

**News release**

**Date:** (Insert date of issue)

**Local** (Insert career or personal detail, eg mum/hairdresser/dad/student/retail assistant/resident) **raises awareness of** kidney disease/dialysis/organ donation (delete as appropriate**) in** (insert location) **for World Kidney Day 2018**

As one of more than 3 million people affected by kidney disease, (Insert name), (insert age), from (insert where you live) is helping to raise awareness of kidney disease/dialysis/organ donation (delete as appropriate) for World Kidney Day UK 2018.

(Insert name), hopes to raise awareness in (insert where you live) so that other local residents can understand the importance of your kidneys, how you can look after yourself and reduce the risks of kidney disease. This is so important to (insert name) because (insert the reason why you are raising awareness – personal connection through family, have CKD yourself, have had a transplant, etc).

(Insert name) said: “Most people don’t understand what your kidneys do or know much at all about kidney disease and the impact that it can have so I really wanted to use World Kidney Day as a way to change that. We need to raise awareness of this life-threatening disease and ensure that people are ‘kidney aware’. The more people know about kidney health, the better."

Kidney disease is common, however it can go undetected as people often have no symptoms. People with high blood pressure, diabetes, heart disease, or have a family history of kidney disease and those from certain ethnic groups, have a higher risk of developing kidney disease. The good news is that early detection, changes in lifestyle (such as taking more exercise) and a healthy diet can often slow down the progression of the disease, delaying the possible need for dialysis or transplantation.

For more information about World Kidney Day in the UK and downloadable resources please visit: [www.worldkidneyday.co.uk](http://www.worldkidneyday.co.uk). For information on the global initiative, visit [www.worldkidneyday.org](http://www.worldkidneyday.org)

**ENDS**

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**For further info, please contact: (insert details)**

**Notes to Editors:**

**About World Kidney Day:**  
World Kidney Day is an annual global awareness and education event, held on the second Thursday in March. 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.

The campaign in the UK is led by the Kidney Charities Together Group comprising four leading kidney charities:

Kidney Care UK www.kidneycareuk.org

Kidney Research UK www.kidneyresearchuk.org

National Kidney Federation www.kidney.org.uk

The Polycystic Kidney Disease Charity www.pkdcharity.org.uk

The 2018 World Kidney Day campaign in the UK is also supported through grants from Amgen (Europe) GmbH, Bristol Myers Squibb Pharmaceuticals Ltd and Pharmacosmos UK.

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**Kidney Facts:**

* Our kidneys filter around **180 litres** of blood every day
* Kidney disease is **common** and can affect anyone, including children
* Right now about **64,000 people** in the UK are being treated for kidney failure
* **5,200 people** are waiting for a kidney, yet only around **3,300 transplants** are carried out each year
* **Uncontrolled diabetes and high blood pressure** are the biggest causes of kidney disease
* We estimate there are **60,000 premature deaths** in the UK every year due to chronic kidney disease (CKD)
* Acute kidney injury (AKI) is a sudden drop in kidney function due to serious illness. It affects **one in five people** admitted to hospital as an emergency and may be more deadly than a heart attack
* **One in three** women get a urinary tract infection (UTI) in their lifetime. UTIs can spread to the kidneys causing damage
* Women with kidney disease face **additional risks in pregnancy.** However, outcomes have greatly improved and with careful planning and close monitoring, the majority of women have successful pregnancies, even when on dialysis.