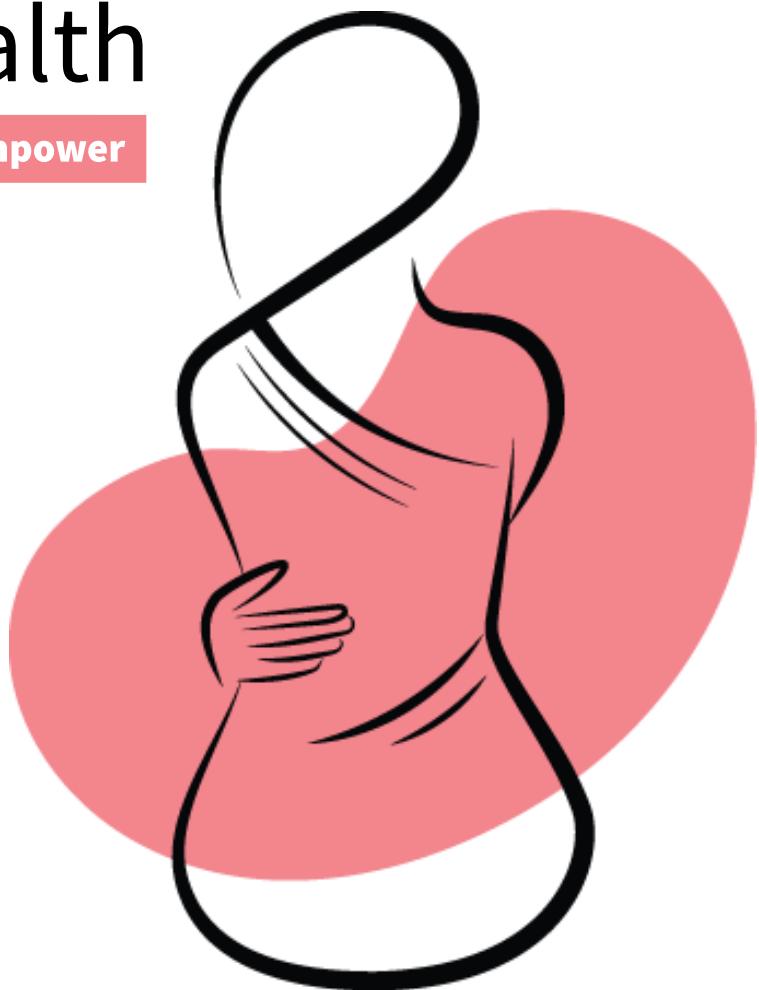


# Kidneys & Women's Health

Include, Value, Empower



## Campaign toolkit

World Kidney Day is a joint



International Federation  
of Kidney Foundations

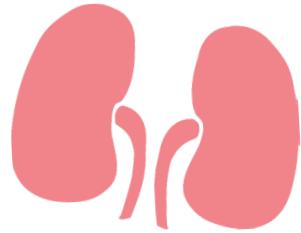
improving kidney health worldwide

initiative

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# ABOUT WORLD KIDNEY DAY



**Celebrated every year on the second Thursday of March, World Kidney Day (WKD) is the global awareness campaign that aims at increasing awareness of the importance of our kidneys to our health and reduces the impact of kidney disease and its associated problems worldwide.**

## Why is World Kidney Day Important?

**Chronic Kidney Disease** (CKD) is a non-communicable disease that affects 1 in 10 people worldwide. While severity can vary, CKD is incurable and causes the patient to need lifelong care. As the incidence of kidney disease escalates, World Kidney Day plays a crucial role in educating the public, the medical community and governments and encouraging prevention and early detection of kidney disease.

## Our Objectives

- Raise awareness about our “amazing kidneys”.
- Encourage screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviours.
- Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.
- Stress the important role of local and national health authorities in controlling the CKD epidemic.
- Encourage transplantation as a best-outcome option for kidney failure, and the act of organ donation as a life-saving initiative.

## The Founders

World Kidney Day is a joint initiative of the **International Society of Nephrology** (ISN) and the **International Federation of Kidney Foundations** (IFKF).

**ISN** is a not-for-profit society dedicated to advancing the diagnosis, treatment, and prevention of kidney diseases in the developing and developed world.

**IFKF** is a not-for-profit federation that advocates worldwide to improve the health, well-being and quality of life of individuals with kidney disease and promotes kidney disease research.

# WORLD KIDNEY DAY 2018

## Kidneys & Women's Health *Include, Value, Empower*

**Chronic Kidney Disease (CKD)** affects approximately **195 million women** worldwide and it is currently the **8th leading cause** of death in women, causing **600,000 female deaths** each year. The risk of developing CKD is at least as high in women as in men, and may even be higher. Women are more often affected by certain kinds of kidney diseases such as lupus nephritis (a kidney disease caused by an autoimmune disease) and pyelonephritis (kidney infection). Kidney disease is also linked to pregnancy: women who have CKD are at increased risk for negative outcomes in pregnancy, both for the mother and the baby; in turn, pregnancy-related complications can increase the risk of kidney disease.

In 2018, World Kidney Day and International Women's Day will be marked on the same day, offering the opportunity to highlight the importance of women's health and particularly their kidney health. On what will be its 13th anniversary, the campaign will promote affordable and equitable access to health education, care and prevention for all women and girls globally.



