

**“Healthy Lifestyle for Healthy Kidneys.”**

*An opportunity to make a significant impact on kidney health awareness and disease prevention*

Dear (insert name of your local MP)

Keeping kidneys healthy can save lives.

On 8 March 2018, **World Kidney Day (WKD) – the global awareness campaign dedicated to raising awareness of the importance of our kidneys –** will be celebrated by millions of people around the world

I am writing to invite you to (insert details of your event) at (insert the location to mark the day and would be delighted if you could join us.

This year, World Kidney Day and International Women’s Day are on the same day so, in addition to general awareness, the focus is also on the importance of **women’s kidney health**, especially:

Raising awareness of chronic kidney disease (CKD) – in the UK it is more common in women than men, especially in older women. However, fewer women than men progress to need dialysis or a transplant

Getting a timely diagnosis – helping women to access therapies that may help slow progression of their kidney disease

* Better planning and close monitoring throughout pregnancy for women with kidney disease to help improve outcomes

We would like you to use your influence and profile to help raise awareness of the importance of kidney health and the risks of kidney disease with your constituents and colleagues.

As the incidence of chronic kidney disease (CKD) increases, investing in preventative measures and educating the public and the medical community has never been more important. The statistics are alarming – kidney disease affects over 3 million people in the UK but up to a million of these people may be undiagnosed. Kidney disease has a number of causes but by far the biggest risk is from uncontrolled diabetes or high blood pressure.

Early diagnosis, prompt treatment and changes in diet and lifestyle (such as taking more exercise) can be vital and often help slow down or prevent any further damage. Left unchecked, however, kidney disease can progress to kidney failure, which is fatal without treatment by dialysis or a kidney transplant.

The best hope for reducing the human and economic toll related to CKD lies in prevention and early detection.

In the lead up to World Kidney Day itself, we would ask that you join in the conversation on social media using **#WorldKidneyDay** and sharing our eight kidney facts which will be released through Facebook ([**www.facebook.com/worldkidneyday.co.uk**](http://www.facebook.com/worldkidneyday.co.uk)) and Twitter (**@kidneydayuk**) from 1 March.

With kind regards,

(insert your details)