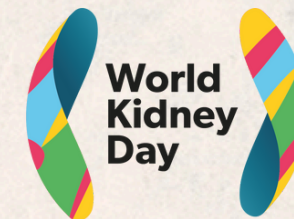
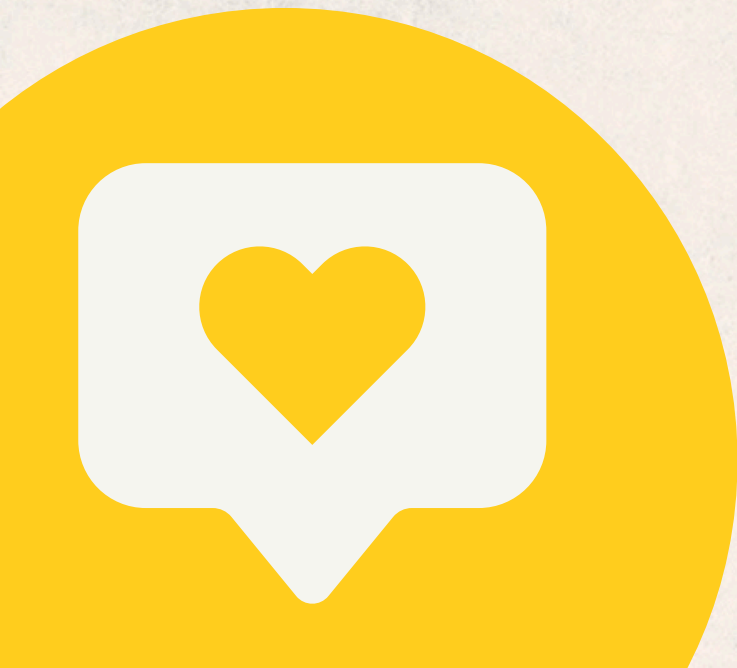
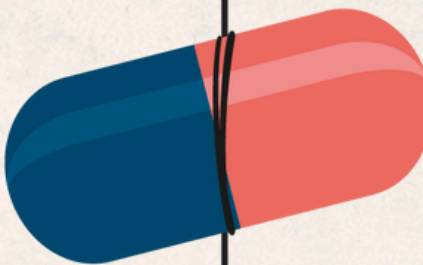




# IMPACT REPORT



#worldkidneyday  
#kidneyhealthforall  
[www.worldkidneyday.org](http://www.worldkidneyday.org)

World Kidney Day is a joint initiative of



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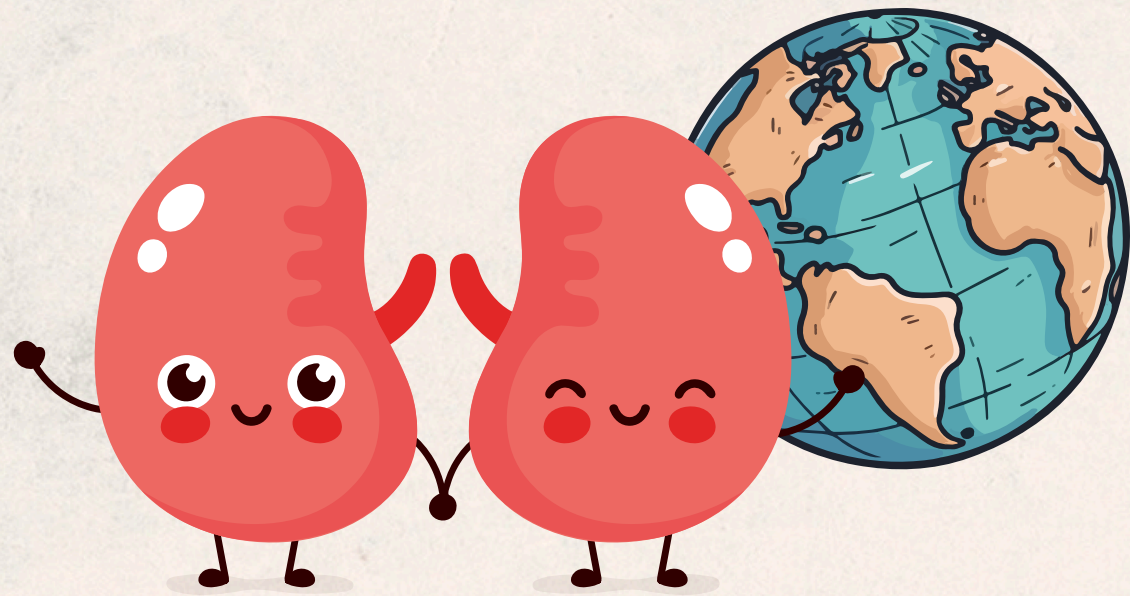
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# Campaign overview

