

Brand Ambassador Annual Report, Ireland

Grace Murray, the Brand Ambassador for Ireland since July 2024

- I was delighted to attend the Annual EDTNA/ERCA International Conference in Athens, Greece on 21st – 24th September 2024 where I was thrilled to finally meet and connect with fellow Brand Ambassadors and executive committee members from different countries. I also met EDTNA/ERCA BA's who were on duty in the EDTNA/ERCA hospitality suite and those chairing session. I had the opportunity to participate in the BA booth allowing me to meet and connect with the conference attendee's.
- I promoted the EDTNA/ERCA at a National Chronic Kidney Disease Evening and Educational Event for staff and patients in Tallaght University Hospital, Dublin where up to 50 participants attended in August 2024.
- I participated in the EDTNA/ERCA surveys.
- I participated in numerous BA conference calls
- I had the exciting opportunity to review abstracts for the upcoming EDTNA/ERCA Annual 2025 in Porto. This gave me insight into the fresh and progressive work undertaken by our dedicated healthcare workers. Three of which submitted abstracts from my base hospital.
- I also had the wonderful challenge of contributing my efforts in proof-reading translated material and revising chapters in light of the upcoming release of new EDTNA/ERCA material covering various topics on Chronic Kidney Disease.

For World Kidney 2025 I was delighted to take part in representing both my workplace, Tallaght University Hospital and the EDTNA/ERCA as the Irish Brand Ambassador in highlighting all things we can do to lower the risk of developing kidney disease and making knowledge on this topic accessible to all.

For this, 3 teams across Ireland who walked, ran, cycled going a 1,405KM distance for our 'Kevin the Kidney' character, representing all who experience kidney disease.

It was inspiring to see the efforts of colleagues, patients, family & friends across the country that joined in the fun and also sharing the important message that exercise is good for kidney health. I was honoured to showcase information on the day and published materials accessed on the EDTNA/ERCA website thus raising awareness for our esteemed organisation.

For more information please contact Grace Murray, info @gracemurray.ie our Brand Ambassador from Ireland