

第十七屆世界腎臟日在香港

The 17th World Kidney Day in Hong Kong
Bridge the knowledge gap to better kidney care
Saturday 9 July 2022 3-4 pm

Hong Kong Kidney Foundation

World Kidney Day @ Hong Kong

Postponed from March 2022 because of COVID

Launch event of WKD 2022 (Hybrid Webinar) – 9 July 2022

Announcement of Public Interest (API) – Are you at risk of kidney disease?

On all local TV and radio - every night from 9 July 2022 to 13 March 2023

Mass Transit Railway and Electric Railway Line

346 Community Poster at 132 stations (7-13 Aug 2022) – Free of Charge

300 12-sheet Panels on lightboxes at MTR platform (15 July – 9 Aug 2022) – Free of Charge

Bus

Poster display at bus shelters and on the outside body of the bus (October 2022).

Radio programs

RTHK 9 March 2022 (Dr. SF Lui, Dr. KM Chow)

RTHK 16 March 2022 (Dr. CY Yung, Ms. Maggie Lee)

TV program

Now and VIU TV (SF Lui on Doctor online) March 2022, repeated twice every night on 3 days.

Newspapers

Full page special article on 4 newspapers (12 August 2022)



Bridge the knowledge gap
to better kidney care

The 17th World Kidney Day at Hong Kong

9 July 2022 (Sat)

3:00 - 4:00 pm



WEBINAR

Seminar, patients and
medical staff sharing



LIVE Stream
YouTube Live
HKKidneyFoundation
Hong Kong
Kidney Foundation



Officiating guests speeches

Dr. Ronald Lam, JP, Director, Department of Health, HKSAR
Mr. Henry Fan, SBS, JP, Chairman, Hospital Authority, HKSAR

Health literacy: Patient's experience and need

Ms. Maggie Ng, Ms. Hui Lai Wah and Mr. Martin Wong

Health literacy: What is it?

Dr. Chow Kai Ming and Dr. Desmond Yap

Health literacy: To connect, be connected.

Dr. Lui Siu Fai, Dr. Cheng Yuk Lun and Dr. Jack Ng

Health literacy: To communicate, be understood.

Ms. Maggie Lee, Ms. Windy Lee and Ms. Lam MK

Organizers: HKKF Hong Kong Kidney Foundation
SOCIETY OF NEPHROLOGY Hong Kong Society of Nephrology
HONG KONG ASSOCIATION OF RENAL NURSES Hong Kong Association of Renal Nurses
Partner: ARPMHA

Sponsors: Astellas AstraZeneca Boehringer Ingelheim Fresenius Medical Care GSK KIRIN VIATRIS Baxter

Launch of WKD 2022 in Hong Kong Hybrid online webinar with onsite attendees





A drama by patients on health literacy



What is health literacy?



To connect. Be connected.



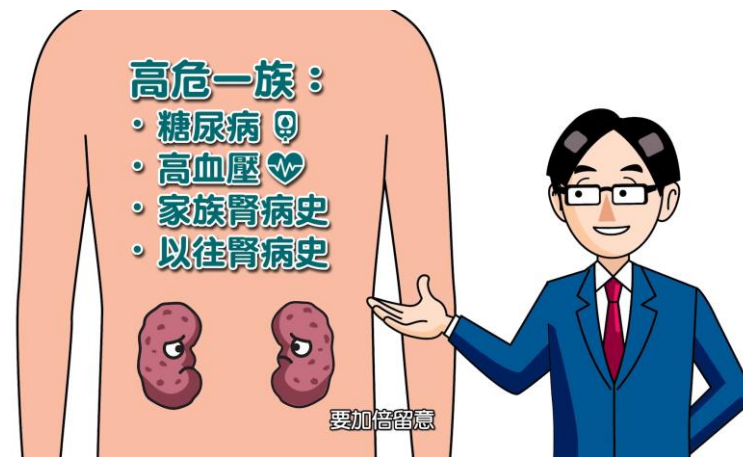
Communication & Understanding.

Announcement of Public Interest on all TV and radio

Every night from 8 July 2022 to 13 March 2023



<https://www.youtube.com/watch?v=zBfLY458yqk>



Are you at risk?



