



Campaign Guide

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About Strong Kidneys

Strong Kidneys is an awareness campaign launched in 2021 by the European Renal Association (ERA).

The kidneys are complex organs performing vital roles in our bodies, but **public knowledge about kidney health and disease is scarce**. Chronic Kidney Disease has a major impact on patient's life expectancy and quality of life as well as the healthcare system. About 10% of Europeans suffer from reduced kidney function and yet, many are unaware of this.

Join Strong Kidneys, the European Kidney Health Awareness Days. **Together, we can reduce both the prevalence and incidence of chronic kidney disease in our countries.** Together for strong kidneys!

In order not to limit the activities to a single day, the European Kidney Health Awareness Days will last several weeks.

Timeline 2022: Starting 17th of April 2022 (Easter) until the congress (May 19-22)

How you could do it – Tips

A big network is key to organize the campaign and reach the public.

Reach out to partners to join forces and organize events together:

Nephrology centres, hospitals, clinics, dialysis centres, kidney foundations and other health organizations. Patient organizations might offer support through volunteers. **Government or pharmaceutical organizations** might be asked for financial support. A cooperation with **health insurance companies** offers many possibilities.



Define your target group, subject of your activity and channel of promotion.

For example: educate the public about CKD and prevention, inform especially risk patients about the kidney test and prevention, inform GPs about risk patients and importance of kidney testing, etc.

Through a cooperation with the **society of family physicians**, you could send out information material and educate lay people while sitting in the waiting room. **Pharmacies** could be a good platform for promotion of events or distribution of information. In addition, through a collaboration with **big companies** it might be possible to reach all their employees with an informational activity.

Promoting your activities is essential.

Always keep in mind **to spread the news widely**. It is essential to advertise your activities so that as many people as possible know about it and can participate. Gain **support from local or national celebrities** to extend your reach.

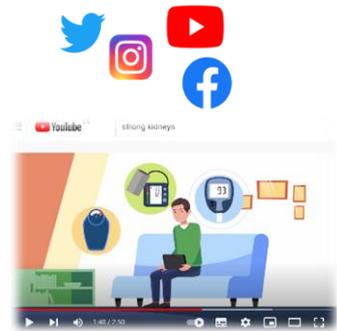
Don't forget to **send us your plans** so that we can promote them and post them on the website.



What you could do – Ideas

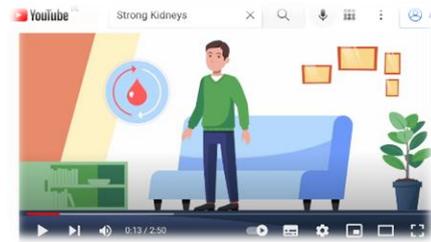
For 2022, we encourage **digital and outdoor activities**. You have many possibilities to organize presentations or lectures, accessible for all your citizens through zoom, WebEx or Skype. Please consider the local situation of the ongoing COVID-19 pandemic when planning your activities.

- Share info on **social media**, publish posts on Instagram, Twitter, YouTube, TikTok and Facebook
- Use the **awareness video**
 - Post it on websites, share it on social media, present it in waiting rooms or during events
- (Digital) lectures and **seminars for the general public**, patients and/or their relatives
 - About the kidneys and CKD in general, diagnostics and treatment, prevention and more
 - Teaching hands-on sports or presenting kidney-friendly diet e.g. collaborating with a publicly known cook
- (Digital) **lectures for medical professionals**, especially family physicians, informing about risk factors of CKD and importance of kidney testing
- Gain support from **local or national celebrities** to increase public attention
- **Outdoor or sport** activities like hikes and bike tours
- Distribute our **online-survey**, please find more details below
- **Involve patients**, having them present their stories
- Publish **articles online**, in **newspapers** or magazines, present information via **radio or television**
- Offer public kidney test or **measurement of risk factors**
- Provide **information material** to the public – e.g. organizing information desk in the city centre or sending info material to the family physicians
- **Open house** in hospitals or dialysis centres – present clinics, diagnostic tools and more to the visitors
- **Visit schools or invite pupils** to the clinic for education
- Arrange **competitions, questionnaires, quizzes** etc.
- Organize **panel debates** with influential, decision-making people

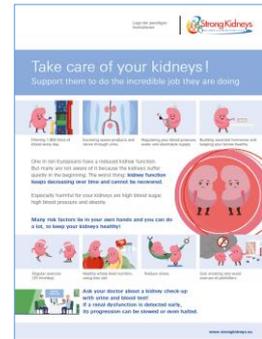


We support you!

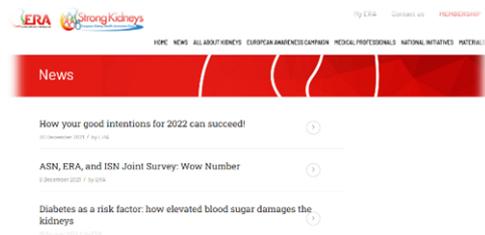
Awareness video – The entertaining video produced in 2021 is available in 26 languages and should still be used! By **posting the YouTube link** of the video it can easily be embedded on all websites. All videos are online [on the ERA YouTube channel](#). Please find more information below.



