

AN INITIATIVE BY FRESENIUS MEDICAL CARE(FMC) INDIA

**KIDNEY HEALTH
AWARENESS CAMPAIGN
THROUGH THE KIDNEY KID
END OF PHASE 1 -
PRELIMINARY PROGRAM REPORT**



Submitted by: GLOBAL PATHFIELDS



**Improving Health Seeking Behavior for
Chronic Kidney Disease through Awareness Generation and Prevention
among Children and Adolescents in Selected Schools in
National Capital Region- Delhi & Indore, Madhya Pradesh.
(April 2023- September 2023)**

Implementing Partner

GLOBAL PATHFIELDS
Global Collaboration towards Human Development

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About Fresenius Medical Care (FMC)

Fresenius Medical Care, a global leader in kidney dialysis services and products has demonstrated a profound commitment to Environmental, Social, and Governance (ESG) goals. Recognizing its vital role in the healthcare industry, the company is dedicated to improving patients' lives while addressing broader societal and environmental challenges. With decades of experience in innovative dialysis research and a value-based care approach, FMC helps individuals with renal diseases to the best quality of life.

As per FMC, having the word "Care" in your name is a promise and at the same time a responsibility to truly look after patients and people around the world. Corporate citizenship means being an accountable member of society and caring for people in need. FMC is committed to continuously engaging with communities around the world and providing them with assistance and advice, with a particular focus on three areas closely related to our company purpose. The vision of FMC is to ensure patients have a future worth living worldwide, every day. This vision unites and guides FMC –today and in the future. Sustainability is fundamental to FMC, and managing sustainability means creating lasting value - economically, ecologically, and socially.

The effectiveness of sustainability activities is assessed through monitoring key performance indicators (KPIs). These KPIs indicate FMC's performance in environment, social, and governance (ESG) topics. As per the ESG performance data for 2022, the share of dialysis patients treated worldwide is highest in North America (30%) and lowest in Asia-Pacific at 2%.

Executive Summary

The current narrative report captures the interventions done for 21,000 children and adolescents for the period of April 2023 to September 2023.

During the period a program exclusively focused on prevention and awareness generation on renal health was established in Indore and Delhi NCR. Renal health is one of less focused public health issues in India. The Phase-1 of the Kidney Kid project brings back the focus on the prevention of the renal health issues in the selected schools. In addition, it further created a strong momentum to

- **Focus on Renal Health**
- **Establishment of the dedicated and trained workforce of Global Pathfields at National and District level** to tirelessly worked towards the prevention and awareness part;
- **Prevention, awareness generation and capacity building** of the large population of school children and adolescents in the selected geographies;
- **Created 100 Change Agents - Suraksha Mitras** to promote Peer-to-peer learning.
- **Training and capacity building** of health and education department service providers;
- **Develop a strong partnership** with Govt, MLA, Mayor etc to ensure the sustainability of the project.

Summary

| | |
|------------------------------|--|
| Project Name | Improving Health Seeking Behavior on Chronic Kidney Disease through Awareness Generation and Prevention among Children and Adolescents in Selected Schools in NCR Delhi and Indore, Madhya Pradesh |
| Funding Partner | FRESENIUS MEDICAL CARE India Pvt Ltd |
| Partner Stakeholders | Department of Health, Department of Education, (GoMP); Private & Govt. Schools. |
| Geographical Coverage | 30 Schools (Private & Govt) in Indore, Madhya Pradesh and NCR Delhi |

| | |
|--|--|
| Type of Report & Reporting Period | Phase-1 Program Preliminary Report April -September 2023 (Project Establishment and Initiation) |
| Project Stage | Phase 1 (Project Establishment and Initiation) |
| Target Group | <ul style="list-style-type: none"> ▪ 21,000- Children & Adolescents ▪ Teachers and Principals ▪ Frontline Workers (ASHA, ANMs, Anganwadi Workers) |
| Thematic Areas | Public Health Awareness & Education (Chronic Kidney Disease) |
| Major Interventions | <ul style="list-style-type: none"> ▪ Primary Prevention through Awareness Generation on Renal Health ▪ Capacity Building of Teachers, Principals, & Front-Line Workers |

Introduction

Chronic Kidney Disease (CKD) is emerging as a major public health priority worldwide. It is a chronic condition influenced by lifestyle and behaviour. Kidney diseases disproportionately affect disadvantaged populations and reduce the number of productive years of life. Furthermore, the prospect of financial burden discourages many patients from undergoing treatment, especially in the Asia Pacific region, thereby leading to preventable morbidity and death. A recently published article estimates that more than 850 million individuals have kidney disease; of which around 3.9 million individuals are on renal replacement therapy (RRT). In 2016, this disease was 13th on the list of causes of death on a world scale, and by 2040, it is anticipated to be the 5th leading cause of years of life lost.

The risk factors for CKD are highly prevalent among the Indian population, and the number of Indians at risk is increasing. According to the Global Burden of Disease (GBD) 2017, there were 697.5 (95% uncertainty interval (UI) 649.2 to 752.1) million cases of CKD in the world; of which 115.1 million cases [106.8 to 124.1] live in India. Recent cross-sectional data confirms that CKD is reaching epidemic proportions in specific geographical areas in India and tends to afflict relatively younger adults as compared to Western populations. Factors such as poor nutrition, early-onset diabetes, dehydration, infections, and the use of certain medications are associated with an increased risk of CKD in Indian children. The World Kidney Day 2020 theme "Kidney Health for Everyone Everywhere-From Prevention to Detection and Equitable Access to Care" stresses the importance of preventive interventions primary, secondary, or tertiary.

In India, 174,478 patients are on chronic dialysis, and in 16 states and 4 Union Territories, kidney transplantation is available. Thirteen of 29 states and 3 of 7 Union Territories have an active deceased donor program. Pradhan Mantri National Dialysis Programme, which provides free dialysis services in public hospitals; was launched by Govt. of India recently. Preventive measures focusing on reducing the prevalence of CKD by limiting exposure to risk factors could be cost-effective in a country like India.

Health and diseases are a part of the continuous process. The major causes of CKD (diabetes mellitus and hypertension) are non-communicable diseases, and the underlying cause of these diseases is an increase in lifestyle-related risk factors, which result from cultural, psychological, economic, social, and political change. A particular focus on this aspect is the need of the hour. It is crucial to promote the "Prevention" of kidney diseases with specific educational programs. Hence. FMC India in collaboration with Global Pathfields implemented a Phase 1 of the project "Kidney Health Awareness Campaign Through the Kidney Kid"- A Healthy School Initiative by FMC India. The project intends

