











World Kidney Day @ Hong Kong 2014 - Sunday 9 March 2014



## World Kidney Day @ Hong Kong 2014 - Sunday 9 March 2014 Attended by 800 renal patients and healthcare professionals

Welcome by

**Dr. Cheung Wai-lun**, **JP** D(CS), Hospital Authority

Dr. Lui Siu-fai, MH, JP

Chairman, Hong Kong Kidney Foundation

**Dr. Samuel Fung** 

Chairman, Hong Kong Society of Nephrology



**Guest of Honor:** 

**Dr. Ko Wing-man, BBS, JP**Secretary for Food & Health
HKSAR Food & Health Bureau



Address by
Prof. John Leong, SBS, JP
Chairman, Hospital Authority
Dr. Leong Che-hung, GBM, JP
President, Hong Kong Kidney Foundation
Prof. Richard Yu, SBS, Patron, HKKF
Prof. Philip Li, Council member, ISN





Love our elderly Prevent kidney disease

「愛長者、防腎病」

8 glasses of water a day for good kidney health (General advice for healthy people)

腎康的方法是 每日飲8杯水

## **Street Drama – Kidney illness** by Hong Kong Society of Nephrology























A survey of the general public's understanding of kidney disease together with free measurement of blood pressure was conducted at 12 housing estates on 12 Sundays during Dec 2013 – Feb 2014.

2000 people attended for the free blood pressure checkup

The findings of the survey was presented at the opening ceremony of the WKD



### Findings from a pubic survey of 1900 people at 12 public housing estates

- 67% has either hypertension &/or diabetes & / or hyperlipidaemia
- 92% not aware of Non-steroidal anti-inflammatory drugs can harm the kidneys
  - 60% do not know to control hypertension, diabetes or hyperlipidaemia
    - 95% do not know how to protect kidneys



Beautiful Sunday – A song to promote kidney health
Singing by Choir from Wanchai Methodist Centre For The Seniors



Beautiful Sunday – A song and dance to promote kidney health Singing and dancing by doctors, nurses, healthcare professionals and







## Performance by Renal patient groups























## Supported by voluntary organisations



























## Video clips (to view, click on icon)



http://youtu.be/b4q0Vej1BEg



http://youtu.be/UJftSw2TIN8



http://youtu.be/dWtADtat4v8



http://youtu.be/nApuccXUguE



http://youtu.be/UvOcdM5mjz8



http://youtu.be/nkqJvJp3x7g

http://youtu.be/iy7P6dRC4gk



http://youtu.be/G\_zagbFpCMA

## Media coverage on 9-10 March 2014

28 media coverage - 7 Print (circulation \$1.9m), 4 Electronic media, 17 Online



本港去年有一千多人患末期賢衰竭,當中有一半是六十五歲以上長者,有醫生提醒長者不要胡亂 服藥,加重腎臟的負擔。

香港醫蘭基全會調查,一千九百個六十歲以上長者,發現有超過九成人不知道非類固醇的淡炎止 痛藥可以引致慢性醫病,另外亦有六成人不知道避免三高飲食可以避免醫病,建議加強長者教 育,又建議市民培養每日飲八杯水的習價。

http://news.tvb.com/local/531beb36 6db28c1205000000/















# Full page special published in 10 newspapers 13 March 2014 (circulation 3.2 million copies)

https://dl.dropboxusercontent.com/u/29717504/HKKF\_WKD14/WKD14\_Newspaper%20%E7%89%B9%E5%88%8A.jpg

### Message:

Kidney disease is common, affecting 10% of the world population. About 5% of the world population has impairment of kidney function. During 2013, there were 1133 new patients with end stage renal failure registered with Hospital Authority. With accumulation, there are now 8800+ patients with end stage renal failure receiving renal replacement therapy from Hospital Authority. The purpose of the World Kidney Day is to promote kidney health and that kidney disease is common, can seriously affect your health and can be life threatening.

The 9<sup>th</sup> World Kidney Day is jointly organized by Hong Kong Society of Nephrology, Hong Kong Kidney Foundation and Hospital Authority, Hong Kong. The theme this year is **Chronic kidney disease and aging**, as the world population is aging. Many elderly has hypertension and diabetes. There is a high risk of progression to kidney failure with diabetes. There are over 1 million people age over 60 in Hong Kong. According to the information from Hospital Authority, of the 1133 new cases of end stage kidney failure, 48% is above the age of 60. The causes of the kidney failure were diabetes 57% and hypertension 11%. Elderly with hypertension and diabetes are of high risk to develop chronic kidney failure and

For the general population, one way to ensure good kidney health is to drink plenty of water, up to 8 glasses each day. It is also important to be aware of the symptoms of kidney disease, has regular body check and not to take unknown medications without medical supervision.

We need to take action to prevent kidney diseases in Hong Kong. Early detection and appropriate treatment can prevent disease progression and complication.

it is important to manage the underlying diseases well.





## World Kidney Day Website English Version

http://www.worldkidneyday.org/

http://youtu.be/djUjkuN-Cic

# World Kidney Day @ HK on Roadshow

A 60 seconds video clip of the highlights of the World Kidney Day @ HK 2014 was shown on Roadshow (a video media on public bus) to promote the kidney health message.

The video clip was shown 12 times daily on 2,600 buses for 10 days from March 21 to 30 2014.



## World Kidney Day Website Chinese Version hosted by HKSN, HKKF

http://chinese.worldkidneyday.net/

Simple Chinese character Version <a href="http://simpchin.worldkidneyday.net/">http://simpchin.worldkidneyday.net/</a>