



Campaign Toolkit

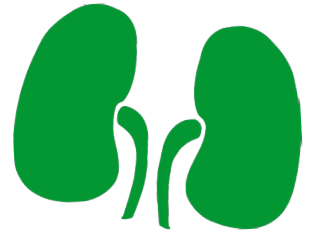


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ABOUT WORLD KIDNEY DAY



Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is the global awareness campaign that aims at increasing awareness of the importance of our kidneys to our health and reduce the impact of kidney disease and its associated problems worldwide.

Why is World Kidney Day Important?

Chronic Kidney Disease (CKD) is a non-communicable disease that affects 1 in 10 people worldwide. While severity can vary, CKD is incurable and causes the patient to need lifelong care. As the incidence of kidney disease escalates, World Kidney Day plays a crucial role in educating the public, the medical community and governments and encouraging prevention and early detection of kidney disease.

Our Objectives

- Raise awareness about our “amazing kidneys”.
- Encourage screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviours.
- Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.
- Stress the important role of local and national health authorities in controlling the CKD epidemic.
- Encourage transplantation as a best-outcome option for kidney failure, and the act of organ donation as a life-saving initiative.

The Founders

World Kidney Day is a joint initiative of the **International Society of Nephrology (ISN)** and the **International Federation of Kidney Foundations (IFKF)**.

ISN is a not-for-profit society dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world.

IFKF is a not-for-profit federation that advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease and promotes kidney disease research.

WORLD KIDNEY DAY 2017

Kidney Disease & Obesity

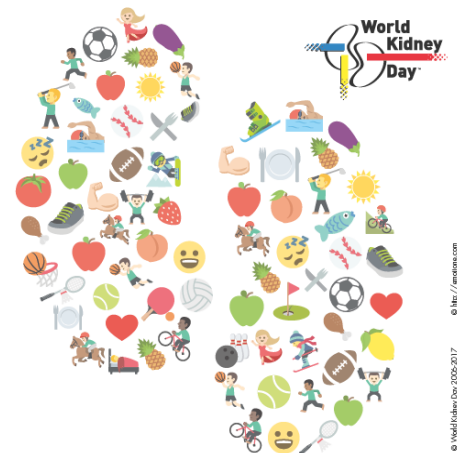
Healthy Lifestyle for Healthy Kidneys

Obesity is defined as abnormal or excessive fat accumulation that may impair health. In 2014, worldwide over 600 million adults were obese.

Obesity is a potent **risk factor** for the development of kidney disease. Obesity increases the risk of developing major risk factors of **Chronic Kidney Disease (CKD)**, like diabetes and hypertension, and it has a direct impact on the development of CKD and end stage renal disease (ESRD). The good news is that obesity, as well as CKD, is largely preventable.

This year World Kidney Day promotes education about the harmful consequences of obesity and its association with kidney disease, advocating healthy lifestyle and health policy measures that make preventive behaviours an affordable option.

Kidney Disease and Obesity
HEALTHY LIFESTYLE FOR HEALTHY KIDNEYS
9 March 2017



Follow us on



World Kidney Day is a joint initiative of



Key Messages

- **10%** of the global population is affected by **Chronic Kidney Disease (CKD)**.
- Globally, **2.6 million** patients with end stage renal disease (ESRD) received **dialysis** in **2010**. This number is projected to almost **double** to **5.4 million** by **2030**.
- **600 million** people in the world are affected by **obesity**, **220 million** of which are **school-aged children**.
- Individuals affected by obesity have an **83%** increased **risk of CKD**, compared to individuals with a healthy weight.
- **Obesity** is a well-established **risk factor** for developing major precursors to **CKD** and **ESRD**, such as diabetes, hypertension and kidney stones
- Strategies to **reduce excess weight** and prevent the development of diabetes mellitus, hypertension and cardiovascular disease, will **reduce the risk of kidney disease**.

GET INVOLVED!



Spread the Word!