Information material – For 2022, we are preparing information material such as **poster and leaflets**. You will receive the English original versions in a format that will allow you to adapt the text, the friendly design and layout will remain the same for easy identification (branding). The materials can be used as **digital or printed version**.



Regular news – In the context of the campaign, we are regularly preparing **articles that present interesting facts** about kidney health to the public. You are **welcome to translate these texts** (or parts of it) and distribute them to further create awareness. You can find our past articles here [News - Strong Kidneys](#).



Social media – To raise awareness on social media, you can **use our visuals or pin them** on your website to support the campaign. We are also preparing posts you might use on social media. These will be available via our website [www.strongkidneys.eu/materials](#). Remember to always add corresponding hashtags to your posts #StrongKidneys, #KidneyHealth, #CKD, #KidneyDisease.



Strong Kidneys website – In the context of the campaign, we created a website presenting **basic information about kidney health and disease**: [www.StrongKidneys.eu](#). A section **for lay people** is available as well as a section specifically **for medical professionals** including interesting materials.



You are welcome to **translate sections to make the information available for your citizens**. ERA will take care of publishing the texts on the website.

Additionally, there is a section on the website, where all organizations may present a short info about themselves and link interesting websites and projects. You are very welcome to contribute to this chapter as well!

Competition for the best campaign

The competition for the best national program will start in 2022, with digital activities encouraged. The prizes are **grants of €1,000 each**, to be used for next year's Strong Kidneys campaign or other National Societies educational programs. The prize money and diploma will be issued in the name of the National Society.



National Societies are asked to send a summary illustrating their activities to the ERA, including texts, photos and other material. All reports will be posted on the Strong Kidneys website. The evaluating panel of the activities are members of the ERA Council and headquarters. Winners will be awarded and recognised by ERA.

Deadline for submission: 15 July 2022. A template for submitting the report will be available on time.

The winning program (all activities done in one Country are judged as one) shows outstanding commitment to the campaign and illustrates the best preparation and organisation in the following categories:

- Quantity - biggest campaign in the country (campaign with most activities)
- Creativity - extraordinary event
- Range/Diversity - young and old were involved
- Most surveys completed by lay public (people without medical professional experience)

Online-Survey

To assess the **public knowledge on kidney health**, we designed a questionnaire that will be conducted online. With your collaboration and valuable support, the survey will be available in different languages and will be promoted in your countries.

- Share the link to the survey on **websites and social media** or send it via e-mail and messengers.
- The **target group is the lay public**. Therefore, it is important to distribute the survey via other channels, **not** through the nephrology networks.
- It would be useful to promote the survey e.g. distributing it via family and private contacts.
- Distribution via GPs or hospitals (not the nephrology department!) might help to reach their patients, the general public.
- Distribution via a well-known **person of the public life and celebrities** would be optimal, such as social media influencers, athletes or actors.

Question	Yes	No	I don't know
5 I suffer from kidney disease.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 I have a medical condition/ illness that requires regular medication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 I have a family member/ friend who suffers from kidney disease.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8 What do you know about chronic kidney disease?	a lot <input type="checkbox"/> some <input type="checkbox"/>	a little <input type="checkbox"/> nothing <input type="checkbox"/>
9 What is your primary source of information about kidney health? (1-2 answers are possible)		

11 What are characteristics of chronic kidney disease?	True	False	I don't know
It is normal in older people.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
It does not cause any complaints or symptoms in the beginning.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is early diagnosed due to clear symptoms.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
It can be cured after medical treatment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
It is a rare disease only affecting few people	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Loss of kidney function increases over time	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the worst case kidney function has to be replaced artificially to survive	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A kidney transplant is the only cure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Video Publication Information

For the Strong Kidneys Campaign 2021 we produced an **entertaining video clip** to raise awareness about kidney health and disease. To reach people all across Europe, the video was translated and is now **available in 26 languages**. Many thanks to everyone contributing!

Albanian, Arabic, Bosnian, Croatian, Czech, Danish, Dutch, English, Estonian, French, German, Greek, Hebrew, Hungarian, Italian, Kazakh, Kyrgyz, Lithuanian, Macedonian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish, Uzbek

Video Promotion

Use and **share the video widely** - via social media or websites, in congresses, waiting rooms and other occasions. Organisations as well as individuals who are active in education/ awareness or work in the medical field **can use the video freely**.

By posting the YouTube link of the video it can easily be embedded on all websites. All videos are online [on the ERA YouTube channel](#). **When publishing related subjects, refer to the video and post the link once again.**



If you need the video file for presentation, please contact us.

Terms of use

The video can be shared in a non-profit setting - there are no temporal or geographical restrictions of use. If you intend to use the video in a commercial setting like TV advertisement, please consult the rights of use with us.



Contact

If you have any questions or need support, please do not hesitate to contact us via Info@StrongKidneys.eu!



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