

2020 Events Guide

World Kidney Day
is a joint initiative of



International Federation
of Kidney Foundations
Improving kidney health worldwide



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About the WKD Events Guide

World Kidney Day (WKD) is a global campaign aimed at raising awareness of the importance of our kidneys. It is a joint initiative by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF).

WKD is marked every second Thursday of March each year. This year World Kidney Day will take place on 12th March with the dedicated theme “Prevention to Detection and Equitable Access to Care”. The campaign sets out to raise awareness of the high and increasing burden of kidney diseases worldwide and the need for strategies for kidney diseases prevention and management. All across the globe hundreds of events and activities will take place: from public screenings in Argentina to Zumba marathons in Malaysia. We do it all to create awareness. Awareness about preventive behaviors, awareness about risk factors, and awareness about how to live with kidney disease. We do this because we strive for Kidney Health for Everyone Everywhere!

The events and activities organized by the WKD community are essential to us. You can help WKD reach people in communities all over the world and make them aware of the importance of kidney health. This “WKD Events Guide” aims to provide useful tips for planning your WKD event and share ideas & suggestions which will hopefully contribute to make your very own WKD event a success!



How to organize a WKD event or activity in 5 steps

During March 2020, a series of events will be organized all over the world to mark WKD and raise public awareness about kidney diseases. Here are some steps to consider when organizing your own WKD event:

STEP ONE • Identify your target audience.

- When organizing an event or activity, your first question should be: 'Who is my target audience and what do I want to communicate to them?'. Examples of possible target audiences include:
 - Health professionals/experts (e.g. doctors and nurses)
 - Kidney disease patients
 - Health organizations working on kidney or other diseases
 - Government officials working in the healthcare sector
 - Media, particularly local newspapers and television networks
 - The general public

STEP TWO • Choose an event type applicable to your target audience.

Use your creativity to design an event that attracts and stimulates your target audience (see section 3 of this guide for some examples). We would usually recommend you plan the event based on the yearly WKD theme.

Please note that the involvement of celebrities or national & local decision makers can increase your chances of attracting media attention so the identification of a VIP/champion is highly recommended when possible.

STEP THREE • Plan your event or activity

When organizing a WKD event or activity, it is crucial you develop an event plan. These are some of the key components and steps to include in your plan:

- Set realistic targets and goals
- Set your event date
- Review & check the availability of the location/venue of your event (e.g. if your event falls on a major holiday, consider changing your event date and/or ensure that you book your location/venue a long time in advance)

- Make sure you are granular in your planning including:
 - a. list of key activities (e.g. book venue, draft invitations, invite participants, design and produce event materials and tools, check & manage administrative procedures, contact media...)
 - b. costs
 - c. deadlines
 - d. accountabilities and responsibilities
- Engage and enlist your colleagues/collaborators (e.g. who needs to know about the event, who can support you, who are your partners?).

STEP FOUR • Spread the news about your event

- First of all, use the WKD logo and material that is freely available for download: <https://www.worldkidneyday.org/2020-campaign/2020-campaign-materials/>.
- Make sure you develop a network of supporters to help you showcase your event (e.g. NGOs working in the health sector, health organizations, patient organizations and other similar stakeholders can help you cascade the news about your local event through their established network).
- Develop a media list & share your planned activities. Good examples of press material are available here: <https://www.worldkidneyday.org/2020-campaign/press-materials/>.
- Be as active on social media as possible in the preparations to and during your event!
- If you link up with us on Twitter ([@worldkidneyday](https://twitter.com/worldkidneyday)), we would be happy to retweet any news related to your WKD 2020 event or activity.
- Please send any pictures related to your event in single files by email to info@worldkidneyday.org and the WKD team will post them on the WKD official gallery.

STEP FIVE • Pin-point your event on the WKD Events Map

- Don't forget to add your event or activity on our WKD Events Map here: <https://www.worldkidneyday.org/2020-campaign/worldwide-events/add-an-event/>.
- We could select your event as the "Best WKD Idea" and showcase it here: <https://www.worldkidneyday.org/2020-campaign/best-ideas/>. Please send us a full report of the event if you are interested in taking part in the selection



Ideas & suggestions for your WKD event or activity

These are some ideas and suggestions for events and activities that can be organized in your country:

- Sport activity (organize a marathon, a public walk etc.)
- Activities for children (e.g. have a kidney education class in your school! Check the World Kidney Day School Kits that include presentations for children from 6-11 and 12-16 years old available at our website: <https://www.worldkidneyday.org/2020-campaign/schoolkits/>. Our presentations are available in English, Portuguese, Spanish, Greek, Italian and Chinese.)
- Light up a building in the colours of WKD
- Organize a meal or a charity dinner at a local restaurant or contact the bakeries of your city to create kidney-shaped / themed cakes/cookies/cupcakes
- Organize a mobile health clinic / check-up health point in your city
- Broadcast a WKD video or image around your city (e.g. at your local pharmacy, on public transport, etc.)
- Put WKD promotional material in the lobby of your work place, your religious center, your bank, etc.
- Organize an educational workshop to raise awareness about WKD
- Engage local or national celebrities or well-known stakeholders that are active in promoting the kidney cause in a march, concert, play or similar activity

We wish you good luck and keep us informed about your planned activities! Your work is fundamental in fulfilling the WKD's mission and we would like to thank you in advance for your tremendous support.



Case Study : WKD 2020 event in Brussels



Audience

Provide the **general public** with information to change their behaviors and ultimately lead a healthier life

STEP
01



STEP
02

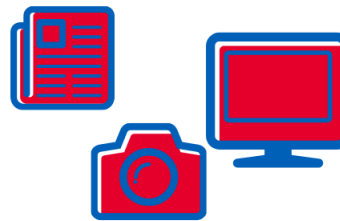
Idea

Brussels (Blegium) weclomes 5 million tourists annually. Grab their attention by cladding a famous landmark (**Manneken Pis**) in WKD colors and hand out information about kidney disease prevention.

Plan

- 1.) Make a **design**
- 2.) Submit design to city officials for **authorisation**
- 3.) **Produce** costume and flyers
- 4.) Organize **volunteers/ staff** to be present to hand out information

STEP
03



Communication

Advertise event through **Social Media, Newsletter, Website**
Prepare for communication on the ground (**live stream, recording, taking pictures**).



STEP
04

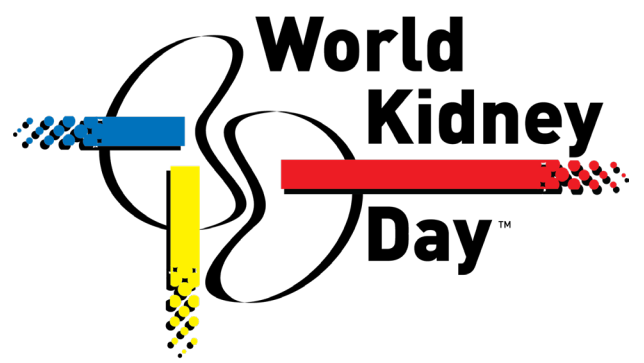
WKD 2020

Pin your event to the WKD event map!
Done! Time to start your activities and **celebrate!**

STEP
05



12 March 2020



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World Kidney Day
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International Federation
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www.kidney.org

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