



WKD 2024 Report

Name: Prof. (Dr) M A Samad

Organization name: Kidney Awareness Monitoring & Prevention Society (KAMPS)

Country: Bangladesh

Number of events organized/collected in your country: 8

Activities of note (please give a brief description of the activity with links to online sources that mentioned it):

- **Spotlight on Dhaka: KAMPS Leads the Charge**
When? March 14, 2024
Where? The epicenter of awareness - KAMPS Headquarters, Dhaka
A staggering 30,000 pieces of educational materials swarmed Dhaka, thanks to KAMPS. The city buzzed with life as rallies, adorned in WKD and KAMPS colors, painted the town with messages of health. Newspapers and TVs couldn't get enough, broadcasting the vibrant scenes to a national audience.
- **Rallying for Kidney Health**
Route: From Green Road to Anwar Khan Modern Medical College & Hospital
In collaboration with Anwar Khan Modern Medical College and Hospital. A partnership with academia brought the streets alive, featuring everyone from esteemed educators to the spirited public, all rallying under the KAMPS banner for a healthier tomorrow.
- **KAMPS' Nationwide Impact**
Date: March 14
Culminating on 14th March, KAMPS organized vibrant rallies in several districts, including Tangail, Chandpur, Madaripur, Sakhipur & Nababganj, This finale event was also extensively covered by media, reinforcing the campaign's message and ensuring that awareness on kidney health resonated from the rural villages to the urban towers across Bangladesh, touching even the most remote corners of the nation.
- **A Month of Life-Saving Engagement**
Timeline: March 1 to March 30, a journey from awareness to action.
Where? KAMPS HQ becomes a beacon of hope, offering free health services and enlightening the masses with 100,000 leaflets, aiming to screen over 3,000 individuals for kidney health.
- **The Power of Discussion: A Roundtable Revolution**
Date: March 9
Where? National Press Club, where ideas flourish.



Who? A Round Table Discussion at the national press club saw the convergence of influential figures from politics, healthcare, and the media. Esteemed participants included the president of the world's largest diabetic network, the Diabetic Association of Bangladesh, National Professor Dr. A K Azad Khan, and Professor Dr. Abdullah, the personal physician to the Prime Minister of Bangladesh, eminent Nephrologist and Chairman of Kidney Foundation, Prof. Dr. Harun Ur Rashid, Prof. Dr. Md. Robed Amin, Line Director of Non-Communicable Disease Control (NCDC), Prof. Dr. Nizam Uddin, President, Bangladesh Renal Association, Gazi Ashraf Hossain Lipu, Chief Selector of Bangladesh Cricket Board (BCB), Prof. Dr. Harisul Huq, Professor of the Department of Cardiology, BSMMU, Executive Director of the KAMPS, Rezwana Salehin. These discussions underscored the positive impacts of these actions on public health and were highlighted by Prof. Dr. M. A Samad, the founder of KAMPS, who emphasized the round table as a pivotal element in the mission to achieve optimal kidney health nationwide.

The campaign garnered extensive coverage across all major media outlets, including the highly circulated Prothom Alo and Daily Star, along with 45 other newspapers, and was a focal point on all Bangladeshi news channels. This unparalleled media attention significantly amplified the reach of KAMPS's message on kidney health and awareness, permeating every stratum of Bangladeshi society.

- **Tangail's Free Kidney Camp Miracle**

Date: February 21, 2024

Where: Talimghor, Hatibandha, Sakhipur, Tangail

In a concerted effort to commemorate World Kidney Day 2024, KAMPS orchestrated a comprehensive series of events spanning from February to March. The highlight of these endeavors was an extensive screening program conducted across the rural expanse of Tangail district in Bangladesh. This initiative successfully medically evaluated over 3,000 individuals, unveiling that a staggering 90% of those newly diagnosed with Chronic Kidney Disease (CKD) were previously unaware of their condition. To address this alarming revelation, KAMPS facilitated informative discussion meetings, notably featuring national cricket celebrity Gazi Leepu alongside other distinguished guests, to foster awareness and education about CKD. Remarkably, more than 20% of the attendees were found to be afflicted with kidney disease, diabetes, and hypertension, with 75-80% being oblivious to their ailments prior to the screenings. An awareness meeting convened on 21st February served as a pivotal platform for educating these individuals, offering them free treatment and vital information on maintaining kidney health. The event saw the participation of national celebrity Gazi Leepu, local leaders, politicians, government officials, healthcare professionals, journalists, and volunteers, all contributing to the discourse on kidney health.

