



WKD 2024 Report

Name: Ivana Jovic

Organization name: Organ Donation is a Heroic Act

Country: Serbia

Number of events organized/collected in your country: 2

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

Patients from six Southeast European countries—Slovenia, Croatia, Bosnia and Herzegovina, Macedonia, Romania, and Montenegro—gathered in Belgrade to advocate for kidney health through two key initiatives:

1. The Union of Associations of Kidney Patients of the Republic of Serbia and the Association of Dialysis and Transplant Patients, under the theme "Organ donation is a heroic act," jointly released a White Paper addressing chronic kidney disease.
2. Additionally, a support walk was organized at Ada Ciganlija, a renowned picnic spot in Belgrade, where patients from the region and the nation participated. The event drew citizens who walked in solidarity for improved kidney health. With the support of the patient Association for the fight against diabetes Blue Circle and the International Federation of Medical Students Associations (IFMSA) – Serbia, attendees had the opportunity to have their blood pressure, serum glucose levels, and eGFR checked.

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:

36 announcements regarding our event were disseminated, utilizing various channels: 23 on the internet, 2 on radio, 8 on TV, and 1 in print. Links to some of these announcements are provided below. Please also find our Press Clippings attached for your reference.

<https://n2.rs/mozaik/svetski-dan-bubrega-obelezen-na-adi-ciganliji-fokus-na-prevenciji-i-ranoj-dijagnostici/>



<https://www.telegraf.rs/vesti/srbija/3855589-pacijenti-iz-regiona-u-setnji-na-adi-ciganliji-predstavljena-knjiga-o-ovoj-hronicnoj-bolesti-bubrega>

<https://okvir.net/vesti/obelezen-svetski-dan-bubrega/>

<https://una.rs/zivot/zdravlje/subotnja-setnja-za-zdravlje-bubrega-proverite-secer-krvni-pritisak-i-bubrezn-funkciju>

https://www.dnevnik.rs/drustvo/obelezen-svetski-dan-bubrega-u-srbiji-sa-hronicnom-bolescu-ovog-organa-suoceno-700000-ludi#google_vignette

<https://fonet.rs/drustvo/zdravstvo/36450510/obelezen-svetski-dan-bubrega.html>

<https://www.euronews.rs/srbija/aktuelno/117732/obelezen-svetski-dan-bubrega-kako-u-srbiji-zivi-oko-700000-ljudi-suoceni-sa-hronicnom-bolescu-bubrega/vest>

<https://www.danas.rs/vesti/drustvo/obelezen-svetski-dan-bubrega/>

<https://www.telegraf.rs/vesti/srbija/3855581-obelezen-svetski-dan-bubrega-u-srbiji-sa-oboljenjem-bubrega-suoceno-700000-ljudi>

<https://srbijainfo.rs/najnovije-vesti?id-vest=1562008>

<https://srbijainfo.rs/najnovije-vesti?id-vest=1562009>

https://rtv.rs/sr-lat/vojvodina/novi-sad/preventivni-pregledi-jedini-nacin-otkrivanja-bolesti-bubrega-audio_1524377.html

<https://www.nedeljnik.rs/odrzana-panel-diskusija-pod-nazivom-zivot-sa-kardio-renalnim-sindromom-2024/>

<https://www.sd.rs/zena/zdravlje/odrzana-panel-diskusija-pod-nazivom-zivot-sa-kardio-renalnim-sindromom-2024-2024-03-15>

<https://zdravlje.kurir.rs/vesti/4366671/subotnja-setnja-za-zdravlje-bubrega-na-adi>

<https://zdravlje.kurir.rs/vesti/4366741/odrzana-panel-diskusija-pod-nazivom-zivot-sa-kardio-renalnim-sindromom-2024>

<https://zdravlje.kurir.rs/vesti/4366741/odrzana-panel-diskusija-pod-nazivom-zivot-sa-kardio-renalnim-sindromom-2024>



<https://www.danubeogradu.rs/2024/03/svetski-dan-bubrega-2024-zdravi-bubrezi-za-sve/>