## Key Messages

- CKD is the **8th leading cause** of death in women causing more than **600,000 female deaths** a year
- **195 million women** worldwide are affected by Chronic Kidney Disease
- CKD is more likely to develop in **women** compared with men, with an average 14% prevalence in women and 12% in men
- Some **Kidney Diseases** such as **Lupus Nephropathy** or **kidney infection** are more common in **women**
- Women who have **CKD** during **pregnancy** are at increased **risk for negative outcomes** for the mother and the baby; pregnancies in women with advanced CKD are most challenging
- **Pregnancy**-related complications increase the risk of **kidney disease** – women who had **preeclampsia** are at 4-to-5 times increased risk of developing end-stage kidney disease
- There is a clear **need** for higher **awareness**, timely **diagnosis** and proper **follow up** of CKD in pregnancy. In turn, pregnancy may be also a valuable occasion for early diagnosis of CKD, allowing planning of therapeutic interventions.
- World Kidney Day promotes affordable and equitable **access to health education, healthcare and prevention** for kidney diseases for all women and girls in the world.

# GET INVOLVED!



## Spread the Word

Follow World Kidney Day on:

**Facebook:** World Kidney Day\_Official

**Twitter:** @worldkidneyday

**Instagram:** world\_kidney\_day\_official

and share our messages on your Social Media accounts (for ideas see our Social Media Toolkit below)

## Organize a WKD Event

Celebrate World Kidney Day by organizing an **awareness event** in your community: a walk, a bike ride, a run, a flash mob or a dance, a charity dinner or an educational class for pupils at your local school. Whatever you plan, you will help reach more people and make them aware of the importance of their kidneys. If you already know what you will do, please add your event online here:

[www.worldkidneyday.org/2018-campaign/worldwide-events](http://www.worldkidneyday.org/2018-campaign/worldwide-events)



## Use World Kidney Day Material

Visit [www.worldkidneyday.org](http://www.worldkidneyday.org) and download our resources for free. You can find the following material available:

- Campaign visual “Kidneys & Women’s Health: Include, Value Empower”
- Joint Position paper on Kidney Disease and Women
- Social Media Toolkit
- World Kidney Day press release

## Involve Local Celebrities and Press

- Invite local celebrities to support World Kidney Day and help raise awareness
- Reach out to local and national press, radio and TV stations
- Share the official WKD press release with your media contacts
- Tell us about media coverage and celebrity outreach via [info@worldkidneyday.org](mailto:info@worldkidneyday.org)



# SOCIAL MEDIA TOOLKIT

## World Kidney Day

- Mark your calendar - **March 8** is **#WorldKidneyDay**!
- To learn about Kidney Disease **#prevention** visit [www.worldkidneyday.org](http://www.worldkidneyday.org)
- 1 in 10 people worldwide is affected by kidney disease **#WorldKidneyDay**
- Today is **#WorldKidneyDay**, your kidneys are vital! Take time to learn more about their function!
- I support **#WorldKidneyDay** and efforts to raise **#awareness** of kidney disease!

## Kidneys & Women's Health

- Chronic Kidney Disease affects approximately 195 million **#women** worldwide. **#WorldKidneyDay**
- Chronic Kidney Disease is more likely to develop in **#women** compared to men, with an average 14% prevalence in women and 12% in men. **#BeAware #WorldKidneyDay**
- Chronic Kidney Disease is the 8th leading cause of death in **#women** causing more than 600,000 female deaths a year **#WorldKidneyDay**
- Some kidney diseases, such as **#lupus** nephropathy or kidney infection (acute or chronic pyelonephritis) typically affect **#women**. **#WorldKidneyDay**
- The prevalence of Chronic Kidney Disease is rising and may affect 3% of **#women** in their childbearing years - **#prevention #WorldKidneyDay**
- **#Women** who have Chronic Kidney Disease are at increased risk of negative health outcomes for the mother and the baby. **#BeAware**
- **#Pregnancy**-related complications increase the risk of kidney disease - **#women** who have **#preeclampsia** are 4-to-5 times more likely to develop kidney failure **#BeAware #WorldKidneyDay**
- Intensive dialysis can increase chances of successful pregnancy in **#women** with CKD **#WorldKidneyDay**
- In **#women** who have received successful kidney transplants, fertility can be restored and pregnancy-associated complications are much improved. **#WorldKidneyDay**
- While **#women** tend more often to **#donate** organs, they are less likely to receive them. Kidneys are no exception. **#WorldKidneyDay**
- Education of **#women** protects both their health and their children's health. **#WorldKidneyDay**



## Advocacy

- Kidney disease should be integrated in all NCD prevention, detection and management strategies, specifically those targeting **#women #WorldKidneyDay**
- **#Women** should have universal access to healthcare, including for kidney disease **#WorldKidneyDay**
- Greater awareness is needed of the link between kidney disease and pregnancy-related complications such as preeclampsia – Kidney Disease is a risk factor and an outcome! **#WorldKidneyDay**
- Early screening for hypertension and kidney disease should be offered to all **#women** during preconception and prenatal visits **#WorldKidneyDay**
- Early screening for pre-eclampsia during pregnancy will help to reduce the impact of kidney disease **#WorldKidneyDay**
- Gender-responsive programs are needed to address the social determinants of health, including kidney health **#WorldKidneyDay**
- Greater awareness and access to quality education for **#women** and girls will improve health outcomes across generations **#WorldKidneyDay #KnowledgeIsPower**
- More research is needed to understand and identify measures to address the barriers faced by **#women** accessing kidney care **#WorldKidneyDay**
- Multi-stakeholder engagement is needed to achieve the UN Sustainable Development Goals, especially those relevant to maternal and child health **#WorldKidneyDay #SDGs**