



WKD 2024 Report

Name:

Organization name: Slovenian Society of Nephrology

Country: Slovenia

Number of events organized/collected in your country:

- 23 information points
- Posters in 23 Slovenian cities
- Press conference
- Several pieces in national and local media

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

- List of local events with informational points: <https://www.svetovnidanledvic.org/event>
- A special leaflet was produced to be used on informational points
- Two posters were created to promote World Kidney Day 2024, 127 posters were put up for 1 week in 98 spots in 23 Slovenian cities (Brežice, Črnomelj, Črnomelj, Domžale, Gornja Radgona, Kamnik, Krško, Litija, Ljutomer, Logatec, Mengeš, Sežana, Škofja Loka, Trzin, Vransko, Vrhnika, Celje, Koper, Kranj, Ljubljana, Maribor, Murska Sobota, Nova Gorica, Novo mesto), and on 500 LCD screens on 150 buses in Ljubljana, Maribor and Celje for 1 week
- Our website was redesigned for the new World Kidney Day activities

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:

- Press conference with Society for the health of heart and vessels: <https://zasrce.si/clanek/svetovni-dan-ledvic-2024/>
- Report on national television website: <https://www.rtv slo.si/zdravje/od-stirih-ljudi-z-bolnimi-ledvicami-kar-trije-tega-ne-vedo/701528>
- Report on national radio: <https://www.rtv slo.si/radio-maribor/novice/ledvice-so-filter-ki-se-nikoli-ne-ustavi/701570>
- A special 15-minute piece on national radio: <https://365.rtv slo.si/arhiv/ultrazvok/175029853>
- Report on local TV station: <https://www.youtube.com/watch?v=ca1g73j7F58>



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....

- Website: <https://www.svetovnidanledvic.org/>
- The statistics for this year and last year is informative, this year our number off page views had dropped to 2200, compared to last year (3749), the main difference probably being that last year we had employed a company to do a specific social media campaign

Attached pictures