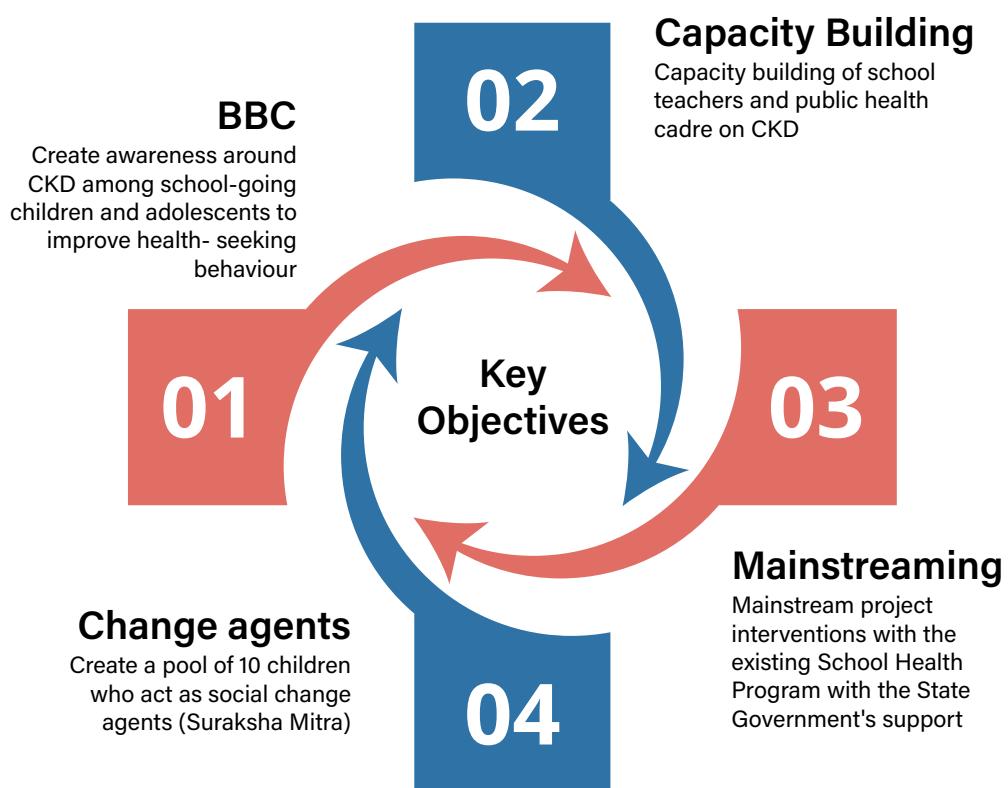
to improve Health Seeking Behaviour on Chronic Kidney Disease through Awareness Generation and Prevention among Children and Adolescents in Selected Schools in NCR Delhi & and Indore, Madhya Pradesh.

The Project strategies align with the thought that Childhood and adolescence are critical periods in which lifestyle habits are established and have a significant impact on the chance of acquiring diseases such as diabetes, hypertension, renal and cardiovascular diseases in future. Kidney health education from an early age helps children understand the significance of their kidneys in maintaining overall well-being. It fosters a culture of proactive health management, reducing the burden of kidney diseases and improving the quality of life for future generations in India. Hence project "Kidney Health Awareness Campaign Through The Kidney Kid" intends to focus on awareness generation and prevention strategies for CKD among children and adolescents in the age group of 8-19 years (from grade 3 to 12) in two districts of India.

Program Focus: The Project aims to **strengthen primary prevention and improvement the health seeking behaviour on chronic kidney disease through Awareness Generation** and Prevention among Children and Adolescents in selected schools in Delhi NCR & Indore, Madhya Pradesh. The idea is to enhance and strengthen the role of 100 children as active social change agents (on CKD) in the selected schools.

Programme strategy

The Kidney Kid project is a branding exercise and it aims to create renal health awareness among school-going children in the age group of 8 to 19 years leveraging the platform of schools in the public and private sectors.

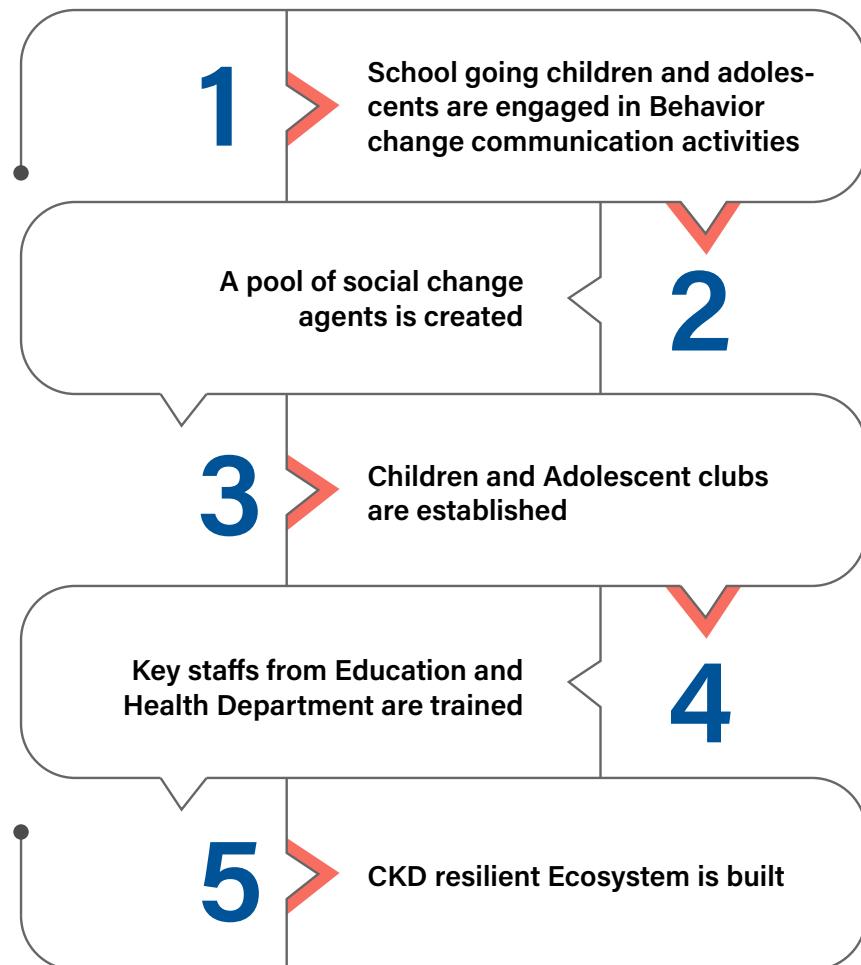


Theory of Change: Investing for Impact

Sustainable Behavior Change Through "Suraksha Mitras" our Change Agents!

Change Pathway: As part of the activities, Global Pathfields created a change pathway for building a CKD resilient ecosystem. The ecosystem brings together different stakeholders and community level beneficiaries for achieving sustainable impact.

Strategic Approach: We used a 360-degree behaviour communication change (BCC) approach applying principles of Human Centred Design and multistakeholder engagement. The Phase-1 of the project was implemented using a two-stage approach.



Stage 1: Preparatory phase of 1 month.