<https://mojasrbija.rs/obelezavanje-svetskog-dana-bubrega/>

Social media activity:

<https://www.donorstvojeherojstvo.rs/>

<https://www.facebook.com/donorstvojeherojstvo>

<https://www.instagram.com/donorstvo.je.herojstvo/>

<https://www.linkedin.com/company/99121911/admin/feed/posts/>

Here is a copy of our press release:

CELEBRATING WORLD KIDNEY DAY

UNDER THE SLOGAN "KIDNEY HEALTH FOR ALL"

HUNDREDS OF PATIENTS FROM THE REGION WALK FOR HEALTHY KIDNEYS AT ADA CIGANLIJA

ALSO INTRODUCING THE WHITE PAPER ON CHRONIC KIDNEY DISEASE

Several hundred patients from Serbia and the region took a walk at Ada Ciganlija today, marking World Kidney Day. The walk under the slogan "Healthy Kidneys for All" was organized by the Association of Dialysis and Transplant Patients "Organ donation is heroic act" and the Alliance of Kidney Patients Organizations of the Republic of Serbia. Alongside light physical activity, participants, joined by many citizens, could check their blood sugar levels and blood pressure, two common risk factors that can lead to kidney failure, as well as test the function of their kidneys (eGFR). A total of over 400 citizens had these parameters measured, while risks requiring further examination by their chosen physician were identified in 20 of those tested.

There are twice as many patients with kidney diseases as there are patients with diabetes, and 20 times more compared to patients with cancer. Due to the asymptomatic nature of the disease, up to 90% of people are unaware that they have chronic kidney disease (CKD). Dr. Milica Kravljaca, a nephrologist at the Clinic of Nephrology of the University Clinical Center of Serbia, addressed the gathered citizens before the start of the walk:



“The theme of this year's World Kidney Day is raising awareness about the importance of kidney health, prevention, and early detection of chronic kidney disease. Accordingly, this walk, as well as the measurement of blood pressure, sugar, and basic parameters of kidney function. Patients with high blood pressure and diabetes mellitus are at high risk of developing chronic kidney disease, and physical activity is equally important for them as it is for patients with chronic kidney disease and the general population.”

A day before the walk, organizers presented the WHITE PAPER ON CKD to physicians and decision-makers, with patient proposals for improving early diagnosis and providing timely and adequate treatment for CKD patients in all stages of the disease. At the panel "Living with Cardio-Renal Syndrome 2024," they explained the goals of this document and the results they expect in the coming period:

“In Europe and the countries of the region, there is a "silent" epidemic of CKD. To slow down or at least reduce it and to systematically address the challenges faced by 700,000 patients in Serbia, the Alliance of Kidney Patients Organizations of the Republic of Serbia and the Association of Dialysis and Transplant Patients "Donation is Heroism" have written the White Paper on CKD. The White Paper on CKD is written with the aim of better understanding chronic kidney diseases and identifying possible solutions that have the potential to improve the diagnosis, treatment, and quality of life of CKD patients in all stages of the disease. We will continue to work on this with physicians, healthcare institutions, and decision-makers. Support for the White Paper on CKD was provided by 17 associations from Serbia, as well as 7 countries in the region (Croatia, Slovenia, Bosnia and Herzegovina, Macedonia, Montenegro, Romania, and Bulgaria), primarily members of the Southeastern Europe Transplant Network - Seen Transplant.”

World Kidney Day is celebrated on the initiative of the International Society of Nephrology and the International Federation of Kidney Foundations in more than 100 countries worldwide since 2006. It represents a global initiative aimed at raising awareness of the role of kidneys in human health, as well as reducing the frequency of nephrological diseases and the mortality rate directly related to kidney diseases. This year's slogan for World Kidney Day is "Healthy Kidneys for All."

The walk for healthy kidneys at Ada Ciganlija was supported by JP Ada Ciganlija, the Secretariat for Health of the City of Belgrade, the Tourist Organization of Belgrade, as well as the Association for the Fight Against Diabetes "Blue Circle" and the Committee for International Cooperation of Medical Students - Serbia (IFMSA-Serbia).



Attached pictures



