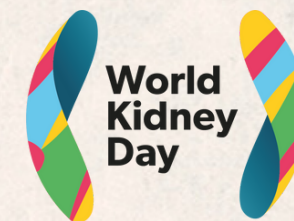
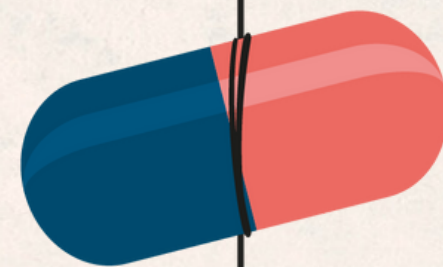




ACTIVITIES



Guide



#worldkidneyday
#kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint initiative of



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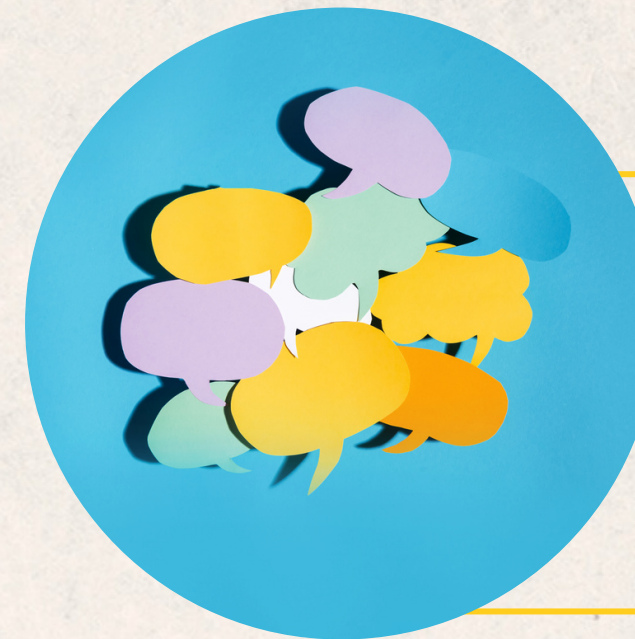
About the campaign

Global



Since its launch in 2006, **WKD has not stopped growing**. From every corner of the world, kidney disease knows no boundaries. Let's join hands and go worldwide!

Themed



Every year, the campaign highlights a new theme focusing on a specific aspect of kidney disease! In 2024, learn more about **medication and access to kidney care**!

Yearlong



WKD will be marked on **14 March 2024!** However, raising awareness of the importance of our kidneys should be an ongoing effort, extending beyond a single day!

Vocal



More than **1500 activities** took place in 2023. Let's aim for an even better 2024 campaign and reach even more people online via social media or in-person via activities.

Did you know?

1 in 10

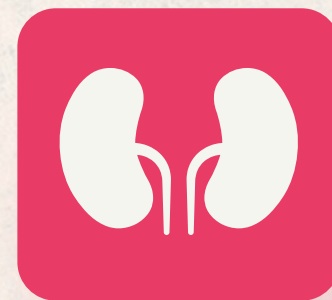
is the proportion of deaths attributed to CKD resulting in 2019 ranking it as the 7th leading cause of mortality worldwide

3.1 million

people worldwide are living with some form of kidney disease.

Up to 3%

is the cost of dialysis and transplantation on the annual health care budget in high-income countries.



5 to 11 million

people die annually from all kidney diseases, especially in lower resource settings, from acute kidney injury (AKI) and from lack of access to kidney replacement therapy (KRT) for kidney failure.

80 to 95%

of patients are unaware of their diagnosis indicating that people are dying because of missed opportunities to detect CKD early and deliver optimal care.

World Kidney Day

World Kidney Day 2024 is all about “Kidney Health for All: Advancing equitable access to care and optimal medication practice”.

The goal is to raise awareness about the importance of ensuring **equitable access to appropriate treatment and care** for people living with kidney disease, in order to improve their quality of life and delay the progression of the disease.

Recent **medication breakthroughs** have shown significant success in delaying CKD progression and reducing associated complications. Yet, not everyone has equal access to care!

NOW IT IS TIME TO ACT and shift focus towards building capacity, increasing awareness, and ensuring equitable access to care. This approach must involve multiple levels, including health policies, healthcare system delivery, healthcare professionals, and patient engagement.



Efficient CKD prevention requires holistic **health policies**, funding for care, public education, and equitable access to screening, early diagnosis, and quality treatment.



