Kidney Foundation Bangladesh:
We observed the day along with Bangladesh Renal Association, and KAMPS together. We also talked independently on TV, Media and make a press conference and public conference and also screening programme in the rural population.

Irish Kidney Association:
Three hospitals that we are aware of promoted WKD in Ireland this year

India:
Already we had very informative talks from prominent Nephrologist on Prevention & Early Detection of CHRONIC KIDNEY DISEASE, Kidney Health, Rajiv Gandhi Jeevandayee Arogya Yojana – Its Role & Kidney Patients Support by Dr. Mukesh R. Mohode; Peace of Mind during illness by Brahmakumari Shivani & Brahmakumari Kreena and Importance of Dietary Therapy in both the disease.

In 1973 while going for LIC policy, after few tests doctor informed me that I am CHRONIC KIDNEY DISEASE Patient. In 1973 except medical faculties very few knew of importance of Kidney Organ and CHRONIC KIDNEY DISEASE. On hearing I consulted Ayurvedic/ Homeopathy/ Unani specialists all were frank and inform me that they do not offer any remedy. In 1973 in the city of Bombay only K.E.M. Hospital had Hemo Dialysis centre which was headed by Nephrologist Dr. Vidyaben Acharya. She put me on diet therapy to postponed dialysis. In 1975 Breach Candy, Jaslok, Nanavati opened the dialysis centre. Prior to Hemo Dialysis I had minor operation called FISTULA for effective Hemo Dialysis.

In 1978 August, I started Hemo Dialysis at Breach Candy Hospital under one of prominent Nephrologist of India – Dr. Bhupendra Gandhi. During 14 months on dialysis I had control my diet & liquid intake so I had no problem during Dialysis.

In November 1979, my younger brother Vinod who was inspired by his wife Late Sarlaben gifted me his Kidney. Vinod gave me new life. Kidney transplant patients have to take immunosuppressive medicines. These medicines gave me side effects of Diabetes, early catrac, Osteoporosis and at last CARDIO – VASCULAR DISEASE which I consider as cousins of Chronic Kidney Disease.

On reduction of medicines I was out of diabetes. For other side effects, I had to go for five minor and one major surgery i.e. Bye-pass. From 1978 till today I am under excellent guidance of Dr. Gandhi Saheb. During all these years I have kept very peace in my mind through out of my sickness till today. With Great support of my wife Kusum I had three around the World trips & lots of domestic travelling. With my experience of last 38 years I can say that with diet control/ regular check up/ regular medicine intake. Transplant patients can live long without much problems. I have one advice, if you are out of Bombay or out of India, please do not take any medicines other than prescribed by your Nephrologist. Even
you go to Dentist, please request your Dentist to call your Nephrologist before taking any antibiotics or pain killer. On behalf of Bhaichand Mehta Foundation & under guidance of Dr.Gandhi Saheb, I publish three booklets –Life with Kidney Failure, Life with one Kidney, Life with Transplant Kidney and small guide “Prevent Chronic Kidney” booklet. I am having smooth bonus life. Last I advice all CHRONIC KIDNEY DISEASE patients do not neglect any advice of your Nephrologist and please keep accept what sickness God has given & fight for that.

**The Netherlands:**
The Dutch Kidney Patients Association organised 33 activities spread all over the country, together with local patients associations, health care professionals and other concerned organizations.

There where a lot of information markets in the hospitals, organized by local kidney patients associations. With a dialysis machine next to the stalls and handing out bottles of Spa water there was a lot of attention to the people who passed by.

Next to that, there where three workshops where kidney patients learn to cook with low salt and two public lectures where issues surrounding kidney and renal failure were treated. Especially for high school students there was a lecture and a guided tour in the Dr. Kolff museum (he invented the dialysis machine).

At a sports club, specially for women, the whole week there was attention for renal failure, food with low salt and exercise. Kidney patients shared their experiences and a dietician told how to eat healthy. At an other place in the country, there was organized a yoga session for kidney patients.

Two artists had a travelling art exhibition. The exhibition was about the life of kidney patients who are doing haemodialysis at home.

An overview of all the activities you find in the program.

**Mexico:**
In order to increase the importance in public opinion about renal disease on March 14, 2013 in Mexico City we commemorate World Kidney Day “Toward a national policy about Renal Health”.

We celebrate the day with an executive breakfast that took place in Marriot Hotel Reforma.

We invited important leaders and role players such as: legislators, doctors, members of civil society and people who work for the health sector, in order to listen to their opinion about the importance of Renal Disease.
The welcome was made by Adriana Castro de Alverde, President and Founder of ALE ASSOCIATION.

