



WKD 2024 Report

Name: Jose Ascencion Hernandez-Hernandez, PhD & Jose Manuel Gonzalez-Rayas MD

Organization name: FRENALA MTY

Country: Mexico

Number of events organized/collected in your country: 1

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

Prevention of Chronic Kidney Disease (CKD) through social media.

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...

Instagram account

- Number of followers: 126
- Number of site visits in March: 7.4K
- Content most requested: posts regarding CKD prevention
- Posts most liked: posts regarding CKD prevention

List of celebrities involved and short description of their involvement: “irvingpineda” (local TV presenter)

Description of advocacy activities: Posts regarding CKD prevention and questions answered from accounts that interacted with our publications on Instagram.



Attached pictures



irvingpineda 

Siguiendo  Enviar mensaje  

3253 publicaciones 29,3 mil seguidores 6196 seguidos

Irving Pineda


Figura pública
Periodista mexicano. Intentando que las noticias sean para todos. Siempre nos vemos y nos escuchamos cuando se puede
www.irvingpineda.com



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8 publicaciones 126 seguidores 50 seguidos

FRÉNALA
Iniciativa de salud renal en Monterrey
www.frenal.com

7,4 mil cuentas alcanzadas en los últimos 30 días. [Ver estadísticas](#)



FRÉNALA  Nueva

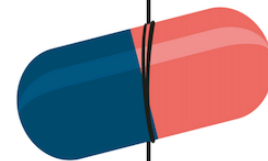


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Por la salud renal de nuestra población



Salud Renal para Todos



**Avanzando en el acceso equitativo
a la atención y a la práctica
óptima de medicación**



#worldkidneyday
#kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint initiative of



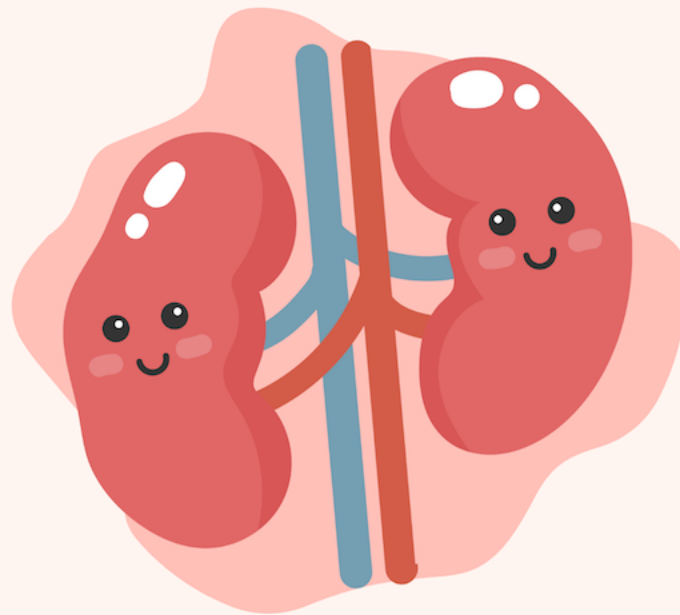
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DÍA MUNDIAL DEL RIÑÓN



