World Kidney Day is a global awareness campaign which aims to spread the word about the importance of our kidneys to our overall health, and to reduce the frequency and impact of kidney disease and its associated health problems worldwide. Celebrated every year on the second Thursday of March, World Kidney Day has grown dramatically, to become the biggest event focused on kidney health around the world and the most successful effort to raise awareness both with the general public, medical professionals and government health officials about the dangers of kidney disease.
Chronic Kidney Disease (CKD): the general term for persistent, irreversible damage to the kidneys. It results in gradual loss of kidney function over time, making the kidneys less effective at filtering waste products from the blood, and leaving these toxic substances to accumulate in the body. While severity can vary, CKD is incurable and causes the patient to need lifelong care. CKD is commonly caused by hypertension and diabetes. CKD is a non-communicable disease (NCD).

Chronic Kidney Disease affects 1 in 10 people worldwide.

For the 2017 World Kidney Day campaign, the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF) have again teamed up, with one focus: Kidney Disease & Obesity: Healthy Lifestyle for Healthy Kidneys.

World Kidney Day helps fight CKD in three ways:

- We actively encourage education and prevention schemes, through grass-roots movements spreading the message about the disease and some of the simple steps that can be taken to reduce its impact, and help to set up early screening programs worldwide to help people get diagnosed and start treatment earlier.

- Through effective communication and social media, we help the various players inside and outside the medical field to spread the word about CKD. We stimulate these communities in their year-long effort, which culminates in the major global event that is World Kidney Day, on the second Thursday of March each year.

- ISN and IFKF leverage their membership base to stimulate and assist advocacy efforts, both nationally and internationally, as a top-down approach to tackling the disease. Through this effort, we aim to convince both national governments and international bodies such as the WHO to dedicate further efforts to combat CKD around the world, and to give CKD an increased level of recognition as an important threat to the world population, and a major health priority worldwide.

To get the word out and really do something about CKD, World Kidney Day Needs Your Help!

More than 1 million deaths per year in the developing world. 82% increase in people affected between 1990 and 2012
A Little History

WKD 2016 Campaign Results

44,300 Fans on FACEBOOK
7,670 Followers on TWITTER
77,900 Views on YOUTUBE

87,000,000 people reached
600+ events organised
80+ countries
70 journals

Important Events

#MoveYourFeet4WKD

#MoveYourFeet4WKD was the 2016 campaign call-to-action, encouraging people to take a picture of their feet and sharing it on social media to help draw attention to the issue.

Events by Countries (Top 5)

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Scientific Editorial

The 2016 scientific editorial was published in 70 scientific journals.

History of WKD

World Kidney Day started in 2006 and has not stopped growing since.

Previous Campaign Themes:

- 2016 Kidney Disease & Children: Act Early to Prevent it
- 2015 Kidney Health for All
- 2014 CKD & the Ageing Population
- 2013 Kidneys for Life - Stop Kidney Attack!
- 2012 Donate - Kidneys for Life - Receive
- 2011 Protect your kidneys: Save your heart
- 2010 Protect your kidneys: Control diabetes
- 2009 Protect your kidneys: Keep your pressure down
- 2008 Your amazing kidneys!
- 2007 CKD: Common, harmful and treatable
- 2006 Are your kidneys OK?

Kidney Disease and Obesity

HEALTHY LIFESTYLE FOR HEALTHY KIDNEYS

9 March 2017

600 million people loosing out on proper care

World Kidney Day is a joint initiative
## We Value Your Support

<table>
<thead>
<tr>
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<th>WKD Partner</th>
<th>WKD Supporter</th>
<th>WKD Benefactor</th>
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<td>70 000 USD</td>
<td>35 000 USD</td>
<td>14 000 USD</td>
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<td>per year</td>
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<table>
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<th>WKD Partner</th>
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<td>Right to officially associate with, use the WKD logo and brand as “WKD (level) sponsor”</td>
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<tr>
<td>Access to all WKD campaign material for reproduction</td>
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<tr>
<td>Company name and logo on official WKD press material and releases</td>
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<tr>
<td>Company name on official WKD press material and releases</td>
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<tr>
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<tr>
<td>Mention on eBlast to WKD Community encouraging national organizations to partner with sponsors</td>
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<td>Direct contact with the WKD campaign team to help build communication and share information</td>
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<tr>
<td>Educational content pieces posted on the WKD website *</td>
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<td>2 at any given time</td>
<td>1 at any given time</td>
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<td>Sponsor Social Media accounts followed by WKD Facebook and Twitter accounts, and selected content shared **</td>
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<td>Company logo on home page of WKD website with a link to the company website</td>
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<td>Logo and mention on ISN introductory slide at ISN supported CMEs</td>
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* Non-Product related - subject to approval by the Steering Committee

** Shared content pieces selected by WKD Social Media Manager
**What You Should Know**

**ISN and IFKF**

The International Society of Nephrology (ISN) is dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world. ISN has a membership base of approx. 9,000 members.

The International Federation of Kidney Foundations (IFKF) was formed to foster international collaboration and the exchange of ideas that will improve the health, well-being and quality of life of individuals with kidney disease. IFKF has 63 member organizations in 41 countries.

**Worldwide, CKD is the 18th most common cause of death**

**What do kidneys do?**

- Kidneys filter blood to remove excess fluid and waste products from the body
- Kidneys help control blood pressure
- Kidneys help produce red blood cells and maintain healthy bones

**8 Golden Rules**

- Keep fit and active
- Keep regular control of your blood sugar level
- Monitor your blood pressure
- Eat healthy and keep your weight in check
- Maintain a healthy fluid intake
- Do not smoke
- Do not take over-the-counter pills on a regular basis
- Get your kidneys checked if you have one or more of the “high risk” factors

**Non-Communicable Diseases**

NCDs account for 63% of all deaths worldwide

- More than 9 million deaths attributed to NCDs occur before the age of 60
- NCDs kill more than 36 million people a year
- 80% of all NCD-related deaths occur in low- and middle-income countries
- NCDs force many people into, or entrench them in poverty due to catastrophic treatment expenditures
- NCDs are largely preventable
World Kidney Day is a joint initiative

www.worldkidneyday.org

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