



Every day, 53 people in Australia die with chronic kidney disease. It is a highly undiagnosed condition; most are tragically unaware they are affected until it's too late. In fact **90% of kidney function can be lost without experiencing any symptoms.**

That's why, this Kidney Health Week, we're opening everyone's eyes to kidney disease and raising awareness of the alarming fact that one in three people living in Australia is at increased risk.

Our message to Australia is *Don't Be Blind To Kidney Disease* by waiting until you feel sick; find out your risk profile and, if you fall into a high-risk group, get your kidneys checked by a GP.

### **Help spread the word**

You can help raise awareness of kidney health in your workplace or community using our:

- Promotional posters and flyers
- Suggested promotional activities
- Template media release for your local newspapers

For further information, please visit our website [www.kidney.org.au](http://www.kidney.org.au) or get in touch on 1800 454 363 or by emailing [events@kidney.org.au](mailto:events@kidney.org.au). Thank you for your support of Kidney Health Australia's Kidney Health Week 2018! Together, we can save and improve the lives of people in Australia affected by kidney disease.

### **Follow and Share!**

Follow us on social media for Kidney Health Week updates, official profile pics, covers and posts that you can use to help spread the word.

We'd love you to post about your activities (be sure to tag **#KHW18**), or email your photos to [events@kidney.org.au](mailto:events@kidney.org.au) so we can share them!



**Kidney Health Australia**



**@kidneyhealth**



**@kidneyhealth**



# Kidney Health Week

## How You Can Help



Over the years there have been some wonderful and creative activities held by health professionals and the broader community for Kidney Health Week. Here are a few ideas that will get you and your team thinking about what you can do to help raise much needed funds and awareness!

Whether your activity reaches a handful or a hundred people, your effort means a lot to us and can make a huge difference.

### Raise Awareness

- **Create an information display** in a public area, by printing our posters and flyers. You can also print additional resources and facts sheets available on the final page of this guide.
- **Send the Kidney Health Week media release** about your event to your local newspaper, workplace newsletter editor, radio station or community television station.

### Raise Funds

- **Host a morning/afternoon tea or barbeque**, asking attendees to make a donation to Kidney Health Australia.
- **Dress in red** for a day at your workplace and ask for a gold coin donation to Kidney Health Australia.

**Fundraising helps us continue our important work.** If you do raise money you can direct proceeds to our ANZ account:

ACC NAME: **Australian Kidney Foundation trading as Kidney Health Australia**  
BSB: **013-423** ACNT: **8377 43332**  
REF: **KHW** (then insert your name, company name or phone number)

Please email [events@kidney.org.au](mailto:events@kidney.org.au) so we know to look out for your deposit and send a receipt and thank you certificate!

Thank you for helping us raise awareness about kidney disease in your community!

# Kidney Health Week

## Template Media Release



For more information about sharing your story with the media, please contact [media@kidney.org.au](mailto:media@kidney.org.au)

Below you'll find a template media release, which you can edit with your event information, and distribute to your local media outlets.

### MEDIA RELEASE

<INSERT DATE>

## LOCALS CALL OUT SILENT KILLER

Kidney related disease kills more Australians each year than breast cancer, prostate cancer and road accidents combined, yet awareness of this silent killer remains low according to Australia's leading kidney health organisation.

One in three people living in Australia is at increased risk of developing chronic kidney disease, so during Kidney Health Week 2018 (March 5 to 11), **[town/community]** locals are supporting Kidney Health Australia to spread the word about the importance of this bean shaped organ.

**[Name of group or individual's name]** of **[your town]** said, "Every day 53 people living in Australia die with kidney-related illness. So we're getting involved in Kidney Health Week by encouraging everyone in **[name of community]** to find out if they're at risk.

**"[Your name/group name]** will be hosting **[a morning or afternoon tea/a bbq/displaying posters/doing blood pressure checks, etc.]** on **[date of activity and time]**.

Kidney Health Australia Interim CEO Lisa Murphy thanked **[Your name/group name]** for supporting the campaign, and urged people to take Kidney Health Australia's 'Kidney Risk Test' to learn if they are at increased risk of developing kidney disease.