We appreciate the words of Mrs. Dolores Ayala Nieto, President of “Sólo por Ayudar”; Dr. Roberto Tapia Conyer, Managing Director of the “Instituto Carlos Slim de la Salud”; Senator Maki Esther Ortiz Domínguez, President of Health Commission of Republic Senate, Dr. Alfonso Yamamoto Nagana, Managing Director of IMSS’s National Transplant Program, Dr. Gabriel O’Shea Cuevas, National Commissioner of “Seguro Popular” and Doctor Mercedes Juan López, Health Secretary of Federal Government.

After that we listened to the conference “Civil Society’s Proposition on Renal Disease” by Dr. Santiago Lastiri Quirós, Managing Director of Global Med Care Consulting.

At last we had a discussion panel about “Toward an Integral Atention Model for Chronic Kidney Disease: Medical and Funding Schemes”, in which, participate Dr. Ernesto Echeverría Aispuro, Health Secretary of Local Congress of Sinaloa; Dr. Juan Tamayo, President of the Mexican Council of Nephrology; Dr. Ernesto López Almaraz, Medical Council of ALE ASSOCIATION; Dra. Magdalena Madero Rovalo, Nephrology Chief of “National Cardiology Center”; Deputy Rodrigo Reina Liceaga, Coordinating Unit Holder of Social Involving and Participation of Health Secretary, Dr. Gregorio Tomás Obrador, Health Science and Medical School Faculty’s Director of the “Universidad Panamericana”. The panel was leaded by Katia D’Artigues.

India –Chennai: Tanker Foundation

1. **TANKER Foundation Smt. Lakshmi Venkataraman Endowment Oration:**

   TANKER Foundation organised the Smt. Lakshmi Venkataraman Endowment Oration to raise Awareness about Organ and Cadaver Donation. Rev. Fr. Davis Chiramel – A Catholic priest by profession, Founder and General Secretary of Accident Care Transport Services (ACTS), President of Janananma and Launcher of ‘Kidney Federation of India’ was the speaker of the Day. It was attended by over 600 people across various sections of the society. He talked of his experience of donating one of his kidneys to a needy electrician in Kerala and also of rousing the Kerala people to pledge their organs. www.fr.davischiramel.com
2. **Awareness programme on prevention of kidney disease was conducted for the teachers of Chennai Schools.**

   Awareness programme on prevention of kidney disease was conducted for the teachers of Chennai schools. Mrs Rajalakshmi Ravi, Advisory Member, TANKER Foundation made a power-point presentation. 500 teachers from various schools participated. It was conducted with the aim of creating awareness about early detection and the preventive measure to students through the teachers.

   Dr. Gopalakrishnan, HOD, Department of Nephrology, Madras Medical College chaired the Question &Answer session. Educative materials were distributed.

3. **Poster competition for the students of the Chennai Schools.**

   Awareness programme on prevention of kidney disease was conducted at all 72 Chennai High and Higher Secondary Schools in collaboration with the Education Department, Corporation of Chennai. We conducted a poster competition for those students, to further sensitize them to this issue. Participants and winners received certificate and exciting prizes.

4. **Walkathon.**
A walkathon was conducted on the 8th world kidney day on Thursday, March 14th 2013 along the Marina beach. 400 students from various schools and colleges participated in the walkathon. They carried placards depicting alerts for prevention of kidney disease. The event was flagged off by Mr. V.R. Lakshminarayanan I.P.S, former Director General of Police.
5. **Awareness programme at the Steel Authority of India.**

Awareness programme on prevention of Kidney Disease was conducted for the executives of the Steel Authority of India at their Chennai Office. Mrs Rajalakshmi Ravi made the presentation. Dr. S. Suresh, Nephrologist and Advisory Member, TANKER foundation, chaired the Q & A session. 35 executives attended the programme which was followed by an hour long interaction. Educative materials in English were distributed.

6. **Awareness programme at Sri Sai Ram Engineering College.**

Awareness programme on prevention of kidney diseases was conducted by Mrs Rajalakshmi Ravi, for the students of Sri Sai Ram Engineering College, near Chennai. as part of their International Women’s Day celebrations. 600 students attended the programme. Educative materials in English were distributed.

7. **Awareness programme for Inter-Mission Industrial Development Association – IIDA**

An awareness programme on kidney disease was conducted by Mrs Devi Pandian, for the students of a community college, at Perungudi near Chennai. 40 students attended the programme. Educative materials in local language were distributed.

8. **Awareness programme for a tribal Community near Chennai.**
Awareness programme on prevention of kidney disease was conducted by Mrs. Devi Pandian, Programme Officer, TANKER Foundation for a tribal Community (snake catchers) at a village near Chennai. 80 people attended the programme. Educative materials in local language were distributed.

9. **Awareness programme for the women of Aayalur Village, near Chennai.**

   Awareness programme on prevention of kidney disease was conducted by Mrs. Rajalakshmi Ravi at a village called Aayalur near Chennai. 50 women attended the programme. Educative materials in the local language, Tamil, were distributed.