Bridging healthcare gaps means enhancing **health care professionals** training, minimizing loss of providers, educating on CKD, embracing innovation including treatments, and fostering care for improved patient well-being.



Inadequate kidney care arises due to policy gaps, insufficient education for patient/provider, resource scarcity, and limited affordable medication access, necessitating comprehensive, patient-centric, locally-focused **strategies**.









Patients struggle to access care and medication due to high costs and misinformation. Educating on CKD risks, promoting healthy choices, and involving patients in advocacy enhance outcomes and empower informed decisions.

Get Social



Handles

-  [@worldkidneyday](https://www.facebook.com/worldkidneyday)
-  [@worldkidney_day](https://www.instagram.com/worldkidney_day)
-  [@worldkidneyday](https://www.linkedin.com/company/worldkidneyday)
-  [@worldkidneyday](https://twitter.com/worldkidneyday)
-  [@ World Kidney Day](https://www.youtube.com/WorldKidneyDay)
-  [@worldkidneyday_official](https://www.tiktok.com/@worldkidneyday_official)



Hashtags

Become part of the conversation by using **WKD hashtags** to follow the campaign progress and spread your own content to a wider audience.

- [#WorldKidneyDay_](https://twitter.com/WorldKidneyDay)
- [#KidneyHealthforAll](https://twitter.com/KidneyHealthforAll)
- [#ShowYourKidneys](https://twitter.com/ShowYourKidneys)



Looking for inspiration for your social media posts? Explore the **WKD social media toolkit**, which provides wording and visuals for your social media posts.

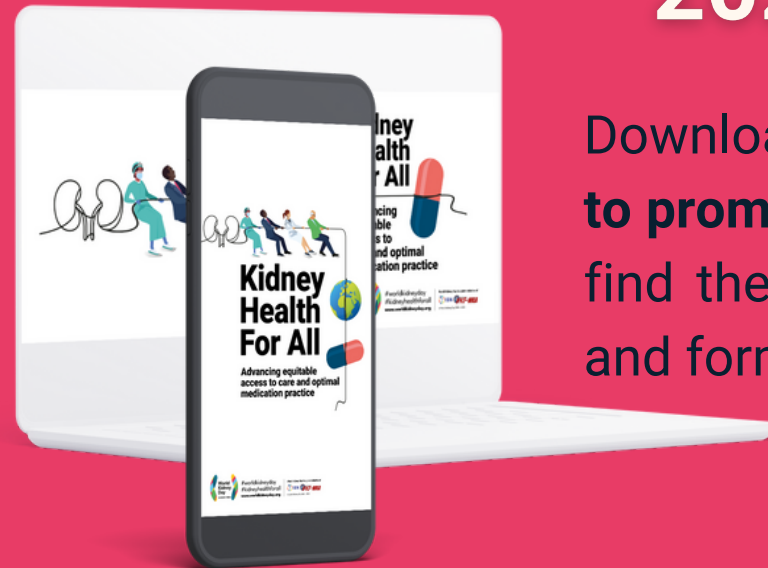
Don't forget!

- **Follow WKD channels** to receive updates and find inspiration for your activity
- **Tag our profile** in your posts for us to share your activity on our social media
- Take part in the **#ShowYourKidneys challenge** and share a photo of yourself showing your kidneys on social media

Materials

World Kidney Day materials are freely available for download and use under the following **specific conditions**

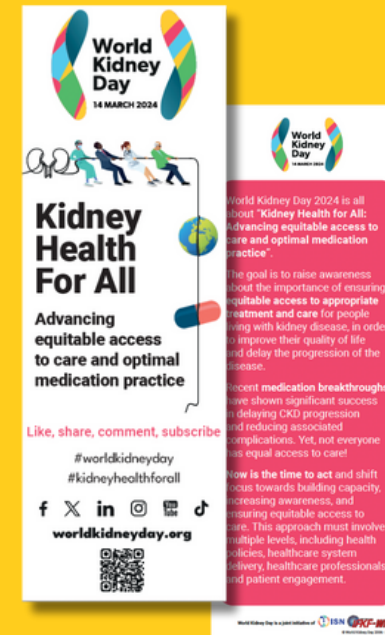
2024 campaign



Download **WKD campaign image** to promote your activity! you can find them in different languages and formats.

Download [here](#) in editable format

Bookmark



Print, distribute the **2024 WKD bookmark** and share information about the 2024 campaign!