Marked on March 14, 2024, the World Kidney Day (WKD) campaign focused on “**Kidney Health for All: Advancing equitable access to care and optimal medication practice**” and stressed the importance of ensuring **equitable access to appropriate treatment and care** for people living with kidney disease, in order to improve their quality of life and delay the progression of the disease.



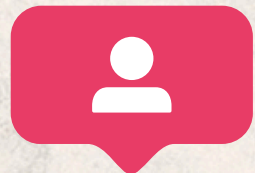
Globally, kidney health associations, stakeholders, and authorities organized thousands of activities such as **runs, walks, health screenings, webinars, and conferences**, at different levels to commemorate the year-long campaign. They also extensively shared the WKD messages throughout social media, websites, blogs, and forums.



# Online and media reach

WKD's online and media presence is widely recognized, covering various platforms such as traditional media, social media, and websites. Overall, the WKD campaign reached countless individuals, both on March 14 and throughout the year, as evidenced by the successful results highlighted by the figures collected during March 2024.

145K



## Followers

WKD is present on several social media platforms such as [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

146M



## Impressions

for #WorldKidneyDay tweets throughout the month of March 2024

35K



## Mentions

on all WKD social media channels

470



## Media

or news outlets have picked up the press release with a potential audience of 216 million people

100K



## Website sessions

more than 67k users have interacted with the brand new World Kidney Day website in March 2024



# Global activities

in over 90 countries



Every year, **thousands of activities** are organized around the world to mark World Kidney Day, not only in March, but throughout the year!

For the 2024 campaign, a new milestone has been reached, with over **1,800 activities pinned on the interactive map!**

Check out the **best idea from WKD 2024** taking place in Argentina, where people living with kidney disease sang and danced to mark the day.



Thank you for sharing your WKD successes with us!  
We have received more than **1500** photos showcasing your  
local activities.

# 2024 Gallery



[View full collection](#)



# Celebrities and landmarks

## Celebrities



Over **20 celebrities** publicly marked WKD such as **Amy Purdy**, actress, model, para-snowboarder; **Bif Naked**, singer; **Prince Daniel of Sweden**, royalty; **Juliet Ibrahim**, actress; **Freeway**, rapper; **Suriya Sivakumar**, actor; **Abigail Ashley**, TV presenter and many more!

Over **20 landmarks** were lit up in 10 countries, including the **Christ Redeemer**, Brazil; the **Great Buddha of Ibirapu**, Brazil; the **Millenium Bridge**, UK; **San Fransisco City Hall**, US; the **Manneken Pis**, Belgium.