10. **Screening Camp at M.G.R Adarsh Matriculation Higher Secondary School for the members of Mogappair Malayalee Samajam, Chennai.**

   A screening camp was conducted for the members of Mogappair Malayalee Samajam at M.G.R Adarsh Matriculation Higher Secondary School. 63 individuals above 30 years were screened in the programme. 36 individuals were found to have BMI > 25, 44 individuals had BP > 120/80, 11 individuals had urine glucose ≥ 1+, 15 individuals had urine protein ≥ 1+, 3 individuals had Serum Creatinine ≥ 1.2 and 20 individuals underwent screening with portable Ultra Sound facility.
11. TANKER Suriya CD screened at Railway Stations.

A short footage covering the causes for and prevention of kidney disease, rendered by a popular film actor Mr Suriya our Goodwill Ambassador was screened at various Railway Stations in Southern India. It was also screened inside a few prestigious long distance trains. The outreach was for over 2,00,000 people who were travelers.

Turkey:
Press Conference on March 13, 2013. Attendees are Timur Erk (moderator), Prof. Dr. Mehmet Sukru Sever (nephrology), Prof. Dr. Lutfi Telci (ICU and reanimation), Prof. Dr Fatma Savran Oguz (microbiology), Prof. Dr. Ismet Nane (general surgery), Prof. Dr. Hasan Elik (theology) and Prof. Dr. Saibe Oktay Özdemir (civil law), along with Mr Erol Evgin a very famous pop singer.

Before the press conference has started we had broadcasted our organ donation video “Forgive Me”. The video includes the whole course of organ transplantation, starting from diagnosis of CKD, continues with dialysis, organ harvesting, tissue/blood match tests, preparation, surgery and ends with after surgery witness of a patient. Video also includes legal and theological aspects of organ donation, national list, barriers on organ donation in Turkey, experiences and interviews with patients in several conditions. The video has two versions as longer and shorter version.

The video, another 30 second commercial with celebrities and visuals of “Forgive Me” project have been used numerous places:
Pegasus Airlines and Sun Express Airlines showed the visual on their flights for a month.

Similar to this, the 30 second version was shown on 200 movie theatres in many cities, 250 monitors in 250 pharmacies at 19 cities, 1327 monitors in hair dresser shops at 16 cities.

We have used 375 billboards and 150 poster areas at public transportation system.

The commercial had also broadcasted on giant screen of Fenerbahce Soccer Club’s stadium and many downtown squares.

Carrefour supermarkets printed our main theme visual behind the POS receipts.

Many monitors (LED screens) showed our video in shopping malls, university campuses, waiting lounges, etc.

At the end of the week, we had celebrated WKD with a sponsored dinner with our patients and celebrities.
Hong Kong:
A gathering of 800 renal patient and healthcare professionals at a park yesterday.

I have adopted “Gangnam Style” dance by PSY to a “Kidney Style” dance for 88 renal patients and staff (which I have coordinated and coordinated by the chairperson of Hong Kong society of Nephrology). We have great fun.

http://youtu.be/Tg5GsiX1VhY

We also had a “street play” performed by the doctor to get the message across and also a talent show by the patients and doctor/nurse.

Great fun. Well covered by the media
A special full page newspaper article will be posted in 7 newspapers on Thursday 14 March.
India-Mumbai:

