

April 2020

Impact Report

World Kidney Day 2020

World Kidney Day
is a joint initiative of



International Federation
of Kidney Foundations
Improving kidney health worldwide

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Campaign Overview

Kidney disease is a non-communicable disease (NCD) and currently affects around 850 million people worldwide. One in ten adults has chronic kidney disease (CKD). The global burden of CKD is increasing, and is projected to become the 5th most common cause of years of life lost globally by 2040. Chronic kidney disease is a major cause of catastrophic health expenditure. The costs of dialysis and transplantation consume 2–3% of the annual healthcare budget in high-income countries; spent on less than 0.03% of the total population of these countries. In low-income and middle-income countries, most people with kidney failure have insufficient access to lifesaving dialysis and kidney transplantation.

Crucially, kidney disease can be prevented and progression to end-stage kidney disease can be delayed with appropriate access to basic diagnostics and early treatment. However, while national policies and strategies for NCDs in general are present in many countries, specific policies directed toward education and awareness about kidney disease as well as CKD screening, management and treatment are often lacking. There is a need to increase the awareness of the importance of preventive measures throughout populations, professionals and policy makers.

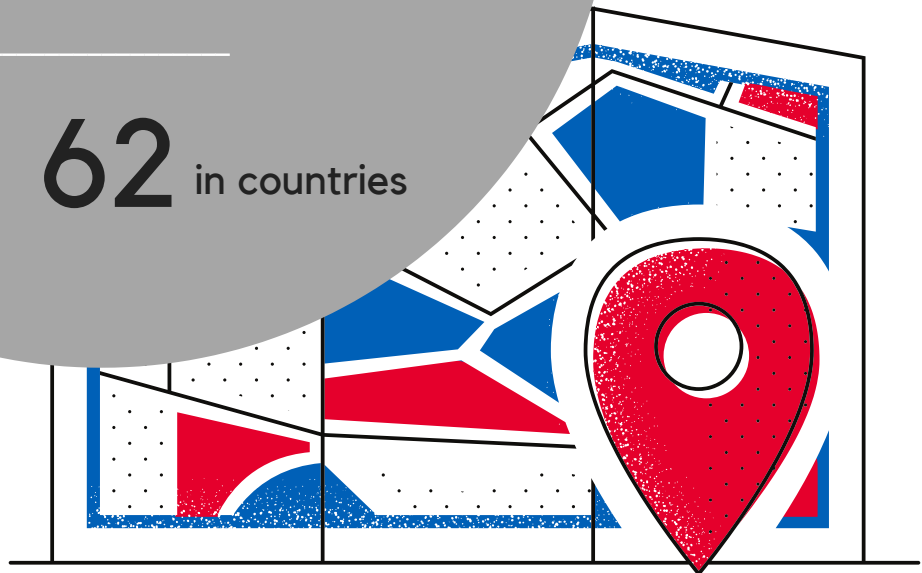
Events Overview

over **1200**
events submitted

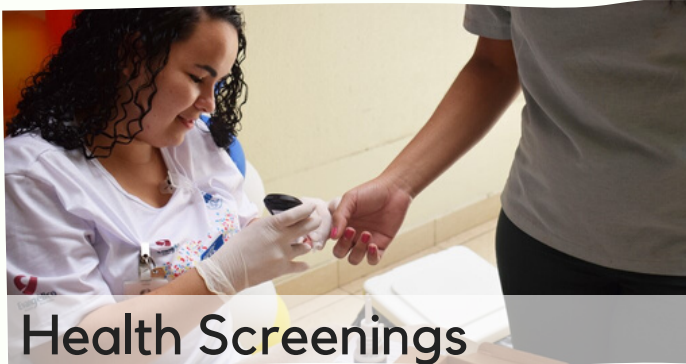
99
countries involved

network of
champions **98**

62 in countries



Global activities and Events



Health Screenings



Educational Conferences



Photo Booths



Awareness Walks



Interactivity

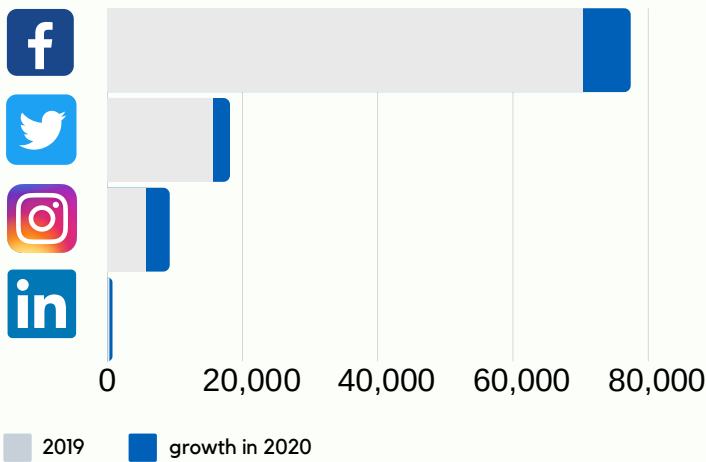


Sports Classes

and many more.....