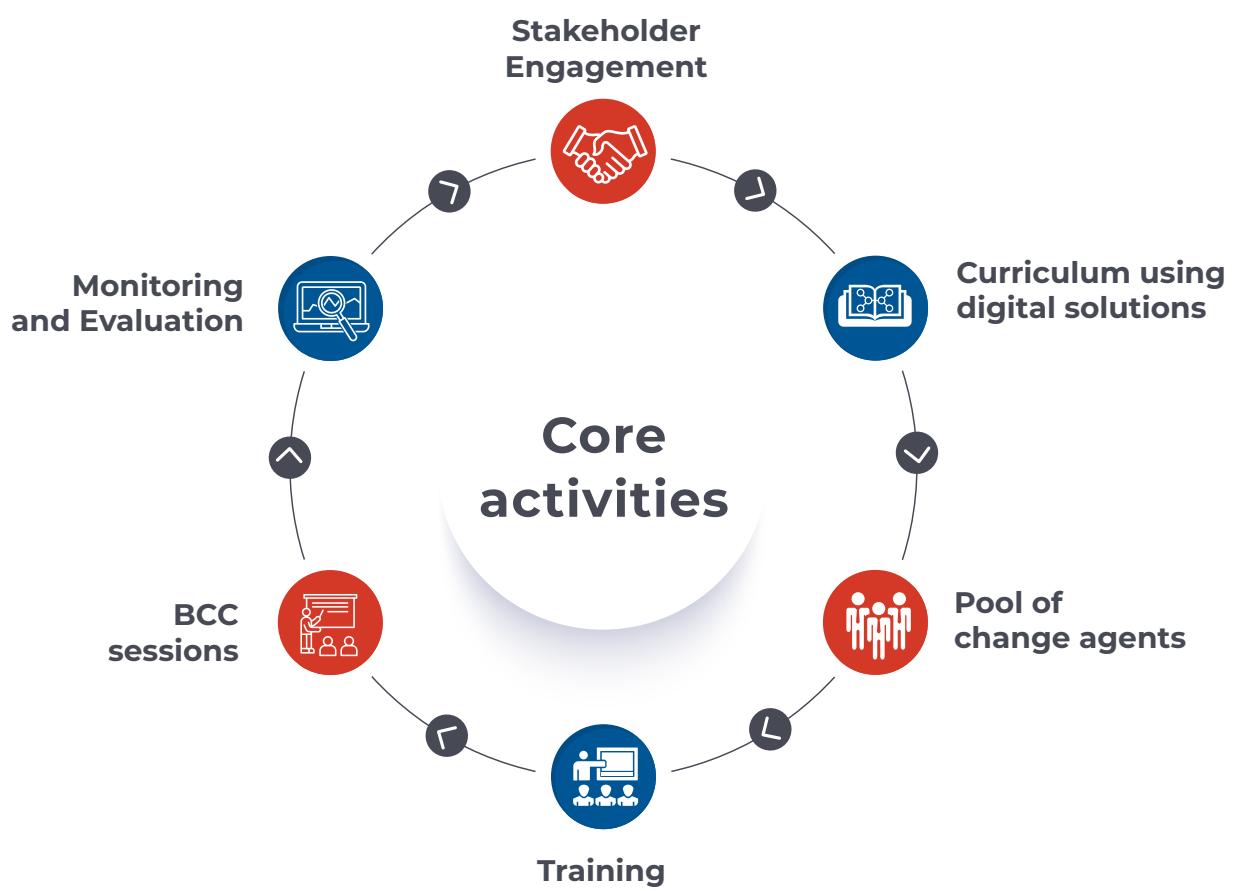
The preparatory phase mainly focused on establishing a field team, development of materials, stakeholder engagement, and getting approvals from the concerned authorities.

Stage 2: Implementation phase of 5 months.

During this phase, various activities such as stakeholder meetings, meetings with School administration, the District Administration, Member of Legislative Assembly, the Department of Education and the Department of Health, Nephrologists, and implementation of intervention activities were carried out. Apart from this Global Pathfields team had regular meetings with FMC officials to provide key updates on the project progress and discuss the challenges and mitigation strategies applied.

Core Activities

The following diagram highlights the core activities of the Kidney Kid Phase-1 Project.



Project Reach

In India, diabetes, and hypertension account for 40–60% of cases of CKD. The reported prevalence of hypertension in the adult population is higher in urban areas as compared to Rural areas. Hence, the Kidney Kid Phase-1 project was implemented in Indore, Madhya Pradesh, and Delhi NCR.

The project was operational in 10 Private and 14 Govt. schools in Indore and 10 private schools in Delhi NCR from April 2023 to August 2023. It was proposed to reach 21000 children and adolescents and 70 stakeholders from the Education and Health Department.

Project Outcomes and Achievements

Initial Meetings and Discussions with Stakeholders: Before the commencement of the project, a detailed round of meetings and discussions have been carried out for mapping of various stakeholders, schools, various issues and challenges.

Adoption of Kidney Kid IEC and BCC in the local context: Global Pathfields has incorporated the Kidney Kid IEC and BCC material, developed by FMC, within the specific context of India. This material serves as a foundational resource for carrying out various project activities. By integrating these resources, Global Pathfields ensures that the Kidney Kid project aligns seamlessly with the cultural and social nuances of the Indian setting, thereby enhancing its effectiveness and relevance in addressing kidney related concerns.

Stakeholder Engagement:

Support and Participation of Member of Legislative Assembly: An initial meeting was organised with Mr. Aakash Vijayvargiya, Member of Legislative Assembly (MLA), Indore to provide a brief overview of the Kidney Kid Project. Gaurav Joshi, Director Global Pathfields, participated in the meeting with the MLA. The MLA expressed a genuine interest in understanding the project's objective and how it aligned with the needs of their constituency. Their insightful suggestions and constructive feedback showcased a deep understanding of the local issues and sincere desire to make a positive impact on chronic kidney disease, through the CSR program supported by FMC India. He assured his full cooperation in the project.

Support and Participation of Member of Legislative Assembly, Indore: The project also witnesses the support and participation of another MLA

- **Mr. Ramesh Mendola** for the Kidney Kid Project. Gaurav Joshi, Director Global Pathfields, participated in the meeting with the MLA. The meeting witnessed discussion on the Kidney Kid project, his unwavering dedication to the betterment of children and adolescents. The MLA exhibited genuine enthusiasm and expressed a keen interest in



the Kidney Kid project. The MLA also participated in the Kidney Kid project Rally and Dissemination workshop along with Mr. Bhaskar Guha, Managing Director & Country Manager, Mr. Deepak Kumar, Head Human Resources, and other employees of FMC India. **He earnestly conveyed to FMC India his belief that Indore holds the No.1 position in terms of cleanliness in India, and expressed his aspiration to elevate Indore to the forefront of Renal Health as well, in collaboration with the FMC India.** Additionally, he reiterated his unwavering commitment to the Kidney Kid project, FMC India and Global Pathfields and pledged his continued support for its endeavors in the future. This collaboration promises to infuse fresh vigor into Kidney Kid endeavors, setting a powerful example for collective action in service of the community and children.

Meeting with District Collector: A meeting was organised with Dr. Ilaiyaraaja T., District Collector, Indore to discuss the goals and objectives of the Kidney Kid project. Presenting a comprehensive plan, we highlighted the direct issues and challenges on renal health and the direct benefits it could bring to the district, aligning seamlessly with the government's own development goals. The Collector, known for his progressive outlook, showed a keen interest in the project's scope and impact. His valuable insights and suggestions further enriched our approach. Global Pathfields, assured him of our commitment to collaborate closely with the local authorities, ensuring seamless integration into existing initiatives. This meeting not only marked a significant step forward in Kidney Kid CSR project but also solidified a strong partnership with the administration for the betterment of the children and adolescents of the district.



