



WKD 2024 Report

Name: ONG Coeur En Eveil (OCEV) Team

Organization name: ONG Coeur En Eveil

Country: Côte d'Ivoire

Number of events organized/collected in your country: 23

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

OCEV Côte d'Ivoire has launched "Kidney Week" as a leading organization in the fight against renal failure in Côte d'Ivoire. This initiative aimed at two major objectives:

1. To mark the beginning of the PA-IR 2024 activities deployed in countries where OCEV operates.
2. To celebrate World Kidney Day, observed every second Thursday of March. This year, for Kidney Week in Côte d'Ivoire, OCEV has set itself the main challenge of "highlighting chronic renal failure." Several simultaneous and strategic activities were carried out: in 7 localities, on 10 activity sites, with the help of 47 volunteers and the involvement of 37 organizations.

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:

OCEV was featured on radio broadcasts. During the morning show "Kokoriko" on Life Radio on March 12, OCEV explained the stakes of Kidney Week, reaching an audience of over 50,000 listeners, according to the show's statistics.

OCEV initiated the 39th and 40th "Health Talks" on Radio Santé Côte d'Ivoire, organized by the WHO, focusing on renal failure. These talks were actively followed by over 400 radios in Africa and around the world.

Additionally, OCEV participated in 4 television programs. On March 12, Éric Gngangby was invited to 7info TV's "7-à-dire" to discuss Kidney Week. On March 13, Dr. Diopoh (CNPTIR) represented OCEV on the "Grand Talk" on Life TV. On March 14, Éric Gngangby appeared on the national channel RTI1 on the show "C'midi," also addressing the theme. On March 15, Éric Gngangby was a guest on the "YvideroShow" on NCI.



These programs amassed nearly 230,000 live views, with even more during replays. NTV also covered Kidney Week launched by OCEV.

Other communication channels were also mobilized. Nearly 6,400 phone calls were recorded in 14 days, originating from all cities in Côte d'Ivoire. 285 SMS were responded to during this period. The Ivorian Press Agency AIP and RTI Infos wrote articles about the activity.

OCEV also sent 110 professional SMS messages for awareness and information to potential donors mainly. 43 emails were received. The website www.coeureneveil.org was visited multiple times following its update with the latest news.

If you have created a World Kidney Day local website, Facebook page or Instagram account, please provide analytics such as: number of followers/number of site visits in March/ content most requested/ page views/ posts most liked/ hashtag reach, etc....

On social media, OCEV conducted a awareness campaign on Facebook with 85 posts featuring images, generating over 48,000 views and 876 interactions worldwide. The page also attracted 105 new subscribers in just 14 days.

On WhatsApp, the images were shared in nearly 343 listed groups with an average of 30 members per group, reaching nearly 11,000 people. At the same time, 256 WhatsApp messages were received and processed.

On TikTok, 11 awareness videos created by OCEV members accumulated approximately 6,000 views.

List of celebrities involved and short description of their involvement:

Description of advocacy activities:

Before Kidney Week, OCEV successfully conducted several advocacy campaigns over the past 4 years. The Kidney Week 2024 provided a new opportunity to address the challenges of combating renal failure and mobilize stakeholders around prevention goals. The following 3 advocacy campaigns, highlighted during Kidney Week, distinguish OCEV by offering pragmatic guidance to both public and private decision-makers.

1. Enhancement of cooperation with health centers.

Raising awareness about renal failure is a shared responsibility, especially for health organizations in direct and continuous contact with the populations. OCEV collaborates closely with health centers across Côte d'Ivoire to promote prevention and train healthcare professionals, aiming to establish systematic screening mechanisms.

2. Promotion of preventive initiatives.

Raising awareness, screening, and training in prevention are crucial, both within healthcare



personnel and the community. Community involvement is key, emphasizing the importance of collective engagement to win this battle.

3. Increased support for fighting organizations.

The surge in cases of renal failure and the lack of awareness are attributable to the weak influence of fighting organizations, often few in number and lacking support. Despite 4 years of fighting without institutional support or donors, OCEV emphasizes the need to support these organizations to reverse the progression of this disease. There is a clear necessity for strengthened support for the actors engaged in this battle.

Full report available [here](#).

Attached pictures



Le Grand talk de Life TV autour de la semaine du rein organisée par OCEV



CHR Houphouet Boigny à Abobo, 184 dépistages