Social and Media Reach

Followers growth in 2020



105K
followers

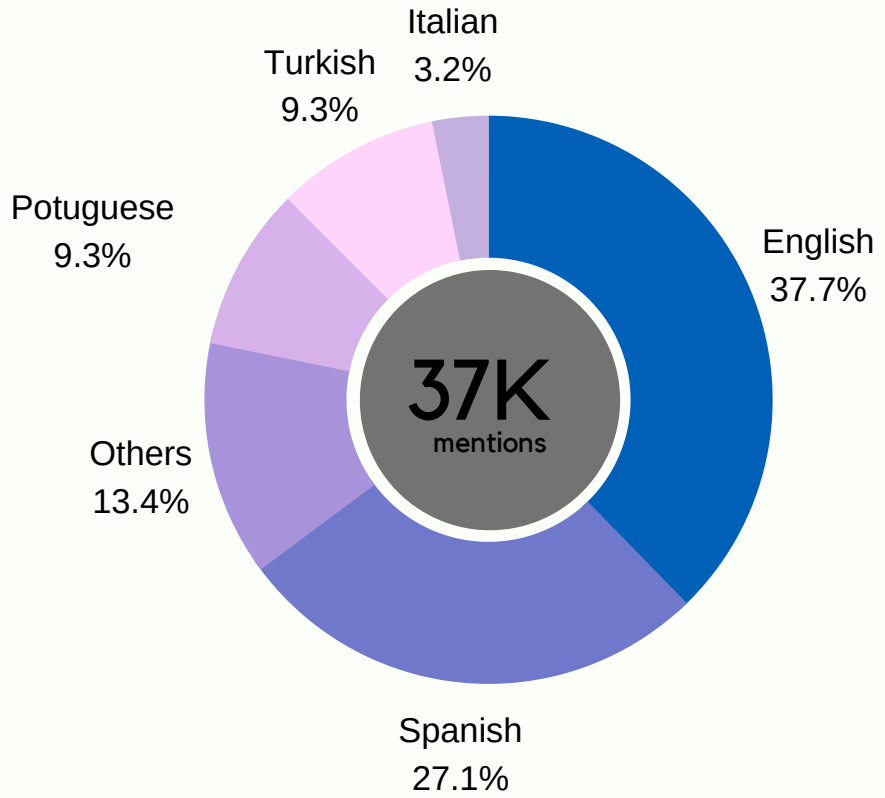
769M
reached

news coverage in
29
countries

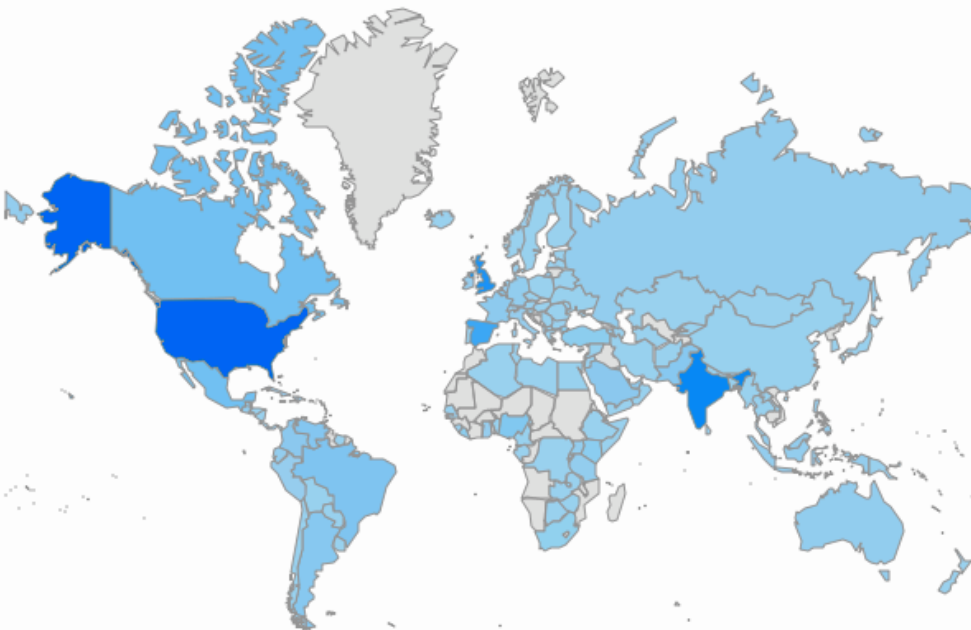