Meeting with the City Mayor, Indore: Global Pathfields also organised a meeting with Mr. Pushyamitra Bhargava, City Mayor, Indore to discuss the Kidney Kid project supported by FMC India. The conversation was both enlightening and productive, as we shared our vision for positive change. The Mayor displayed genuine enthusiasm for the initiative, recognised its potential to address pressing CKD issues by the city. **He also expressed his willingness to partner for the next phase program and contribute towards the CSR project.** This meeting not only solidified our partnership but also instilled a sense of confidence that together, we can make a lasting difference in the lives of children and adolescents.



Securing the Approvals: Global Pathfields successfully secured the necessary approvals from the Govt. and Private schools across Delhi NCR and Indore. All 34 schools provided letters of support for the Kidney Kid project and committed to full cooperation and support for the project interventions.

Meeting with District Education Officer: Global Pathfields also organised a meeting with the District Education Officer, Indore, and presented a comprehensive detail of the Kidney Kid project. DEO shared that the Kidney Kid project is aligned seamlessly with the district's educational goals to keep children and adolescents healthy. The meeting witnessed the approval and allotment of the 14 government schools by DEO in Indore for the Kidney Kid project, making a significant milestone towards strengthening renal health in the schools.

Meeting with Schools to Secure Necessary Approvals: Following these initial meetings, an intensive series of meetings were held with various schools across Delhi NCR and Indore. The aim was to acquaint them with the Kidney Kid program and secure their participation in the project. While the majority of schools have confirmed their participation, a small number have opted out. Nevertheless, they have been replaced by other schools.

Identification of Children, Adolescents, Schools / Line listing and Mapping: Identification of Children, Adolescents, Schools / Line listing and Mapping was also conducted, in order to reach out to the children and adolescents.

Development of training modules: A comprehensive Kidney Kid Training module, along with detailed Kidney Kid Facilitator guidelines and dedicated flipbook tailored for trainers and champions, were crafted by Global Pathfields as an integral component of the CSR project. These resources have been meticulously designed to provide a structured and effective framework for educating and empowering young children and adolescents.

The Kidney Kid Training module encompasses a range of essential topics, equipping both facilitators and participants with the necessary knowledge and skills. Additionally, the carefully curated Facilitator guideline offers invaluable insights and strategies to ensure the seamless implementation of the program. Furthermore, the flipbook serves as a dynamic and engaging resource, enhancing the training experience for both trainers and champions alike.



Development of activity material for school children: For active participation of school children fun-based, participatory, informative quiz and gaming activities were developed for children on NCDs and Renal Health. Apart from this, 5 short videos were developed with the help of experts providing key messages on renal health.



The Kidney Kid Phase-1 Project intervention activities

Table: Snapshot of Kidney Kid Project activities held

| Name of Activity | No. of schools | No. of sessions/ events held | No. of beneficiaries reached/trained |
|---------------------------------------|----------------|------------------------------|--------------------------------------|
| Training of Trainers | NA | 5 | 30 |
| Training of Teachers | 34 | 34 | 250 |
| School awareness training sessions | 34 | 68 | 21519 |
| Quizzes | 34 | 60 | 16510 |
| CKD Awareness events | 2 | 3 | 350 |
| Suraksha Mitra identified and trained | 6 | 7 | 114 |
| ASHA/SHG training | 13 | 3 | 130 |
| Rally and dissemination workshops | 3 | 2 | 520 |
| Additional SHG Members Reached | | | 60 |

*To be completed by 30th Sep 2023

Training of Trainers: Team members and trainers have undergone specialised training to become proficient trainers, equipped to conduct school awareness training sessions effectively. In addition, a dynamic and committed team of approx. 20-30 members including project staff, trainers and volunteers, is actively engaged in guaranteeing the seamless execution of the program at the grassroots level. This collective effort exemplifies the dedication and coordination required for the successful implementation of the Kidney Kid initiative.



Training of Teachers and other stakeholders: Training interventions were conducted in order to educate a total of 65 teachers, along with 130 ASHA, ANMs and AWWs, on matters related to Kidney health. Each batch was meticulously designed to provide comprehensive knowledge and practical skills pertaining to kidney health. The training sessions covered a range of topics, including anatomy and physiology of the kidneys, common kidney disorders, preventive measures, and the role of educators and peer educators in promoting kidney health awareness. Through these well organised training sessions, participants were equipped with the necessary tools and information to effectively disseminate kidney health education in their respective schools and communities, thereby contributing to improved overall public health outcome.



School awareness training sessions: To promote awareness about Renal Health and preventive measures among school children and adolescents, Global Pathfields conducted a series of informative sessions with various schools. These sessions served as a platform to educate and engage students. In total, over 21,200 children and adolescents were able to benefit from this initiative, gaining valuable insights into maintaining healthy kidneys and understanding the importance of renal well-being. This effort aimed to empower the younger generation with the knowledge and tools they need to make informed decisions about their health, ultimately contributing to a healthier community overall.



Quiz for Children: To ensure the proactive participation of children in the awareness programs, the Global Pathfields team has developed a fun-based, participatory, informative quiz, for children on NCDs and Renal Health.

Issue-based sessions in the groups (schools): Global Pathfields also organised issue-based sessions in the children group to make them aware of renal health.

Rally and dissemination workshop: An impressive turnout of over 400 plus children and various stakeholders actively engaged in the rally and dissemination workshop. This event served as a platform for robust interaction and knowledge sharing (on Kidney Kid project) among participants. The diverse group includes Members of Legislative Assembly, students, teachers, education department officials, health department officials, Nephrologists, Medical College Dean, industry experts, ASHA, ANMs, AWWs, Resident Welfare Association etc, all covering to exchange valuable insights and perspectives. At the end, all the children and all participants were rewarded with prizes like T shirts and water bottles as message reminders.



Formation of Kidney Kid Groups and Selection of 100 Suraksha Mitra: Approx. 114 Suraksha Mitras (Change Agents) have been chosen from the Kidney Kid Groups in the designated schools. These Suraksha Mitras play a crucial role in promoting kidney health awareness and education within their respective schools. Selected based on their dedication and enthusiasm, they serve as ambassadors, disseminating valuable information about kidney health, preventive measures, and early detection methods. Through their efforts, they contribute significantly to the overall well-being and health literacy of the school population, ensuring that knowledge about kidney health is accessible and understood by all.

Awareness Camps: Global Pathfields organised various awareness camps on the renal health.



KEY PROJECT ACTIVITIES

Prevention

- Students enrolled in grades 3rd to 12th: Adolescents and Children are the core of the project
- More than 30 Schools across Delhi NCR and Madhya Pradesh
- Awareness sessions highlighted the importance of renal health equipping students with the necessary knowledge and tools about different aspects of CKD

Sustainability:

- Formation of Kidney Kid Groups and Selection of 100 Suraksha Mitra to sustain activities year on year
- Rally, Education Camps, Children Group Formation for community awareness
- Technology to promote renal health awareness in schools through educational videos, online resources

Govt. System Strengthening

- Convergence and collaboration with Honorable Members of Legislative Assembly
- Convergence with Education and Health Departments to ensure sustainability
- Continued engagement of frontline health functionaries

Employee Engagement: Employee engagement for the Kidney Kid project was effectively secured through the active involvement of FME India officials in Indore and Delhi NCR. This concentrated effort played a pivotal role in fostering a sense of ownership and commitment among the employees towards the Kidney Kid CSR initiative. By engaging with the project at multiple locations, FME India demonstrated a comprehensive approach toward ensuring that employees were not only aware of the CSR goals, but also actively participating and contributing towards its success. This strategy not only bolstered the morale and enthusiasm of the workforce, but also facilitated a broader understanding and appreciation for the social responsibility endeavors of the Company. Regular Technical Support and Monitoring Visits were conducted by Senior Management and Advisory Team of Global Pathfields.