The screenings, conducted from 10th to 20th February, averaged 300 daily assessments, encompassing kidney disease, diabetes, hypertension, obesity, heart disease, and the significance of lifestyle modifications.



List of media that published WKD press releases or mentioned WKD related activities (newspapers, magazines, online publications, TV, radio, etc..) – please provide link to online sources:

Media Blitz for Kidney Wisdom

When? March 1-18, where education meets entertainment.

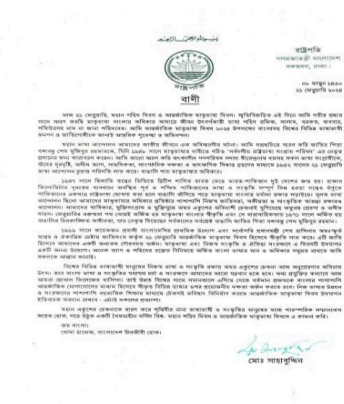
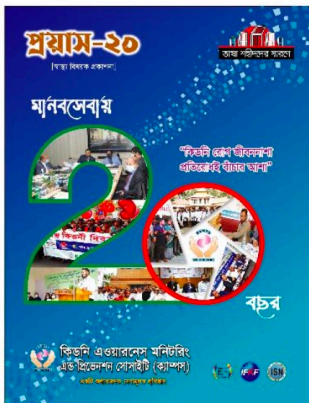
Platforms: Every media outlet you love

Highlight: Prof. Dr. M A Samad, the face of kidney health, dominated the airwaves, dispensing knowledge and igniting a flame of awareness.

‘PRAYASH’: The Voice of Health

Release Date: February 21

The 20th release of ‘PRAYASH’ wasn’t just a publication; it was a rally cry for change, reaching hearts through TV screens and newspaper columns.



Links

1. [Prothom Alo](#) (Page 5)
2. [Khola Kagoj- Tangail News](#) (Page 6)
3. [Daily Janakantha](#) (Page 19-20)
4. [Kaler kantho](#) (Page 6)
5. [Jugantor- \(Chandpur+Dhaka\)](#) (Page 12)
6. [Daily Inqilab](#) (Page 7)
7. [Ittefaq](#) (Page 3)
8. [Bangladesh Post](#) (Page 3)
9. [Daily Asian Age](#) (Page 5)
10. [Manob Zomin-Online Portal](#)
11. [Jugantor](#) (Page 10)
12. [Daily Sun](#) (Page 3)
13. [Dainik Amader Shomoy](#) (Page 2)



14. [The Daily New Nation](#) (Page 4)
15. [Daily Jana Kantha](#) (Page 14)
16. [Jai Jai Din](#) (Page 5)
17. [Jai Jai din bd-](#) (Madaripur News Online Portal)
18. [Daily Sangram](#) (Page 8)
19. [Desh Rupantor - Online Portal](#)
20. Doctor Tv- (Online Portal)- <https://www.doctortv.net/international-news/384160>
Doctor Tv- (Facebook Portal)-
<https://www.facebook.com/Doctortv.net/videos/274531132351573/>
21. [Biploby Sangbad](#) (Online portal)
22. [Tangail Pratidin-](#) (Sakhipur Online Portal)
23. [Priyo Sangbad-](#) (Nawabganj Online Portal)
24. [Focus Mohona-](#) (Chandpur Local Online Portal)

Representative pictures attached







