World Kidney Day

An important platform to improve outcomes in kidney disease
IFKF member foundations utilise WKD as a key “focus” to assist in both communication about the threat of kidney disease and as a vehicle to actually improve outcomes for patients and those at risk.

The most effective and proven method to achieve this has been through the use of WKD events and our member organisations utilise their own management and staff to create the drive for their much greater volunteer workforce to deliver both the message and the activities designed to improve treatment and outcomes. Even our smallest foundations have resources and volunteers to mobilise public and professionals for this important cause, namely early disease detection and prevention of CKD, perhaps the most important goal for World Kidney Day.

IFKF Management Services has surveyed its member organisations to ascertain how they have approached WKD recently and how they will plan to continue with their past successes in 2013 and beyond. The survey represents large and small organisations in countries across all the continents of the world and is probably the most comprehensive Global representation of activity available.

2012 Events and Activities

The number of Events reported by a member organisation range from 1 to 95. At the higher level of reported events, the activities are mostly represented by screening events to identify at risk individuals in multiple locations across the country.

Table One illustrates this in 4 categories.
Table Two specifies the proportion of organisations employing each type of event, as reported by them in the survey.

<table>
<thead>
<tr>
<th>Type of Events</th>
<th>Percentage of Respondents</th>
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<tbody>
<tr>
<td>Events in Public Domain</td>
<td>60 %</td>
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<tr>
<td>Publicity on Radio, TV and printed press</td>
<td>75 %</td>
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<tr>
<td>Free screening tests</td>
<td>80 %</td>
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<tr>
<td>Events for students</td>
<td>20 %</td>
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<tr>
<td>Events at hospitals</td>
<td>40 %</td>
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<tr>
<td>Meetings and conferences with government, politicians</td>
<td>55 %</td>
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<tr>
<td>Campaigns by email, in social media</td>
<td>55 %</td>
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</tbody>
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Where a low proportion is seen this is normally down to the profile and objectives of the member organisation. For example the lowest scoring events for students and events in hospitals were typically seen where the member organisation was lead by a nephrologist or a Society of Nephrology in that domain.

A random sample of events and activities reported by the members is given below:

- Kidsneys for Life Run in Kuala Lumpur with over 3300 participants
- Runs and walkathons in Bangladesh, India, Brazil and Canada
- Convoy with the Volkswagen Beetle Club across 3 states in Malaysia
- Cooking workshops in the Netherlands
- Also in the Netherlands: the involvement of classmates of young kidney patients in educational activities
- Kidney Health Risk Assessment event in Grand Central Station in New York.
- Screening tests around the country, in many states and regions in the US and Morocco
- Screening events with the help of students academics at Universities in Mexico, Argentina, Turkey
- Also in Mexico: a fundraising lottery in collaboration with the Loteria Nacional
- In France, a gala diner, concert and fundraising event at Sorbonne University under the patronage of France’s President
- Email and social media campaigns in a number of countries. One great example of this is the Kidney Cancer Association US who organized an all day chat with its 65,000 fans in more then 100 countries. *(NB: twenty times the number of fans, that supported WKD 2012 through www.worldkidneyday.org)*
In the US, Turkey, Bangladesh, Morocco and in other countries:
- scientific programs, lectures and seminars.
- Conferences and meetings with government officials in many countries, among these New Zealand (government House) and UK (Houses of Parliament meeting and reception, in collaboration with the Kidney Alliance and 55 patient organisations around the country)
- Collaboration with the coincident World Women Day in Ankara.
- Ankara also had stands with educational materials in shopping malls
- Also In Turkey (Istanbul): parade in the streets, billboards, special lightning of Bosporus bridge, banners in major soccer stadiums.
- Training courses for renal dieticians in collaboration with the Turkish Society of Dieticians.
- Coverage on national radio, TV and printed press in many countries, among these UK, Turkey, Hungary, Bangladesh, South Africa
- In Chennai, India: events such as ‘Know Your Kidneys’ at Marina Beach, the Central Railway Station and other stations, also dealers for a popular car brand
- In Canada: launch of the Kidney Stories of Hope campaign.

The Target Groups for WKD events and activities

Table Three gives an overview of percentage of member organisations that targeted specific audiences and defined target groups in the 2012 WKD events and activities, it is important to note that 95 % of all organisations targeted the public in general, but almost all target groups show a targeted score of over 50%.

Table Three

<table>
<thead>
<tr>
<th>Target Groups / Audiences</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public in general</td>
<td>95 %</td>
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<tr>
<td>High Risk groups</td>
<td>55 %</td>
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<tr>
<td>Physicians / Medical</td>
<td>65 %</td>
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<tr>
<td>Dieticians, Nurses, other Healthcare professionals</td>
<td>45 %</td>
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<tr>
<td>Government, Politicians</td>
<td>55 %</td>
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<tr>
<td>Press</td>
<td>65 %</td>
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WKD 2013

For the 2013 WKD most organisations are considering targeting the same audience profile, however some of our members are planning additional target audiences such as:

- Kidney Patients in general and those patients undergoing transplantation, with additional focus on their families
- More focus on communication with government officials and politicians

When asked about the Theme for 2013, 70% of Respondents report the use of Acute Kidney Injury (AKI) as their main theme for WKD 2013, however 30% report the use of another kidney theme.

Arguments for the use of another theme have been given as:

- AKI is too complicated to communicate to the public in general
- AKI is something that people themselves cannot prevent and self awareness and action is a main goal for WKD
- Our focus remains on early detection and prevention
- AKI will be incorporated in materials, but the main focus is on “Know Your Kidneys’, Kidneys for Life’, Love Your Kidneys, and comparable theme’s.

We believe this report shows how engaged our membership continues to be with WKD and illustrates that the organisations are making a significant contribution to the success of WKD globally.