Follow World Kidney Day on:

Facebook: World Kidney Day_Official

Twitter: @worldkidneyday

Instagram: world_kidney_day_official

and share our messages on your Social Media accounts (for ideas see our Social Media Toolkit below)

Organize a WKD Event

Celebrate World Kidney Day by organizing an **awareness event** in your community: a walk, a bike ride, a run, a flash mob or a dance, a charity dinner or an educational class for pupils at your local school. Whatever you plan, you will help reach more people and make them aware of the importance of their kidneys. If you already know what you will do, please **add your event online here:** <http://www.worldkidneyday.org/2017-campaign/worldwide-events/>



Use World Kidney Day Material

Visit www.worldkidneyday.org and download our resources for free. You can find the following material available:

- Campaign visual “Kidney Disease & Obesity. Healthy Lifestyle for Healthy Kidneys”
- Infographic sheet summarising data on kidney disease and obesity
- Social Media Toolkit
- Template letter to send to health ministries and policy makers

Involve Local Celebrities and Press

- Invite local celebrities to support World Kidney Day and help raise awareness
- Reach out to local and national press, radio and TV stations
- Share the official WKD press release with your media contacts
- Tell us about media coverage and celebrity outreach via info@worldkidneyday.org



Celebrate WKD and GET MOVING!

On March 9, 2017, we invite everyone to get up and get moving to celebrate their kidneys. “#move4kidneys” is a symbolic gesture to remember that kidneys are vital organs and that they should be taken care of. This action urges everyone around the globe, from all cultures and ages, to keep fit and active.



How to Participate



Go for a **walk, swim, run**, go **play** your favourite **sport**, walk the dog or take the stairs – **get moving!**



Take a picture of yourself in action!

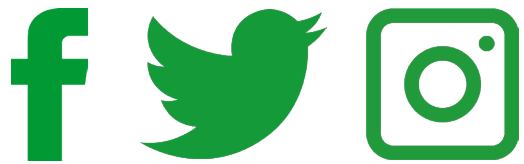


Share it on your social media accounts with the hashtag **#move4kidneys**

Be creative, keep active and involve your friends and family!

If you need some inspiration, you can find some tweet ideas in the Social Media Toolkit (see page 7).

SOCIAL MEDIA TOOLKIT



World Kidney Day

- Today Is **#worldkidneyday**, Your Kidneys Are Vital. Take The Time To Celebrate Them!
- I support **#worldkidneyday** and efforts to raise awareness of kidney disease!
- **#worldkidneyday** is March 9 – mark your calendar!
- 1 in 10 people worldwide is affected by kidney disease **#worldkidneyday**

Kidney Disease & Obesity

- Kidney Disease Is More Likely To Develop In Obese People Including In Those With **#diabetes** and **#hypertension**
- Individuals affected by **#obesity** have 83% increased risk of kidney disease **#worldkidneyday**
- **#obesity** is a potent risk factor of kidney disease **#worldkidneyday**
- 13.8% of Chronic Kidney Disease in men is associated with **#obesity #worldkidneyday**
- 24.9% of CKD in women is associated with **#obesity #worldkidneyday**
- **#obesity** in children is associated with a more rapid progression of kidney disease **#worldkidneyday**
- Healthy Lifestyle Can Dramatically Prevent **#obesity** & **#kidneydisease**, Adopt Healthy Eating habits & Get Moving! **#worldkidneyday**
- **#worldkidneyday** – addressing the link between **#obesity** and kidney disease
- **#worldkidneyday** promotes healthy lifestyle for healthy kidneys

Advocacy

- **#worldkidneyday** calls for health policy measures that make preventive behaviours an affordable option
- Reducing excess weight reduces the risk of developing kidney disease **#worldkidneyday**
- **#worldkidneyday** calls for population-based strategies to encourage more physical activity
- **#worldkidneyday** calls for population-based strategies to promote healthy diets
- **#worldkidneyday** promotes healthy fluid intake: choose water over soft drinks!
- **#worldkidneyday** increases awareness of **#obesity** as key risk factor of ailments leading to kidney disease
- **#worldkidneyday** advocates early screening for kidney disease in obese patients

#Move4Kidneys

- I Love My Kidneys, I Get My Body Moving For **#worldkidneyday! #move4kidneys**
- Do you Know That Proper Nutrition And Exercise are Key To Prevent Kidney Disease? **#move4kidneys**
- I Take Care Of My Health, I Move/Run/Skate/Ski/ Bicycle/Swim For My Kidneys! **#move4kidneys**
- Keeping fit helps reduce your blood pressure and therefore reduces the risk of CKD **#move4kidneys**
- Whenever I Can, Wherever I Am, I Get Moving **#move4kidneys**
- Support **#worldkidneyday** With Me, Take A Picture When You Exercise **#move4kidneys!**