Awareness Promotion through print, electronic media: The Kidney Kid project also witnesses proactive participation of media, to cover the renal health issues and related challenges. The details are enclosed as annexure.

Advocacy with the District & State level Health System: As a part of the advocacy efforts, various meeting have been organised with the following:

- District Education Officer, Chief Medical and Health Officer,
- Directorate of Health Services, GoMP
- Regional Director, Directorate of Health Services, GoMP
- Dean, Mahatma Gandhi Medical College
- Nephrologists, Kokilaben Dhirubhai Hospital etc

The outcome was the proactive participation and development of the partnership with the stakeholders.

Project Management: Implementation and Monitoring: The program is wholly managed, implemented and monitored by Global Pathfields jointly by a team comprising Director, Program Officer, Outreach Workers, Trainers, and Volunteers etc. The program interventions were closely supervised and guided by the Project Director (PD). The PD, in turn, was assisted by an Program Lead and Consultants and a team of co-workers on education, health etc. The PD is responsible for monitoring program activities on a regular (monthly) basis and reporting the progress and challenges to the FMC India. The program management team at the national office is accountable for strategic guidance and leadership as well as thematic and programmatic insights/inputs towards the program. They play a critical role in developing monitoring and reporting formats for the program implementation team at the school level and constantly extend hand-holding support towards effective implementation of the program.

The program management and monitoring interventions includes:

- Regular meetings and update to FMC India
- Technical Support and Monitoring Visit by Senior Management and Advisory Team (Bi-Monthly)
- Monthly Team Meetings

Implementation Challenges: Understanding specific socio-emotional and psychological needs of the children - as children of different age groups, gender, and socio-economic backgrounds come to the public schools; it is a challenge to understand their specific social, emotional and physiological needs. The project staff were therefore adequately trained and capacitated through the years to meet the special requirements of the children and provide them all necessary guidance and support to evolve as successful and confident human beings. The project team made special efforts to enable these children to understand the importance of preventing CKD.

Lessons learnt and Emerging Best Practices

Capacity Building of parents and teachers - Regular insights and capacity building of the mothers and teachers is extremely crucial for the successful upbringing and growth of the children. They play a critical role in the emotional and psychological develop-

ment of children and thus their knowledge, skills, and attributes towards childcare and development needs constant upgradation. Regular awareness generation sessions on multiple themes and issues relevant to CKD, like health, hygiene, nutrition, career options, for the parents and children have been hugely appreciated and were helpful in creating a knowledge halo around the schools. They not only provide an opportunity for the children and parents to create a collective understanding of these issues but also allow them to engage in meaningful dialogues and exchange information and knowledge. Employee engagement and volunteering, which is imbibed in this program is another best practice that has led to positive impacts on the lives of children. The regular interface of the children with the employees has created an enabling environment for mutual learning and sharing.

SUCCESS AND LEARNINGS



- The project witnessed massive mobilization and support from children, adolescents and teachers, their proactive participation and willingness to own & learn about renal health.
- Need Expressed by Stakeholders for the Scale -up of Program in more schools, districts
- Proactive support of the Government is vital for scale - up
- Sustained behaviour change is vital for long term impact among children and adolescents
- Long Term Regular Strategic Intervention to reach out and cover additional children and parents will reduce mortality and morbidity due to CKD

The Kidney Kid

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Cascading Impact

Engaging school children in creating awareness about renal health is a powerful strategy with numerous advantages. Firstly, the school system provides a structured environment where students can learn about the importance of kidney health through age-appropriate curriculum and activities. This early education can instill lifelong habits of healthy living, including proper hydration and dietary choices. Secondly, students can serve as effective messengers within their families and communities, spreading knowledge about renal health to parents, siblings, and friends. This cascading effect amplifies the impact of awareness campaigns, potentially reaching a broader audience. Moreover, by involving children in such initiatives, we empower them to take ownership of their health, fostering a sense of responsibility and empathy towards those dealing with renal issues. Ultimately, investing in renal health education within the school system not only benefits the current generation but also lays the foundation for a healthier future, reducing the burden of kidney-related diseases in society.

Key learnings

The Kidney Kids project, aimed at promoting renal health awareness among school children, yielded several valuable learnings and insights. The key learnings are as follows:

- 1. Early education is effective:** Engaging school children in creating awareness about renal health is an excellent strategy to create a buzz around renal health in school-going children and adolescents as well as society. Kidney Kid Project demonstrated that educating school children about renal health at a young age is an effective way to instill lifelong habits. Children are often receptive to learning and can influence their families' behaviours, promoting better kidney health in the community.
- 2. Community Engagement Matters:** Engaging schools in healthcare initiatives fosters a sense of community involvement and responsibility. The project discovered that schools serve as valuable partners in spreading awareness and encouraging participation in renal health initiatives.
- 3. Partnerships enhance impact:** Collaborations with MLA, District Administration, healthcare organizations, local government agencies, and Kidney club groups played a crucial role in the project's success. Such partnerships can amplify the reach and effectiveness of renal health awareness efforts in the long run.
- 4. Digital platforms effective means of engagement:** The use of digital materials, learning sessions, gaming, and organizing quizzes to create awareness among children and adolescents is an effective and sustainable way of engaging with children.
- 5. Health literacy:** The project revealed the need for improved renal health literacy among school children and their families. It underscored the importance of clear and accessible educational materials to convey complex health information effectively.
- 6. Sustainability:** The Kidney Kid project recognized that long-term renal health awareness programs in schools can contribute to a sustainable healthcare system but to achieve this there is a need for sustained investment and engagement.

Kidney Kid Project contribution to FMC's ESG goals

Promoting awareness of renal health can significantly contribute to achieving the Environmental, Social and Governance goals of FMC

1. **Social Responsibility:** Active participation in initiatives related to renal health awareness such as the Kidney Kid project, demonstrates FMC's commitment to social responsibility. By educating school children, FMC actively engages in social responsibility and helps raise a generation with better awareness of kidney health, aligning with the 'S' in ESG.
2. **Community Engagement:** FMC's involvement in school-based renal health awareness programs demonstrates its commitment to the communities it serves. This engagement strengthens the company's social ties and supports the 'S' aspect of ESG by addressing a critical health issue within the community.
3. **Long-Term Health Impact:** Educating school children about renal health creates long-term benefits for society. It can lead to healthier lifestyle choices and early detection of kidney-related issues, reducing the overall burden on healthcare systems and aligning with the 'S' and 'E' aspects of ESG.
4. **Employee Volunteering:** FMC can encourage its employees to volunteer in school-based renal health initiatives. This demonstrates the company's commitment to social causes and enhances employee engagement and job satisfaction, contributing to the 'S' in ESG.
5. **Innovation and Research:** FMC can support research and development related to pediatric kidney health, fostering innovation in the field. This aligns with the 'E' in ESG by promoting sustainable healthcare solutions.
6. **Partnerships and Collaboration:** Collaborating with schools, educational institutions, and healthcare organizations for renal health awareness initiatives reinforces FMC's commitment to ethical business practices and governance, enhancing the 'G' aspect of ESG.
7. **Market Positioning:** FMC's involvement in school-based renal health programs can enhance its reputation and position in the healthcare market as a socially responsible and patient-focused organization, aligning with the 'S' in ESG.