- Banners at the Standard Chartered “Mumbai Marathon Run” on January 20, 2013 were displayed so as to give early publicity to the World Kidney Day 2013. (Photos attached)
- This year special arrangements were made to make use of Hoardings for display of banners at the prominent places, like Hajiali opposite Hira Panna, Pedder Road, Mumbai, with a view to make the large number of public aware of the given Theme of WKD 2013.
- Large number of banners was displayed almost at all the prominent places much before the World Kidney Day 2013 giving publicity for the WKD March 2013.
- World Kidney Day 2013 was organized on 14.3.2013 at Public Hospital–Nair Hospital Stadium so as to encourage the patients and the students to attend in large number and convey the theme to their nears and dears. Special arrangements were made with Rajiv Gandhi Jeevandayee Arogya Yojana - RGJAY, a Government Organization and Public Hospital – Nair Hospital, to coordinate with the World Kidney Day activities, with Dr. K Venkatesham, I.P.S, Special IG Police, Chief Executive Officer RGJAY as the Chief Guest and Dr. M.K. Sanjana, Ag Dean Nair Hospital as the Guest of Honor, with Dr. V N Acharya, Vice Chairman NKFI presiding over the Function.
- Dr. M K Sanjana, Ag Dean Nair Hospital and Dr. K Venkatesham, CEO, RGJAY, prevailed on all the students and the patients to come forward to promote the Theme so as to promote the cause of kidney patients and to encourage cadaveric organ donation. This helped in calling on the youngsters to be the role model for their parents in spreading the message.
- Encouraging response was seen to the Theme shown from the fact that large number of students and the patients attended the World Kidney Day 2013 celebrations.
- Special Detection Camp was held on March 24, 2013 collaborating with the World Kidney Day March 14, 2013 for Senior Citizens at Swami Ramanand Shastri Charitable Trust, LONAVLA, a Hill Station, near Mumbai on the special request of Giants International Group,Byculla and Padmashri Nana Chudasama, Chairman NKFI who is also the World Chairman Giants International agreeing to have a special kidney check up for the senior citizens at Lonavala. As many as 85 senior citizens came forward for check up, in line with the Theme ‘Stop Kidney Attack – Kidneys for Life – Stop Acute Kidney Injury’.
- With special Theme related lectures by the prominent doctors along with large number of educative leaflets, booklets and kidney related literature distributed to all present at the World Kidney Day and at the Special Kidney Check up Camp for Senior Citizens on March 24, 2013 at LONAVAL, a Hill Station, near Mumbai, made the WKD celebrations a real success.
- WKD Program organized with the participation of Nair Hospital and Rajiv Gandhi Jeevandayee Arogya Yojana, a Government Organization and other prominent personalities from all fields including electronic Media; there by sensitizing the
problems of CKD patients with increasing instances of Acute Kidney Injuries was well received with a message that Kidney Disease is Common, Harmful & Treatable.

- **Sharing of personal experience** of a kidney transplanted patient, Mr. J B Mehta – Oldest Surviving Patient with **34 Years Transplanted Kidney**, donated by his brother, was the high light of the Program.
- **News Papers and Media Coverage** was wide spread and markedly helped educating and highlighting the Theme **Stop Kidney Attack – Kidneys for Life – Stop Acute Kidney Injury**.

On the whole the **very purpose of spreading public awareness** about the increase in rate of patients suffering from chronic kidney diseases and danger of succumbing to Diabetes and Blood Pressure, with emphasis on the Theme Stop Kidney Attack – **Kidneys for Life – Stop Acute Kidney Injury** was **achieved with the grand success of the WKD March 2013 celebrations** with a very positive response from the public – especially **Senior Citizens Giant International, Lonavala** - and with full cooperation of **Nair Hospital, Rajiv Gandhi Jeevandayee Arogyajyot, a Government Organization** and with the Theme related **Presentations / Lectures by the Foundation Prominent Doctors and other prominent Speakers**.

**Guatemala:**

1. A 10 kilometer run for the community at large, a program/celebration at the completion of the run, many media events and interviews involving radio, television and the written press
2. A two-day renal nutrition course for renal dietitians.

**Hungary:**

**Surprise Event**

Date: 14th March 2013, at 4 p.m.

Location: Mammut II. Shopping Centre, Ground floor (2-6 Lövőház, Budapest 1024)

**Poster Exhibition in Budapest**

Opening date: 14th March 2013, at 4:45 p.m.

Location: Mammut II. Shopping Centre, 3rd floor (2-6 Lövőház, Budapest 1024)
The exhibition is to be opened by Prof. Dr. George Reusz, the scientific manager of the National Kidney Program of Hungary and George Zoltán, the operational manager of the National Kidney Program of Hungary.

The National Kidney Program of Hungary has announced a poster competition for students studying at the University of Hungarian Fine Arts at the Department of Graphics. The aim of the competition is to help bringing expressive images into life which may draw the attention of the Hungarian Society to the protection of our kidneys, their complex and essential function and the importance of the prevention of kidney disease!

The slogan of this competition is: overweight of people, diabetes and high blood pressure are the first steps towards kidney insufficiency!

The presentation of the winner and also the 20 best works will be held on the same occasion and location as announced above.

**Shadow and Light**

**Photo Exhibition**

Focusing on organ transplantation

**Opening date: 13th March 2013, at 5 p.m.**

Location: ETO Park Centre, Ground floor (31 Nagysándor József, Győr 9027)

The exhibition is to be opened by Dr. Károly Schneider, leading nephrologist at Győr County Hospital and Szalamanov Zsuzsa, the chief executive of the Board of Trustee of the Foundation of Transplantation for the Renewed Lives.

The Shadow and Light photo exhibition of the will be presented on the 11-22nd March 2013 at the ETO Park Centre. It is part of the Hungarian National Kidney Program that is willing to join the international World Kidney Day.

The photos of Iván Tarján demonstrate how patients suffering from chronic kidney insufficiency, regain their power and finally become persons living full life again thank to organ transplantation. The photos present the stations of the whole process, beginning with the donation, through dialysis treatment to transplantation. The main goal of the exhibition is to promote and raise the number of organ donations.

A single donor is able to save 7 persons’ lives!