## Landmarks

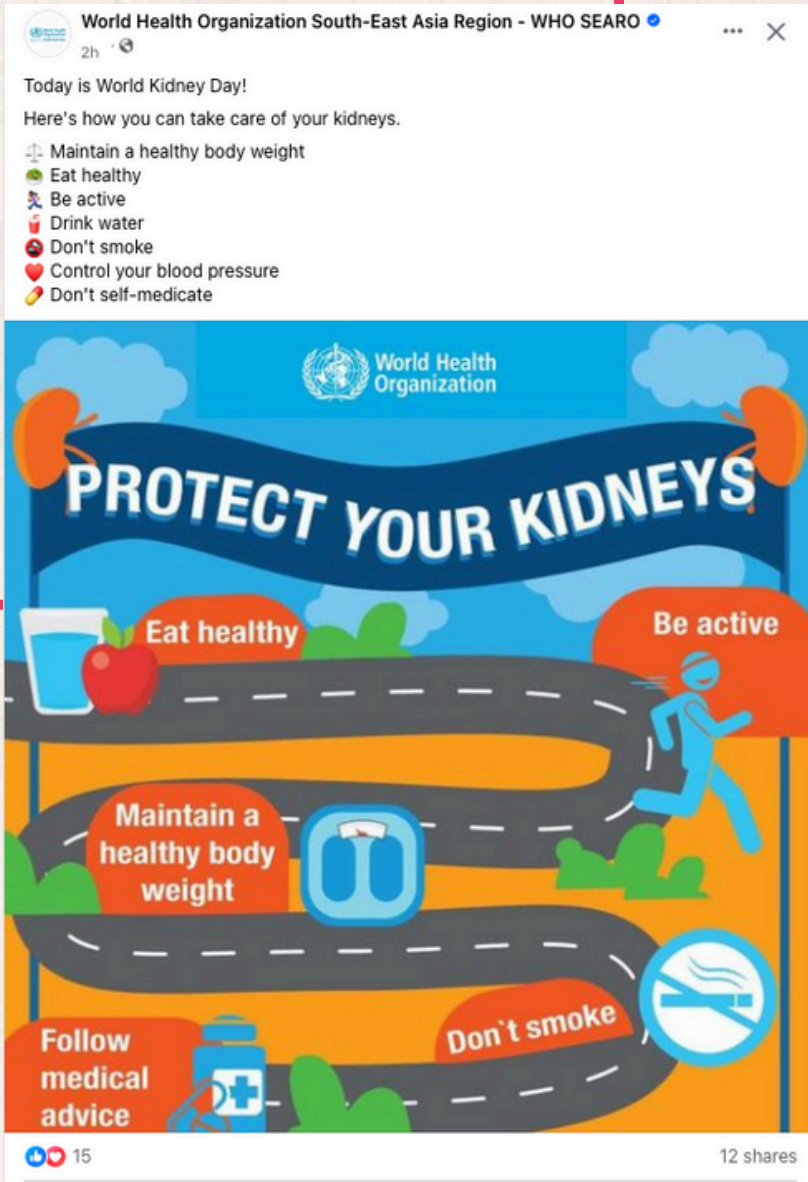




# International organizations and governments

## International organizations

United nations (UN);  
WHO South East Region,  
WHO Bangladesh,  
WHO PAHO,  
WHO African Region,  
WHO Western Pacific;  
European Union DG Sante.



## Ministries of Health

Zimbabwe, Kenya, Nigeria, Gabon, Paraguay, Portugal, Peru, Turkey, Barbados, Malawi, Egypt, Spain, Ireland, Ontario.





# WKD in-person

## ASN Kidney Week

WKD was present at ASN Kidney Week in Philadelphia, US, from November 1 to 5, 2023, where it presented the 2024 campaign to the ASN Kidney Week audience, accompanied by the release of the 2024 WKD bookmark and flyer.



## World Congress of Nephrology

From April 13 to 16, 2024, WKD exhibited at the World Congress of Nephrology (WCN) in Buenos Aires, Argentina, organized by the International Society of Nephrology (ISN). WKD presented the first results of the 2024 campaign as well as invited attendees to participate in interactive games about WKD.





**World Kidney Day materials** are available all year long and free for everyone to download.

# Resources

## Toolkits



The social media toolkit, the activities guide and the position paper tailored to the WKD audience garnered more than **13 thousands downloads!**

## Webinar



Taking place on 14 March 2024, the WKD webinar was attended by **202 participants** and is available on the WKD YouTube channel.

## Scientific Editorial



Published in **Kidney International and 33 journals**, the 2024 scientific editorial highlight the scientific aspects of the theme and is available here.

## Podcast



The WKD 2024 podcast on “Kidney Health for All: Advancing equitable access to care and optimal medication practice” has been downloaded **368 times**.



Thank you



**Baxter**



*Lilly*

**CSL Vifor**

**Davita**



**NOVARTIS**



**sanofi**



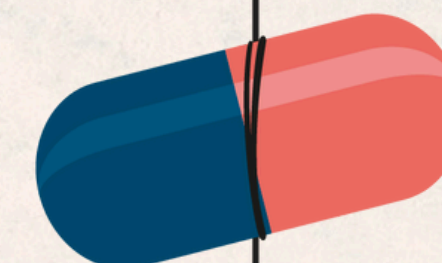
**vera**  
therapeutics

**VERTEX**



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