41.8K
engagements

Mentions

per language

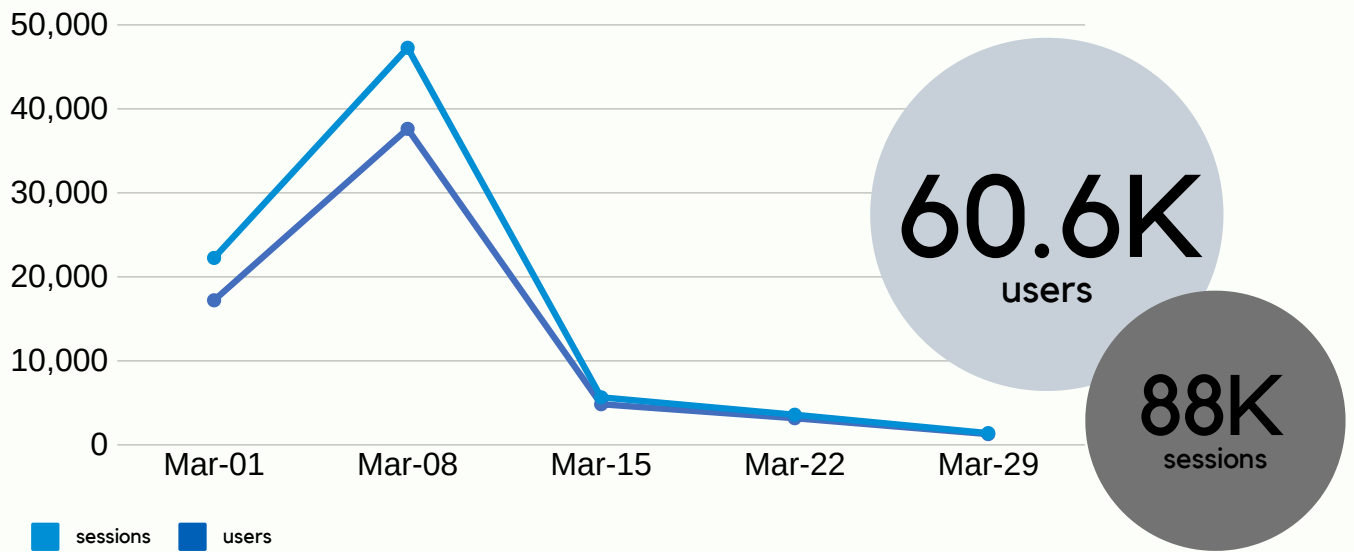


per location



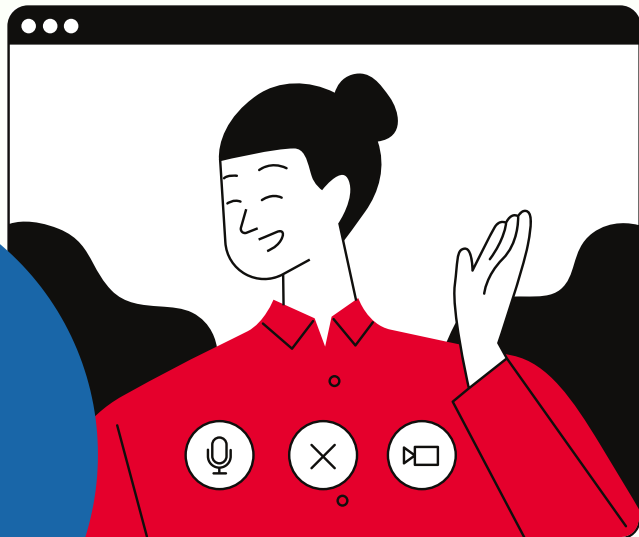
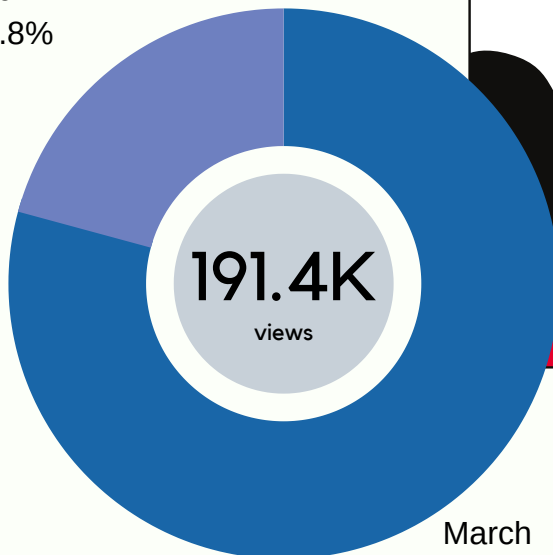
Website Traffic

