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# 2020 Campaign Toolkit

World Kidney Day  
is a joint initiative of



International Federation  
of Kidney Foundations  
Healthy. Strong. Together.



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# ABOUT WORLD KIDNEY DAY

*Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is the global campaign that aims at increasing awareness of the importance of our kidneys to our health and reduces 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 philanthropic organization dedicated to advancing worldwide kidney health.
- 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 2020

## Kidney Health for Everyone Everywhere – from Prevention to Detection and Equitable Access to Care

One in ten adults has chronic kidney disease (CKD). The global burden of CKD is increasing, and is projected to become the 5th most common cause of years of life lost globally by 2040. Chronic kidney disease is a major cause of catastrophic health expenditure. The costs of dialysis and transplantation consume 2–3% of the annual healthcare budget in high-income countries; spent on less than 0.03% of the total population of these countries. In low-income and middle-income countries, most people with kidney failure have insufficient access to lifesaving dialysis and kidney transplantation.

Crucially, kidney disease can be prevented and progression to end-stage kidney disease can be delayed with appropriate access to basic diagnostics and early treatment. There is a need to increase the awareness of the importance of preventive measures throughout populations, professionals and policy makers.

This year, World Kidney Day continues to raise awareness of the increasing burden of kidney diseases worldwide and to strive for kidney health for everyone, everywhere. Specifically, the 2020 campaign highlights the importance of preventive interventions to avert the onset and progression of kidney disease.

### Key Messages

- Kidney disease is projected to become the 5<sup>th</sup> leading cause of premature death globally by 2040.
- Crucially, the onset and progression of chronic kidney disease is often preventable through primary, secondary or tertiary interventions.
- Clinical preventative interventions include early check ups, blood pressure and glycaemic control as well as management of co-morbidities e.g. cardiovascular disease.
- A key preventative measure is more education and awareness of the risks of kidney disease among the population, patients, professions and policy makers.
- A drastic change and improvement in national and specific policies directed towards education and awareness about kidney disease as well as CKD screening, management and treatment are needed.
- World Kidney Day calls on everyone to advocate for concrete measures in every country to promote and advance kidney disease prevention.

# GET INVOLVED!

## Spread the word

Follow World Kidney Day on:

 [@worldkidneyday](https://www.facebook.com/worldkidneyday)

 [@worldkidneyday](https://twitter.com/worldkidneyday)

 [@worldkidney\\_day](https://www.instagram.com/worldkidney_day)

 [@world-kidney-day](https://www.linkedin.com/company/world-kidney-day)

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/2020-campaign/worldwide-events/>

## Use WKD material

Visit [www.worldkidneyday.org](http://www.worldkidneyday.org) and download our resources for free.

You can find the following material:

- 2020 Campaign visual
- Toolkits
- World Kidney Day press release

## 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](mailto:info@worldkidneyday.org)

# SOCIAL MEDIA TOOLKIT

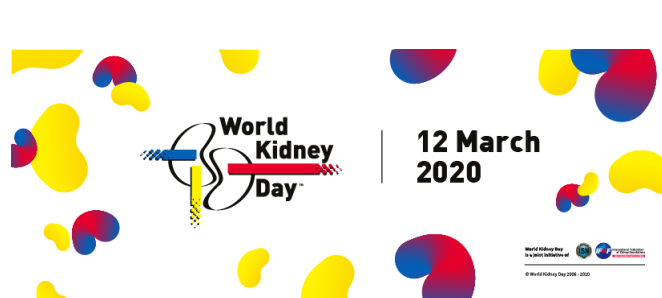
## World Kidney Day

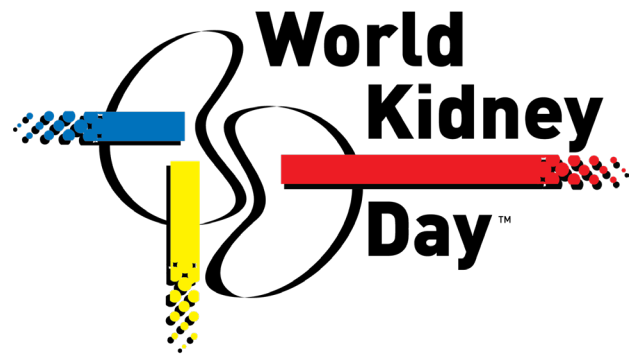
- Mark your calendar - March 12 is #WorldKidneyDay!
- To learn about Kidney Disease #prevention visit [www.worldkidneyday.org](http://www.worldkidneyday.org)
- 1 in 10 people worldwide is affected by kidney disease #WorldKidneyDay
- Today is #WorldKidneyDay, your kidneys are vital! Take time to learn more about their function!
- I support #WorldKidneyDay and efforts to raise #awareness of kidney disease!

## Kidney Health for Everyone Everywhere – from Prevention to Detection and Equitable Access to Care

- Kidney Diseases affect approximately 850 million people worldwide and one in ten adults have #CKD #WorldKidneyDay
- Kidney disease can be prevented and progression to end-stage kidney disease can be delayed with appropriate access to basic diagnostics and early treatment #WorldKidneyDay
- There is a need to increase the awareness of the importance of preventive measures throughout populations, professionals and policy makers #WorldKidneyDay
- With rising levels of CKD cases worldwide and high costs attributing to CKD treatment, preventive measures are becoming ever more important #WorldKidneyDay
- Preventive measures of CKD, addressing root causes, especially in the form of primary prevention, are a game changer #WorldKidneyDay
- Raising awareness and educating the general public on the most important #risk factors and preventive measures of kidney disease and #promoting training in CKD #prevention for healthcare professionals are key #WorldKidneyDay
- #WorldKidneyDay calls on everyone to advocate for concrete measures in every country to promote and advance kidney disease prevention

Download the WKD 2020 Social media visuals [here](#):





## Contact Us

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[www.kidney.org](http://www.kidney.org)

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