In summary, promoting renal health awareness through schools not only serves as a valuable social contribution but also aligns with FMC's ESG goals by reinforcing its commitment to social responsibility, community engagement, innovation, and ethical business practices. This holistic approach not only benefits the FMC's reputation but also contributes to improved kidney health outcomes and a more sustainable healthcare system overall.

Recommendations

The Phase-1 of the Kidney Kid project outcomes are highly encouraging and it has been able to create a buzz around renal health awareness but to ensure the long-term effectiveness of the project interventions following recommendations are made

1. It is critical to intensify project interventions. This involves enhancing training sessions, and group activities, organising workshops and implementing interactive sessions that not only educate but also inspire children to take an active role in promoting kidney health - as Suraksha Mitra.
2. Behaviour change needs coordinated, continuous and sustained efforts hence to have a measurable impact on interventions. Hence, it is proposed that the project duration should be at least two years.
3. Apart from engaging with school children, for lasting effects it is important to engage with parents. Parental engagement can be achieved through parent workshops, parent-teacher meetings, use of short videos, promoting parent champions etc.

Proposed Phase 2 (two years)

The Phase II project aims to build upon the success of the Pilot Phase by expanding the reach and deepening the impact in promoting kidney health awareness through schools. With the proposed activities outlined in this Phase II proposal, we are confident in our ability to create a lasting positive impact on the Renal health awareness and well-being of our children and communities. FMC can play an important role by funding to make this crucial initiative a reality and improve kidney health awareness among the younger generation.

Rational

The learnings of the Pilot phase point towards an urgent need for scaling up Kidney Kid project interventions. The pilot phase has geared up the system and generated momentum towards Renal Health. To further enhance the impact of the pilot phase it is critical to scale up the project interventions. The proposed Phase II completely aligns with the ESG goals and demonstrates a clear commitment to ESG principles. This will not only enhance the project's credibility but also contribute to the broader goals of creating a healthier and more sustainable world. The curriculum and training materials tailored to the needs of the children and different stakeholders were tested during the pilot.

Objectives

1. Improve the health-seeking behaviour on chronic kidney disease through awareness generation and prevention among children and adolescents in 10 Schools of Delhi NCR & 40 schools of Indore, M.P.
2. Strengthen the role of 300 children as active social change agents (Suraksha Mitra) in the selected schools
3. Build capacity of school administration, teachers, and public health cadre on CKD
4. Foster a culture of kidney health awareness through parent and community engagement
5. Mainstream the interventions with the School Health Programme with the State Government's support for scale-up
6. Establish a robust monitoring and evaluation mechanism to measure the effectiveness and impact of Phase II interventions
7. Engage with the FMC officials for sharing the experiences and learnings through field visits and meetings

Project reach and target population

The project will be operational in 40 selected Private and Govt. schools of Indore, Madhya Pradesh and 10 selected private schools in Delhi NCR

| State | District | Schools |
|----------------|----------------|------------|
| Madhya Pradesh | Indore | 20 Govt |
| | | 20 Private |
| Delhi NCR | Noida/ Gurgaon | 10 Private |

We will cover 51,000 children and adolescents' population and approx. 11,000 stakeholders including teachers, principals, parents, front line workers etc.

| District | Children and Adolescents boys and girls (Age group 6-19 years) | Stakeholders (Teachers/Principals Parents, and others) |
|-----------|--|---|
| Indore | 41,000 | 8,500 |
| Delhi/NCR | 10,000 | 2,500 |
| TOTAL | 51,000 | 11,000 |

Proposed project duration

The Phase 2 of the project will start aiming at 2 Years (September 2023-August 2025) of intervention

Expected outcomes

- 50% improvement in kidney health knowledge among students as compared to baseline.
- Enhanced teacher capacity to deliver kidney health education.
- Improved awareness of kidney health among parents and the community.
- Creation of a sustainable model for kidney health education in schools.

Annexure 1

List of Schools Reached

| S. No | City | School | Private/Goverment |
|-------|--------|-----------------------------------|-------------------|
| 1 | Indore | Alpine | Private |
| 2 | | Gujarati Samaj | |
| 3 | | Prudential | |
| 4 | | Aim Win | |
| 5 | | IATV Educational Academy | |
| 6 | | Vidya Sagar | |
| 7 | | Shri Hari Public School | |
| 8 | | South Valley International School | |
| 9 | | Sandipani School | |
| 10 | | Advance Academy | |
| 11 | | IATV Educational Academy | |
| 12 | Indore | Nutan | Government |
| 13 | | Urdu School, Bakshi Bagh | |
| 14 | | Vivekanand School | |
| 15 | | Kasturba School | |
| 16 | | Girls Sanyogeetaganj | |
| 17 | | Sanyogeetaganj No. 1 | |
| 18 | | Ahilya Ashram | |
| 19 | | Maharaja Shivaji Rao | |
| 20 | | Bal Vinay Mandir | |

| | | | |
|----|------------------|---|----------------|
| 21 | | Govt. H.S. Pagnispaga | |
| 22 | | Urdu School, Hatipala | |
| 23 | | Urdu School, Juna Risala | |
| 24 | | Sindhi School Gadi Adda | |
| 25 | Delhi NCR | Presentation Convent Senior Secondary School | Private |
| 26 | | DPS Gurgaon | |
| 27 | | Vidhan Public School | |
| 28 | | Basant Valley Global School Gurgaon | |
| 29 | | GD Goenka School, Ghaziabad | |
| 30 | | Adhyayan Public School | |
| 31 | | Modern Bal Bharti School | |
| 32 | | Parivartan School | |
| 33 | | Dehradun Public School (DDSP) | |
| 34 | | MC Gopichand Janta Inter College- Gautam Budh Nagar | |

Annexure 2

Media coverage

किडनी स्वास्थ्य जागरूकता रैली में सैकड़ों स्कूली बच्चे हुए शामिल

कृष्ण रामायण



शिक्षा एवं स्वास्थ्य विभाग के अधिनियम समिल है।

अपने मुख्य संघीणमें विद्यायक
रमेश बोदेता ने कहा कि जिस तरह हमने
मार्केट में हॉटेल को देख कर चल गया,
वहाँ है अब स्कॉल्यूम भी हॉटेल को नंबर
चयन करता है। भास्कर गुरा ने कहा कि हॉटेल
जाह के लिए बड़े जागरूक हैं और स्कॉल्यूम

पर्यावरण का तहत उद्दीपन और दिल्ली के 21 बाजार बाजारों को किंडियां स्वास्थ्य देखा भाल के प्रति जागरूकता अभियान चलाया जा रहा है। ऐसी में शोषों पर मुख्यतः किंडियां स्वास्थ्य का संर्वेषण नहीं करती हैं और यान ये बोलते हैं कि इनमें से एक बाजार कुछ भी बदला गई हिस्से बाजारों में खेड़ी लगाकर दिया गया।