Users and Sessions



Views

March 12
20.8%

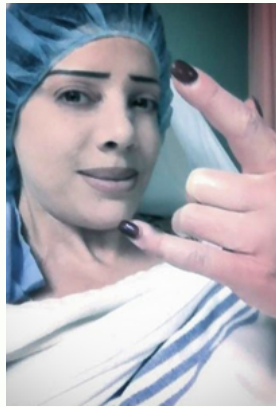


March
79.2%

Celebrity and Landmark Support



Amy Purdy - Paralympic



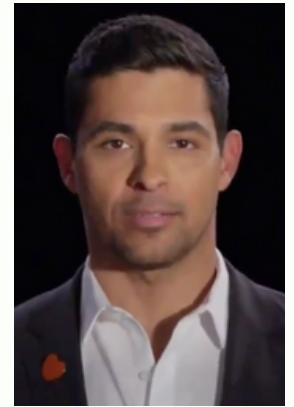
Bif Naked - Singer



Surya Sivakumar - Actor



Barbara Corcoran - TV personality



Wilmer Valderrama - Actor



6 landmarks

Scientific Editorial

Kidney health for everyone everywhere—from prevention to detection and equitable access to care

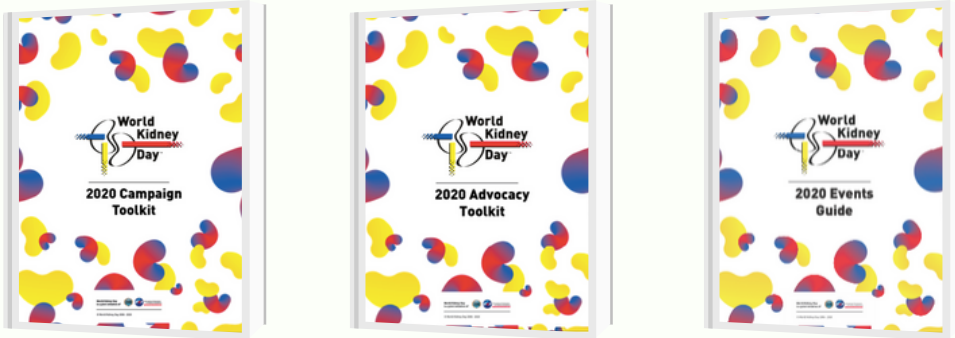
published in 47 journals worldwide

*Authors: Philip Kam-Tao Li, Kamyar Kalantar-Zadeh
On behalf of the World Kidney Day Steering Committee*



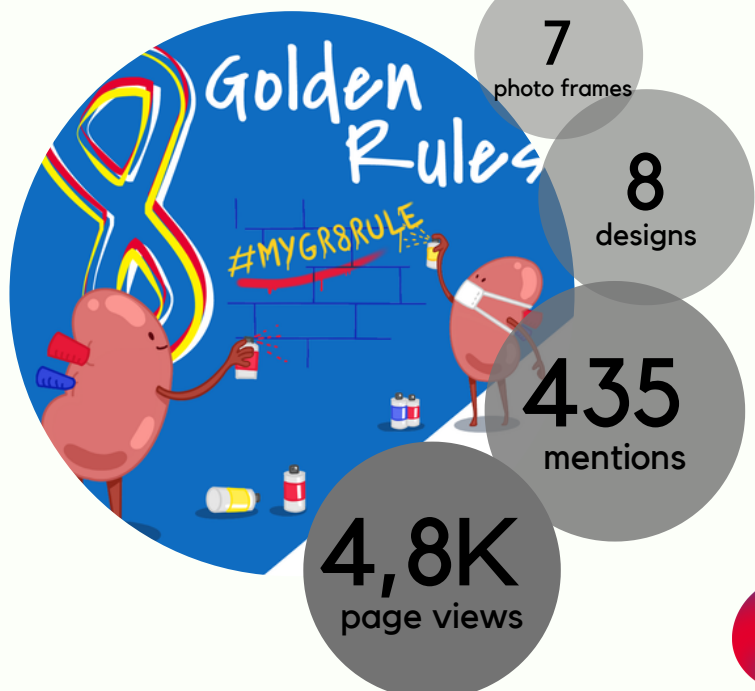
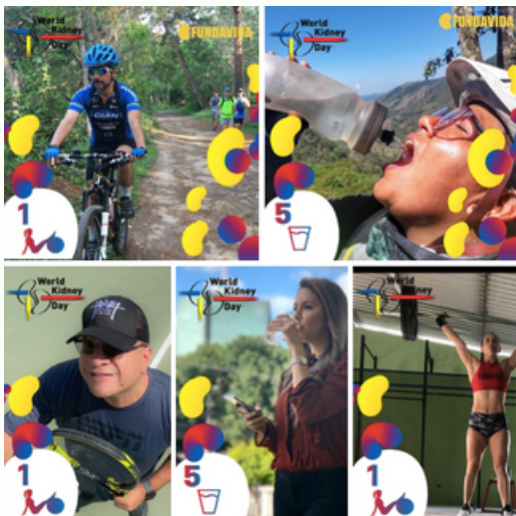
Resources