"If caught early, chronic kidney disease is very treatable and in some cases can even be reversed entirely. Our message this Kidney Health Week is don't be blind to kidney disease by waiting until you feel sick. Take our online test and if you are high-risk, get your kidneys checked by your GP," she said.

Australians at risk of developing chronic kidney disease include those who have diabetes, high blood pressure, established cardiovascular problems such as heart failure or heart attack, have had a previous stroke, a family history of kidney failure, are obese with a body mass index (BMI) of 30 or higher, smoke, have a history of acute kidney injury, are 60+ years or are of Aboriginal and Torres Strait Islander origin.

To take Kidney Health Australia's 'Kidney Risk Test' and for more information on Kidney Health Week, visit [www.kidney.org.au](http://www.kidney.org.au).

*Kidney Health Australia, formally the Australian Kidney Foundation, is a national health care charity with a vision 'to save and improve the lives of Australians affected by kidney disease'. As the national peak body, Kidney Health Australia promotes good kidney health through delivery of programs in education, advocacy, research and support.*

**-END-**

**For more information or to arrange an interview, contact:**

**<insert local contact information>**

**Name**  
**Title**  
**Organisation**  
**Phone**  
**Email**

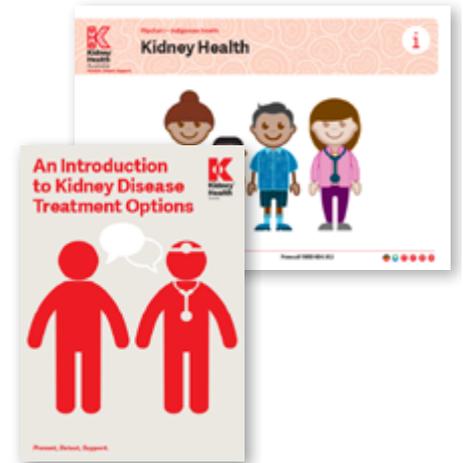
# Additional Resources

## Download and Print

Print and share our range of free resources to help spread the word about kidney health:

### Awareness Resources for People At Risk

- Fact Sheet [How to Look after Your Kidneys](#)
- Fact Sheet [Heart Disease, Stroke, Diabetes and Kidney Disease](#)
- Indigenous Health - [Kidney Health Flip Chart](#)
- Indigenous Health Fact sheet [Who Needs a Kidney Health Check?](#)
- Indigenous Health Fact Sheet [Kidney Disease and our mob](#)



### Additional Resources for Kidney Disease Patients

- Handbook [An Introduction to Kidney Disease Treatment Options](#)
- Handbook [Living With Kidney Failure - Your Extensive Guide](#)
- Recipe Book [Dining In: Delicious Dialysis Recipes and Meals](#)
- Indigenous Health Photo Fact Sheet [Getting Knowledge About Kidney Disease](#)
- Indigenous Health Photo Fact Sheet [Haemodialysis](#)
- Indigenous Health Photo Fact Sheet [Home Peritoneal Dialysis/Home Haemodialysis](#)

### Resources Order Form

Order hard copies of these Health Publications and Fact Sheets [here](#).

## Sample Newsletter Copy

### It's Kidney Health Week!

During Kidney Health Week, 5 – 11 March 2018, Kidney Health Australia is highlighting that one in three people living in Australia is at increased risk of developing chronic kidney disease. Every day, 53 people die with this highly undiagnosed condition; less than ten percent of affected people are aware that they have the disease.

Kidney Health Australia Acting CEO Lisa Murphy said, "90 percent of kidney function can be lost without any symptoms, so we're urging all Australians to find out their risk profile and, if they fall into a high-risk group, to get their kidneys checked by a GP."

Kidney Health Australia is urging people to take the online 'Kidney Risk Test' to find out if they are at an increased risk of developing chronic kidney disease.

Australians at risk of developing chronic kidney disease include those with diabetes, high blood pressure, established heart problems or previous stroke cardiovascular disease, family history of kidney failure, individuals who are overweight or obese, smoke, have a history of acute kidney injury, are 60+ years or are of Aboriginal and Torres Strait Islander origin.

For more information visit [www.kidney.org.au](http://www.kidney.org.au).