CUIDA TUS RIÑONES Y VIVE UNA VIDA MÁS SALUDABLE



14 de marzo

www.frenalala.com



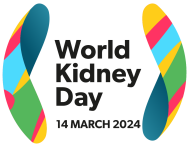
Diseño: YothStudio



 **Kidney Health For All**  **Advancing equitable access to care and optimal medication practice** 

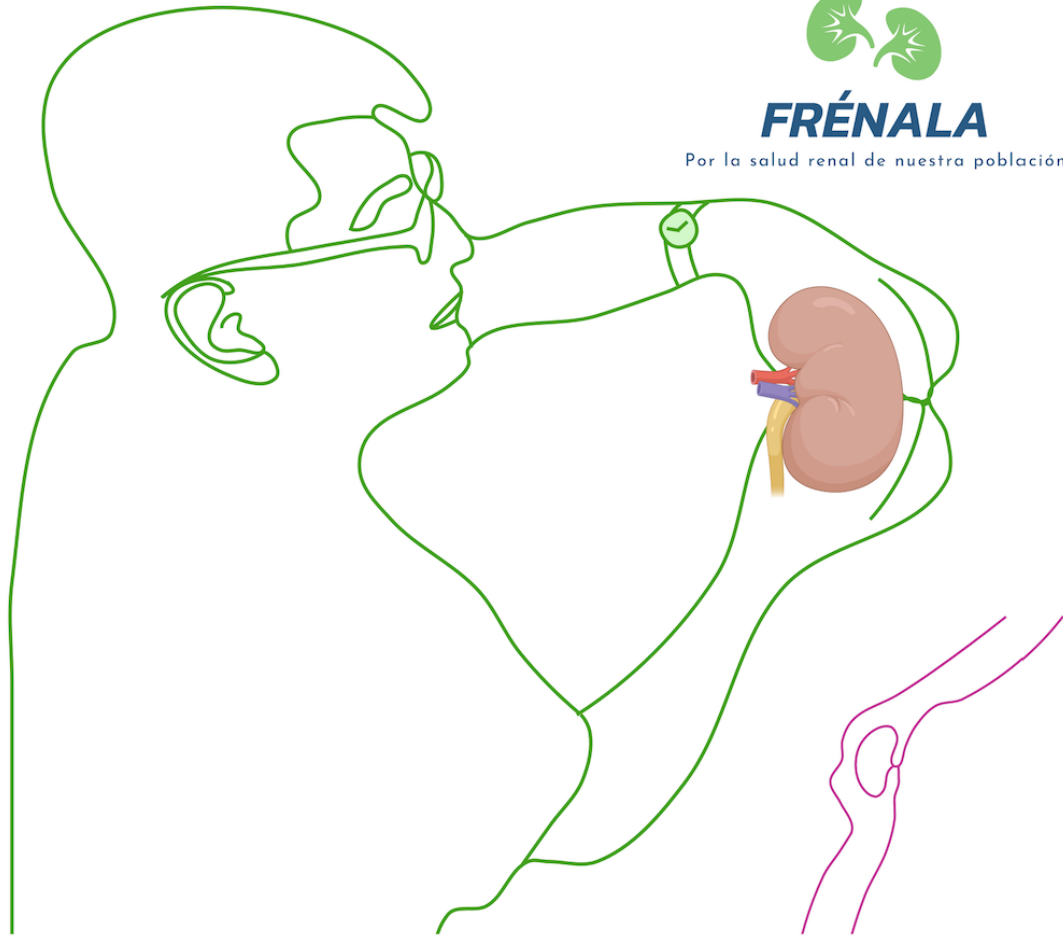
 **World Kidney Day** 14 MARCH 2024

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Kidney Health For All

Advancing equitable access to care and optimal medication practice



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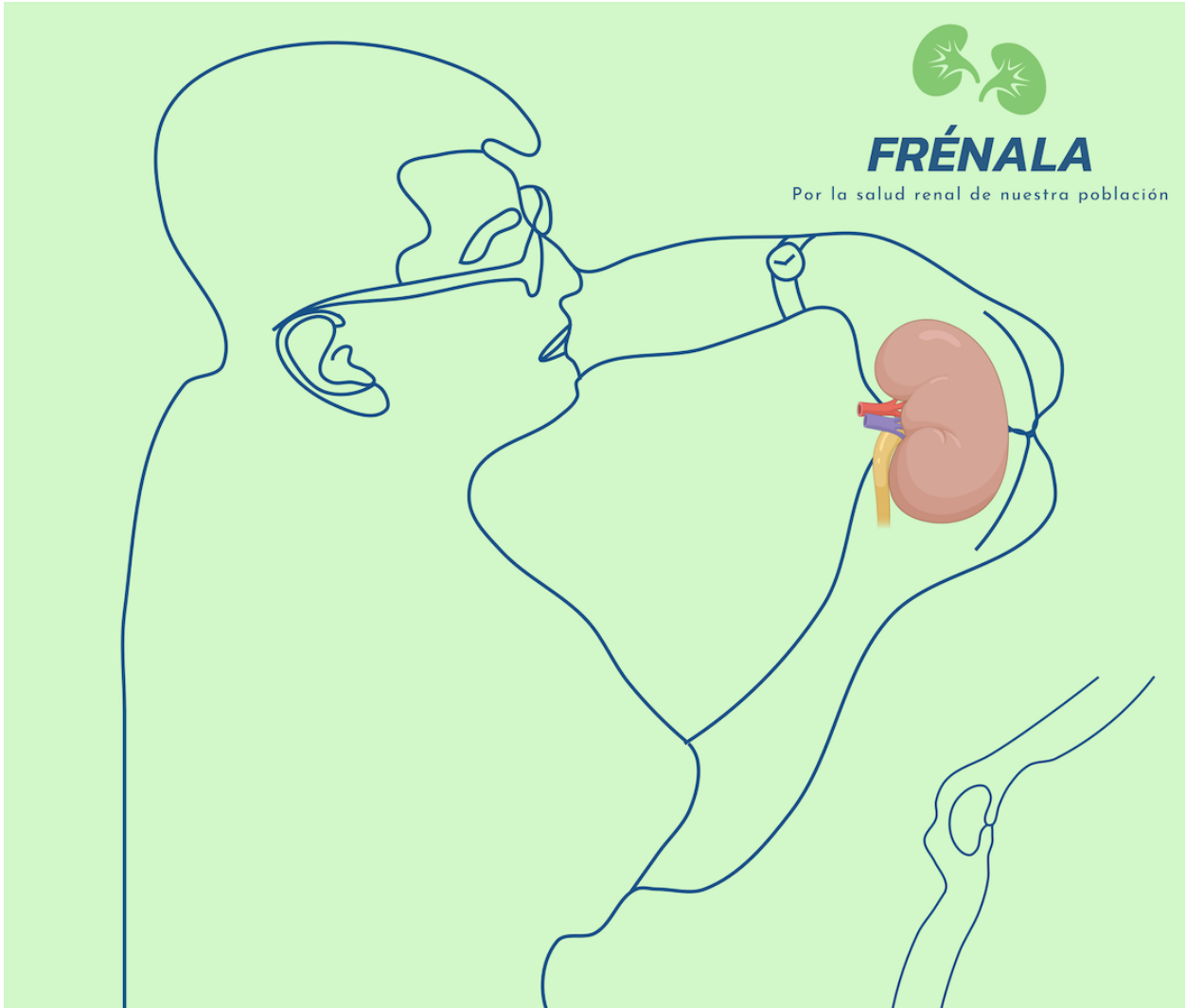
Advancing equitable access to care and optimal medication practice



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