDITORIAL

“Kidney Health For All: Caring For People, Protecting the Planet”

Published in Kidney International

Authors: Raymond Vanholder, Dina Abdellatif, Augusto Cesar Soares Dos Santos Jr, Ricardo Correa-Rotter, Natarajan Gopalakrishnan, Bill Wang, Stefanos Roumeliotis, Alessandro Balducci, Agnes Haris, Manjusha Yadla and Li-Li Hsiao.



OTHER RESOURCES



The WKD 2026 webinar welcomed **309 live participants** and is available on the **WKD YouTube channel**.



A new WKD podcast episode was recorded for the **Global Kidney Care Podcast** by the International Society of Nephrology.



For the 20th anniversary of WKD, a **social media wall** was created to invite our community to share their anniversary wishes, now featuring **386 posts**.



KIDNEY HEALTH FOR ALL

Caring for People, Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org



Thank you for your support!



World Kidney Day
ISN - General Operations Center
Avenue des Arts 1-2, 6th floor,
1210, Brussels, Belgium
info@worldkidneyday.org

For more information on World Kidney Day, visit worldkidneyday.org or contact us at info@worldkidneyday.org

Subscribe to our newsletter to stay up-to-date!

WORLD KIDNEY DAY 2026 WAS SUPPORTED BY



**KIDNEY
HEALTH
FOR ALL**

Caring for People,
Protecting the Planet



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
ISN