दीक्षित के मूल अधिकार में किटनी कहा स्वास्थ्य पर वर्णनपूर्ण आवेदित को नहीं। इस वर्णनापूर्ण में लोकसेविष्ट लोकसेवा और लोकसेवा का उत्तम बनाए, और इस विवाह, धीर्घायामी वर्णनापूर्ण वर्णन लोकसेवा के द्वारा विकास जैव, भावना व गुण, गीरज जीवी ने वर्णनों को किटनी से स्वास्थ्य को होने वाली नुकसानों के बारे में वर्णना और उसके दोषादाम के होने से उपचार वालाएं।



किडनी स्वास्थ्य जागरूकता रैली में
सैकड़ौ स्कली बच्चे हए शामिल



दैनिक पारिवारिक दस्तक

DAILY | MORNING | इंदौर-ओपाल से एक साथ प्रकाशित

वर्ष-39 अंक 178

इंदौर संस्करण

स्वास्थ्य में इंदौर को नम्बर वन बनाने का लिया संकल्प

इंदौर (दस्तक)।

किडनी स्वास्थ्य के प्रति सामाजिक चेतना जगाने के मकसद से फ्रेसेनियस मेडिकल केयर ने किडनी किड परियोजना के तहत विशाल किडनी स्वास्थ्य जागरूकता ऐली निकाली। ऐली को फ्रेसेनियस मेडिकल केयर के मैनेजिंग डायरेक्टर भास्कर गुहा, हुमन रिसोर्सेज के हेड दीपक कुमार, विधायक रमेश मेंदोला, समाजसेवी हरिनारायण यादव और ग्लोबल पाथफील्ड्स के प्रमुख गौरव जोशी ने हरी झंडी दिखाकर ऐली को रवाना किया। ऐली सयाजी होटल से शुरू होकर मेघदूत गाँड़न, होटल मैरियट होते हुए कार्यक्रम स्थल सयाजी

होटल पर पहुंची। ऐली में विभिन्न स्कूलों के छात्र - छात्राएं, शिक्षक, एनसीसी, स्काउट, स्वयं सहायता समूह, शिक्षा एवं स्वास्थ्य विभाग के प्रतिनिधि शामिल हुए।

अपने मुख्य संबोधन में विधायक रमेश मेंदोला ने कहा कि जिस तरह हमने सफाई में इंदौर को देश का नंबर वन शहर बनाया है अब स्वास्थ्य में भी इंदौर को नंबर वन बनाना है। भास्कर गुहा ने कहा कि इंदौर शहर के लोग बड़े जागरूक हैं और स्वास्थ्य को लेकर अधिक सचेत हैं। किडनी किड परियोजना के तहत इंदौर और दिल्ली के 21 हजार बच्चों को किडनी स्वास्थ्य देखभाल के प्रति



जागरूकता अभियान चलाया जा रहा है। ऐली में रास्ते भर स्कूली बच्चे किडनी स्वास्थ्य संबंधी नारे लगाते हुए चल रहे थे। रास्ते में मानव शूखला भी बनाई गई जिसमें बच्चों ने खुब उत्साह दिखाया। दूसरे सत्र में होटल सयाजी में महात्मा गांधी मेडिकल कॉलेज के डीन डॉ. संजय दीक्षित के मुख्य आतिथ्य में किडनी किड स्वास्थ्य पर वर्कशॉप आयोजित की गई।

किडनी अवेयरनेस के लिए ऐली

इंदौर। किडनी स्वास्थ्य के प्रति सामाजिक चेतना लाने के मकसद से किडनी स्वास्थ्य जागरूकता ऐली निकाली गई। विधायक रमेश मेंदोला, समाजसेवी हरिनारायण यादव, भास्कर गुहा, दीपक कुमार और गौरव जोशी ने हरी झंडी दिखाकर रवाना किया।

किडनी से जुड़ी बीमारियों व रोकथाम की जानकारी भी दी गई

डॉ. संजय दीक्षित ने बच्चों को किडनी की बीमारियों और इनकी रोकथाम की जानकारी दी गई। इस दौरान बच्चों ने जिज्ञासावश सवाल भी किए जिनका जवाब दिया गया।

किडनी के प्रति जागरूकता ऐली आज

राष्ट्रीय हिन्दी मेल (इंदौर)। गैर संचारी रोग और किडनी देखभाल पर स्कूली बच्चों को जागरूक करने के मकसद से फ्रेसेनियस मेडिकल केयर 12 सितंबर मंगलवार को सुबह 8 बजे विजय नगर क्षेत्र में ऐली का आयोजन करने जा रही है। ऐली को हरी झंडी दिखाकर रवाना करेगे दिल्ली से आ रहे भास्कर गुहा, मैनेजिंग डायरेक्टर एंड कंट्री मैनेजर एफएम सी इंडिया। साथ ही दीपक कुमार हेड युमन रिसोर्स, एफएम सी इंडिया और विधायक रमेश मेंदोला भी होंगे। यह जानकारी देते हुए ग्लोबल पाथफील्ड्स के प्रमुख गौरव जोशी ने बताया कि ऐली में विभिन्न स्कूलों के सेकड़ों बच्चे शामिल होंगे। ऐली में बच्चे रास्ते भर किडनी अवेयरनेस से जुड़े नारे लगाते हुए चलेंगे। ऐली का समापन होटल सयाजी पर होगा।



किडनी स्वास्थ्य जागरूकता ऐली में सैकड़ों स्कूली बच्चे हुए शामिल

इंदौर। गैर संचारी रोग किडनी स्वास्थ्य के प्रति सामाजिक चेतना जगाने के मकसद से फ्रेसेनियस मेडिकल केयर ने किडनी किड परियोजना के तहत विशाल किडनी स्वास्थ्य जागरूकता ऐली निकाली। ऐली को फ्रेसेनियस मेडिकल केयर के मैनेजिंग डायरेक्टर भास्कर गुहा, हुमन रिसोर्सेज के हेड दीपक कुमार, विधायक रमेश मेंदोला, समाजसेवी हरिनारायण यादव और लोकवक्ता पायानेशद्वय के प्रमुख गौरव जोशी ने हरी झंडी

दिखाकर ऐली को रवाना किया। ऐली सयाजी होटल से शुरू होकर मेघदूत गाँड़न, होटल गैरेज होटल पर पहुंची। ऐली में विभिन्न स्कूलों के छात्र - छात्राएं, शिक्षक, एनसीसी, स्काउट, स्वयं सहायता समूह, शिक्षा एवं स्वास्थ्य विभाग के अधिकारी शामिल हुए। दूसरे दिन में होटल सयाजी में मानव शूखला भी बनाई गई जिसमें कॉलेज के डीन डॉ. संजय दीक्षित के मुख्य आतिथ्य में किडनी किड स्वास्थ्य पर वर्कशॉप आयोजित की गई।



