WKD 2019 Activities

World Kidney Day 2019

Theme – “Kidney Health for Everyone Everywhere”

Despite 1 in 10 people worldwide (an estimated 850 million people) having chronic kidney disease (CKD), treatment and prevention efforts to stem this potentially fatal condition are far from adequate in rich countries, and often near non-existent in poor countries. CKD kills an estimated 1.2 million people each year, while acute kidney injury (AKI) is thought to cause a further 1.7 million deaths.

The theme for World Kidney Day 2019 is “Kidney Health for Everyone Everywhere” and is about encouraging countries to invest in health care to help treat the millions affected. In countries with adequate access to health care, more must be done to substantially increase diagnosis and treatment of CKD. The epidemic is described as silent because, in most cases, by the time symptoms occur, disease is at a very advanced stage.

On this year’s World Kidney Day (Thursday 14 March), advocates led by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF) are raising awareness of the serious disease to enable disabling the silent epidemic of CKD. Latest estimates from the Global Burden of Disease Studies (2017) show CKD as the 12th leading cause of death worldwide, ahead of tuberculosis (13th), HIV (14th) and malaria (21st). It was also the 6th fastest growing cause of death between 1990 and 2017.
"Reaching the unreached was/is BKF’s slogan towards complimenting the Government of Bhutan"

The World Kidney Day was observed at the Nagor Middle Secondary School under Silambi Gewog, Mongar Dzongkhag/District. The WKD theme - “Kidney Health for everyone, everywhere”.

The event was organized by the Bhutan Kidney Foundation and Nagor Middle Secondary School with technical support from the Nagor BHU, Simlabi Gewog/Block and Weringla Dungkhag.

Participants : Local leaders and representatives from Silambi Gewog /Block, Community of Nagor, Gyelgong and Pangthang under Silambi Gewog, Teachers, Students and support staff of Nagor MSS.

Total number of Audience covered:
200 General Public and 213 teachers including students of Nagor Middle Secondary School.
WKD 2019 focussed further upstream to find the hidden “undiagnosed” diabetic and hypertension (which is about 50% of all cases), with a free health check screening at public housing estates for the less privileged. Diabetes accounted for 52% and hypertension/vascular disease (12%) of all new cases of end-stage kidney disease in Hong Kong. Diabetes is running rampant in the Asian region.

This year WKD 2019 program is to promote “Eat smart” and “Move more” (active and do exercise) to prevent obesity, as it is a major contributor to DM and Hypertension. The themes which WKD has taken on before and need to be sustained.

WKD Events:
Free Health Check was conducted at nine housing estates for 1000 middle age / elderly citizens from January to February 2019 to find individuals with any of the

"4 hidden risks" -
High Blood Glucose (> 9mmol/l) Cholestrol, Blood Pressure and Obesity.
Turkish Kidney Foundation has been focusing on childhood obesity and healthy nutrition for a couple of years. In 2019, a brilliant idea has been launched to draw attention for junk food that children love to consume and to highlight the sugar, salt, fat and calorie content of selected foods and snacks: Obese Market - www.obezmarket.com

At the website when you choose from a variety of food and beverages and click, next page shows what you spend not only out of your pocket but what you actually spend from your overall health. There comes information about our nutrition choices and what kind of steps can be taken individually for better life and health conditions.

The importance of this idea is, instead of suggesting or advising from a didactic tone, we asked people to learn from very experience of their own. Therefore what they learn cannot be forgotten because of their internalization.

For media coverage, a tangible Obese Market was founded with model market racks and products and a grand opening was organized. 8 national TV channels shot the event and 11 individual programs were broadcasted on TV.

The key visuals of Obese Market were applied to CLP’s, videowalls, airports, shopings malls, outdoor mass screens and universities of miscellaneous cities. Social media has been effectively in use. The campaign will last until the end of 2019.
INTERNATIONAL FEDERATION OF KIDNEY FOUNDATIONS NEWSLETTER

www.ifkf.org
www.facebook.com/@IFKF.org
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MEXICO CITY
WKD ACTIVITIES

Kidney Patients Walk on the main street of Mexico City
TANKER Foundation’s World Kidney Day 2019 program started with a free Blood Pressure (BP) check for 3,000 people at Chennai Central Station. This program aimed to create awareness of high Blood Pressure (BP) which is one of the main causes of kidney failure.

This year the World Kidney Day is focusing on Kidney Health for Everyone Everywhere.

Awareness leaflets on kidney disease were distributed by TANKER’s Auto driver patients and TANKER Staff in Ambattur, Vellore, Thiruverkadu, Madurai, Coimbatore, Retteri, and Nungambakkam.

TANKER held other awareness programmes and screening camps throughout the month.

Kidney disease can affect anybody and the World Kidney Day helps in bringing about awareness of this terrible disease.


Actor Mr. Suriya TANKER’S Goodwill Ambassador also tweeted “Take care of your kidneys by exercising, drinking more water and eating less salt and sugar. Follow TANKER Foundation’s World Kidney Day activities on Instagram”.