Download it [here](#)

Flyer



Distribute the **2024 WKD flyer** at your WKD and inform your audience on how they can actively take part in the campaign!

Download it [here](#)

Logo



The new WKD is available in 20+ languages. Use it and add it to your activity poster or social media post.

Download it [with](#) or [without](#) the 2024 date

Your activity

1. Audience

Identify your **targeted audience** (patients, healthcare professionals, policymakers, the general public).



3. Plan

Be organized! set a date, choose an accessible venue, get cost estimates and set realistic deadlines.



2. Idea

Use your **creativity** to develop an activity that attracts your audience. Use the [2024 WKD general paragraph](#) for inspiration and involve your local celebrity and press!



4. Communication

Share your activity with your community! Use [WKD campaign visuals](#), promote it on social media, contact your local press, TV and radio, and get your local supporters involved.



5. WKD 2024

Don't forget to **pin your activity** to the [WKD map](#), it will get you free publicity, a link to share in your social media posts and help us showcase your efforts.



Ideas

Looking for ideas for your activity? Check out the [best ideas](#) section on the WKD website, which features the best activities from previous WKD campaigns.



Sport activity

Organise a sport activity such as a walk, or a run around your city



Cooking class

Set up a cooking class and teach your audience how to prepare healthy food



Landmark

Have your landmark lit up with WKD new colors



Children's activity

Prepare an activity for children and use our tailor-made [school kit](#) to teach them about kidney health

Tips: activities can be organized online or in person, depending on your availability. In both cases, don't forget to pin them to the **WKD interactive map** to gain free publicity.

Ideas



Interview

Conduct interviews with you local, regional or national press, radio stations and/or television



Celebrity

Involve you local or national celebrity to promote your kidney health activity



Video

Broadcast educational videos on kidney health around your city



Virtual tour

Conduct an in-person or virtual tour of your dialysis center and public screening

Spread the word

Pin your activity to the map



Last year, over **1500 activities** were pinned to the WKD map. Don't forget to pin yours!

Yours may be selected as one of the best ideas. Send us your report if you would like to take part in the selection.

Activate your network



Develop your **network of WKD supporters** to help promote your WKD activity.

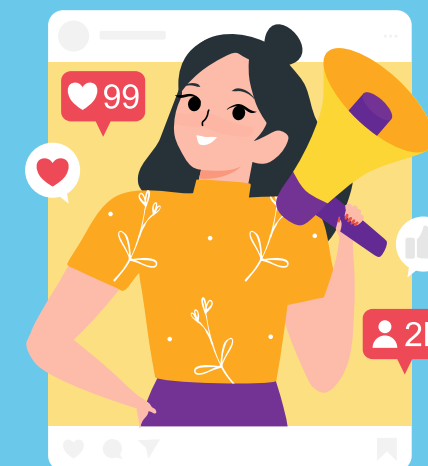
Find active NGOs, health organizations, patients' organizations, or similar stakeholders to support your activity.



Post on your social media

Use your social media to promote your activity and attract your audience.

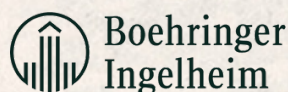
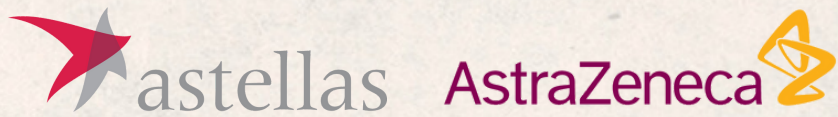
Use the social media toolkit to create your own social media campaign and don't forget to tag **@worldkidneyday** in your posts!



Reach out to your local influencer

Reach out to your local, regional, or national celebrity, press, radio station and TV to spread the word about your WKD activity!

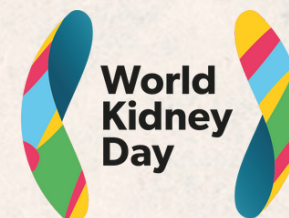
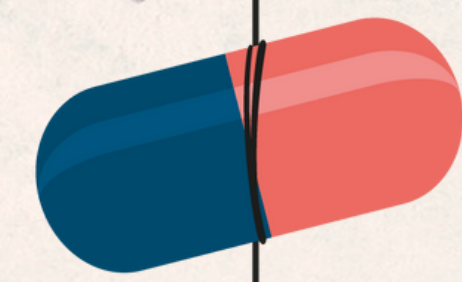
Thank you



Contact us



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World Kidney Day is a joint initiative of



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