FRESENIUS MEDICAL CARE

IMPACT OF THE PROJECT:
PICTURES FROM PROJECT



Annexure 3

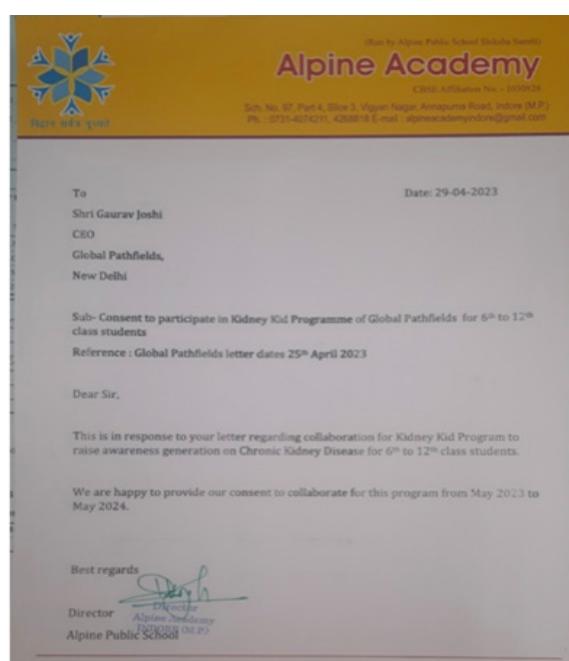
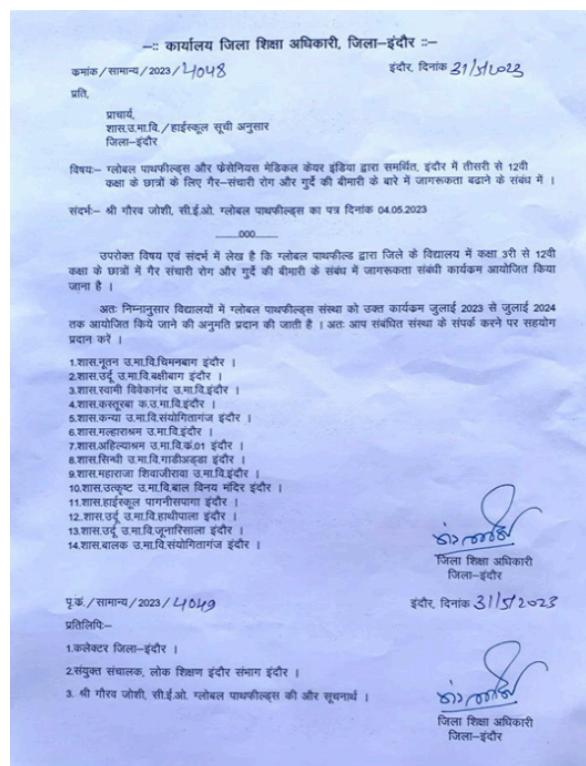
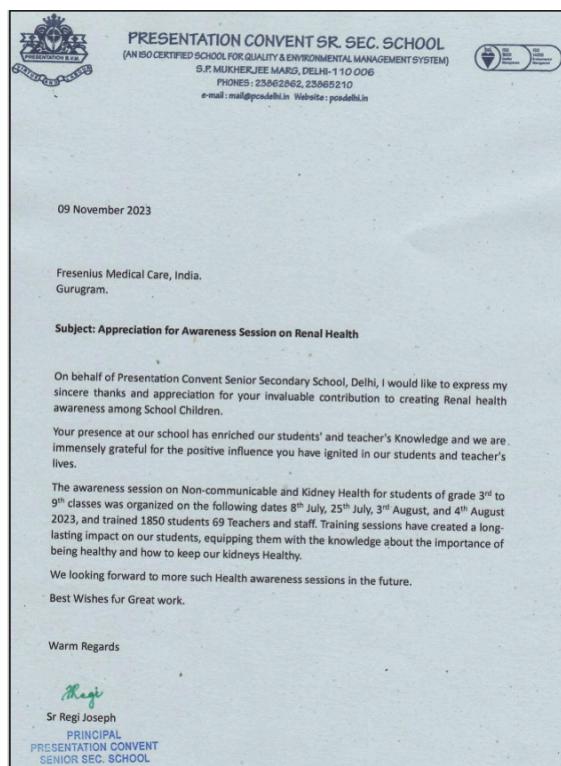
Glimpses of Field Activities





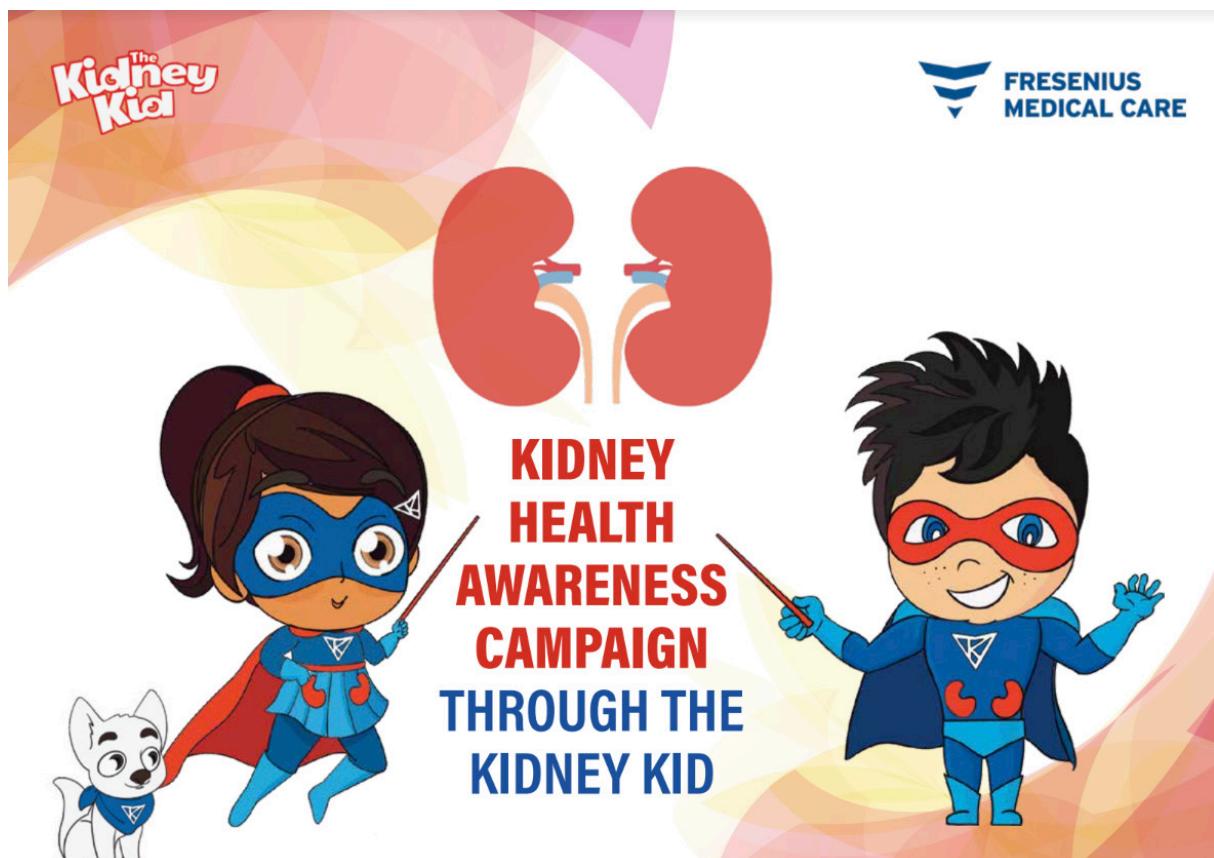
Annexure 4

Letters of approval



Annexure 5

Publications Developed



Approval awaited

