

**Media Release**

supports  
**World Kidney Day**  
**10 March 2016**

**Kidney Disease and Children**  
**Better Knowledge. Better Care.**

is joining forces Billy the Kidney, the big red cuddly ambassador for Kidney Health Australia.

The World Kidney Day theme for 2016 is KIDNEY DISEASE AND CHILDREN, BETTER KNOWLEDGE, BETTER CARE.



Billy Kidney Shopping for Healthy Food

Anne Wilson CEO and Managing Director of Kidney Health Australia said, “the **KIDNEY DISEASE AND CHILDREN, BETTER KNOWLEDGE, BETTER CARE** campaign highlights to both children and parents the importance of choosing water over sugary drinks, healthy food and physical activity daily.’

from said World Kidney Day is raising awareness about the importance of developing healthy lifestyles in childhood for taking into later life and preventing risk factors for chronic kidney disease.

is committed to developing healthy lifestyles in students with

The Chairman of the Australian and New Zealand Paediatric Nephrology Association, Dr Joshua Kausman explained that obesity and high blood pressure are major risks for the development of many health complications in adulthood including kidney disease, but often have their origins in childhood.

Anne Wilson, Chief Executive Officer and Managing Director of Kidney Health Australia said that over 20,000 Australians will die with kidney related disease in Australia this year. This is despite the fact that if chronic kidney disease is detected early and managed appropriately, then the otherwise inevitable deterioration in kidney function can be reduced by as much as 50% and may even be reversible.

One in three adult Australians is at an increased risk of developing chronic kidney disease. You are at risk if you have diabetes, high blood pressure, established heart problems (heart failure or heart attack) and/or have had a stroke, a family history of kidney failure, are obese, smoke, are aged 60 years or older or are of Aboriginal or Torres Strait Islander origin.

Approximately 1.7 million Australians, (1 in 10) aged 18 years and over, have indicators of chronic kidney disease such as reduced kidney function and/or the presence of albumin in the urine **and around 90% of these may be unaware they have this condition.**

It is important to understand the issues surrounding kidney disease, which is known as **the silent killer** as people can lose 90% of the use of their kidneys without even knowing.

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**BILLY THE KIDNEY IMAGES**

**Media Liaison Officer**