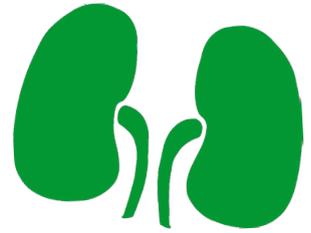




ABOUT WORLD KIDNEY DAY



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 reduce 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.

