



PRESS RELEASE

Kidney Health for All

10th Anniversary of World Kidney Day – Celebrate by giving a glass of water!

Brussels, March 12, 2015 – On Thursday March 12th we are celebrating the 10th Anniversary of World Kidney Day (WKD), the most widely celebrated event focused on kidney health across the globe. WKD is jointly organized by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF). This year's theme "Kidney Health for All" reminds us that not all of us are equal with regards to risk for kidney disease and access to treatment.

With 10% of the population worldwide having some form of kidney damage, there is a long road ahead to raise awareness about the dangers of kidney disease. Chronic Kidney Disease (CKD), which is predicted to increase by 17% over the next decade, is now recognized by WHO and other organizations as a global public health issue.

Some communities in both higher and lower income countries are at greater risk than others because of their ethnic origin, socioeconomic status and/or where they live. This has major public health implications because of the extremely high costs of renal replacement therapy. African, American Indian, Hispanic, Asian or Aboriginal populations are known to suffer from higher rates of diabetes and high blood pressure which are both leading causes for Chronic Kidney Disease (CKD). These populations are therefore at higher risk of developing severe renal disease and ultimately kidney failure. As an example, in the US, African Americans are 3 times more likely to experience kidney failure. Compared with Caucasians, African Americans have a much higher average blood pressure, develop hypertension earlier in life and have greater risks of complications such as CKD, stroke and heart disease.

In addition, there are a number of key issues and challenges in tackling Chronic Kidney Disease in vulnerable populations: poor water hygiene, lack of hydration, unhealthy choice of food and beverages, language barriers, education and literacy levels, low income, unemployment, lack of adequate health insurance, and certain culture-specific health beliefs and practices – just to name a few.

WKD Steering Committee IFKF Co-chair, Dr. Guillermo Garcia Garcia reminds us how it is like to deal with kidney disease in a country poorly equipped to address this issue: "To have end-stage renal disease in Mexico, for example, is a tragedy. If you don't have Social Security, if you don't have private insurance, you are condemned to die."

On World Kidney Day, drink a glass of water and give one too – There are many ways to show your support to the kidney cause: on March 12, 2015 we invite **the whole civil society, governments, health professionals and patients to drink to their kidneys and to give a glass of water to their families, friends and co-worker**. This is a both a symbolic gesture and a conversation starter to raise awareness about the risks, dangers and burden of kidney disease and how to prevent and treat it in a simple manner across the globe - hopefully making people more conscious about their lifestyle choices.


The WKD Steering Committee ISN Co-chair, Dr. Philip Li is calling on the whole kidney community and beyond to get involved in this global celebration day: "*Sharing a glass of water on March 12 is a good*

way to remind us that kidneys are vital organs and that they should be taken care of, wherever you live and whether you're at risk or not. Taking steps to live a healthy lifestyle clearly helps to reduce risk, and early detection and treatment can slow or prevent the progression of kidney disease."

Water may protect your kidneys, however there is no scientific evidence that drinking water lowers the risk for CKD.

A Growing Global Online Campaign – We are building on last year's outstanding results to encourage our kidney community to show their support online and engage in the fight against CKD. For more information and details of events around the globe in celebration of World Kidney Day – please see www.worldkidneyday.org

Participants can send us messages and their pictures, using the **#glassofwater** and **#isupportwkd**.

Our campaign can be followed online here: 

About the organizers of World Kidney Day:

World Kidney Day is a joint initiative of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF).

Founded in 1960, ISN is a global not-for-profit society dedicated to improving kidney care and reducing the incidence and impact of kidney disease worldwide. Through its global network and programs, ISN brings together the developing and developed worlds in a collaborative effort in fighting and treating kidney disease on a global scale.

More information on www.theisn.org.

The IFKF, a not-for-profit Federation founded in 1999, currently has a membership of 63 kidney foundations and patient groups in 41 countries. IFKF advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease; disseminates standards of best practice of treatment and care; assists with the establishment of kidney foundations in countries where they do not yet exist; facilitates educational programs for its members; and promotes kidney disease research.

More information on www.ifkf.org.

World Kidney Day Official Partners

World Kidney Day is grateful to the generous support of its global corporate contributors who help us make this day of global action possible. Thanks very much to:

- Our WKD Partners:



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