Toolkits



- 1 ideas on how to create awareness and encourage behavioral change
- 2 advocacy messages, identification of key advocacy targets, and partnering up for stronger advocacy
- 3 useful tips for planning of a WKD event

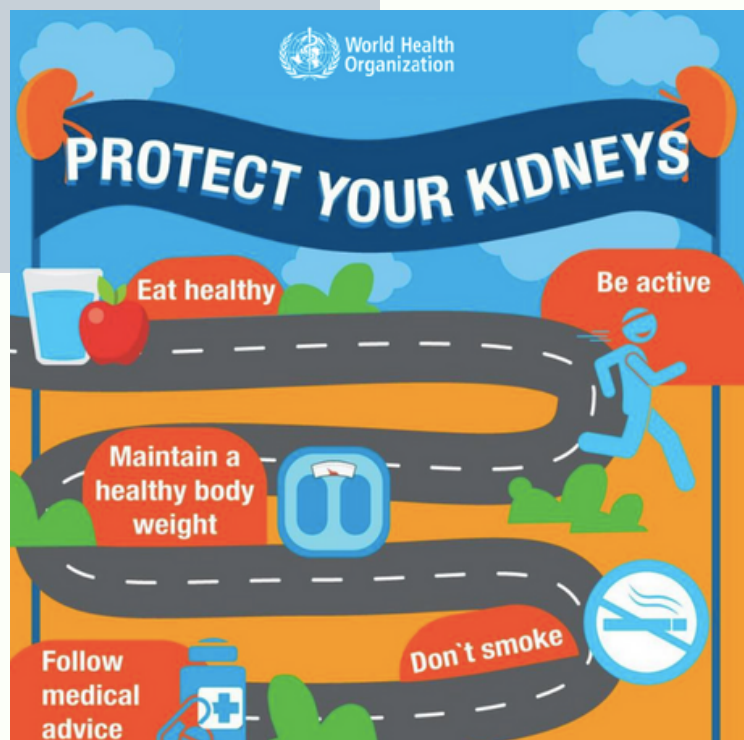
#MyGr8Rule challenge



International organizations and governments

U.S. Department of Health and Human Services [[United States](#)]
 Ontario Ministry of Health [[Canada](#)]
 Ministry of Health of Guatemala [[Guatemala](#)]
 Cuenta oficial de la Secretaría de Salud Mar del Plata - Batán [[Argentina](#)]
 Ministry of Health India [[India](#)]
 Nigde Provincial Health Directorate [[Turkey](#)]
 NHS BSW Clinical Commissioning Group [[United Kingdom](#)]
 UK Department of Health and Social Care [[United Kingdom](#)]
 Senator of Nairobi County [[Kenya](#)]
 Chief Minister of Rajasthan [[India](#)]
 Indian Minister of Health [[India](#)]

United Nations ([UN](#))
 World Health Organization ([WHO](#))
 WHO Africa Region ([WHO AFRO](#))



Thank you!



The success of World Kidney Day relies on our champions, networks and supporters efforts, inspiration and commitment. World Kidney Day would not be possible without you and your energy . We hope to count on your support in the future.

Email us for your copy!

For more information on World Kidney Day please visit us at worldkidneyday.org or contact us at info@worldkidneyday.org.

Join our [newsletter](#) to stay up to date!

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