Display at Mass Transit Railway and East Railway Line

世界腎臟日 在香港

主理機構: HK KF, SOCIETY OF NEPHROLOGY HONG KONG, 腎智台 KIDNEY'S TALK, 香港腎臟基金會

你有好好照顧 孤獨腎兄弟嗎? 每10個人有1個 患有不同程度腎病 及早檢查 避免腎衰竭

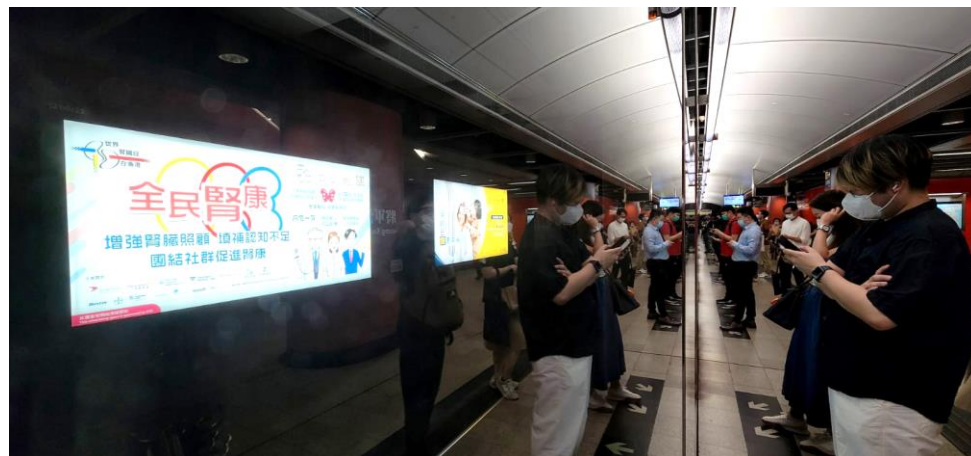
高危一族: 糖尿病, 高血壓, 家族腎病史, 以往腎病史

全民腎康

增強腎臟照顧 填補認知不足 團結社群促進腎康

主要贊助: astellas, AstraZeneca, Boehringer Ingelheim, FRESenius MEDICAL CARE, GYOWA KIRIN, novartis, Otsuka, sanofi, VIATRIS, Baxter

資料來源: www.worldkidneyday.org/2022-campaign/2022-wkd-theme/



300 12-sheet Panels
at MTR and
East Railway Lines
(Free of Charge by MRT)

346 Community Poster
at 132 MRT stations
7-13 Aug 2022
(Free of Charge by MRT)

Promotion of Eat Smart, Eat well - recipes for kidney patients

[illegible]

Health talk on TV

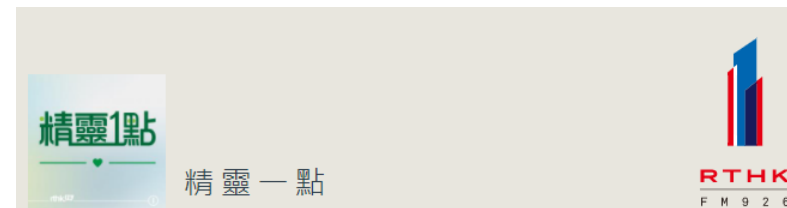
【杏林在線】世界腎臟日

【Now新聞台】

人體的腎臟仿如過濾器，負責排走體內沒有用的物質。在香港慢性腎病很普遍，大約每十個成年人有一人患病。但由於腎病早期不一定有明顯病徵，很多患者無法及早醫治，所以每年三月就有「世界腎臟日」，希望引起大眾關注腎臟健康。今集《杏林在線》會探討如何減少患腎病的機會，而在日常飲食上又有甚麼需要留意。



Public education on radio



<https://www.rthk.hk/radio/radio1/programme/healthpedia/episode/804030>


2022年3月9日

香港腎科學會系列

主題：健康素養

嘉賓：雷兆輝醫生(香港腎臟基金會主席)

周啟明醫生(香港腎科學會主席)

(主持：虞逸峯、江卓儀) 青光眼與女性 / 健康素養 

主持人：沈達元、陳倩揚、程潔明、方健儀、林詠雯、虞逸峯

1400-1500

[香港腎科學會系列]

主題：健康素養

嘉賓：雷兆輝醫生(香港腎臟基金會主席)、周啟明醫生(香港腎科學會主席)

00:00 | 00:00 

09/03/2022 - 健康素養



Tag: 健康素養, 周啟明醫生, 方若盈醫生, 眼科, 雷兆輝醫生, 青光眼與女性, 香港腎科學會, 香港腎科學會系列, 香港腎臟基金會

<https://www.rthk.hk/radio/radio1/programme/healthpedia/episode/805154>


2022年3月16日

香港腎科學會系列

主題：濫藥傷腎

嘉賓：李潔芬(香港腎科護士學會主席)

容震宇醫生(香港腎科學會義務秘書)

(主持：鄭萃雯、江卓儀) 疫情下的情緒管理 / 濫藥傷腎 

主持人：沈達元、陳倩揚、程潔明、方健儀、林詠雯、虞逸峯

1400-1500

[香港腎科學會系列]

主題：濫藥傷腎

嘉賓：李潔芬(香港腎科護士學會主席)、容震宇醫生(香港腎科學會義務秘書)

00:00 | 00:00 

第二部份 Part 2 (HKT 14:04 - 15:00)



Tag: 容震宇醫生, 崔永豪醫生, 李潔芬, 濫藥傷腎, 疫情下的情緒管理, 精神科專科醫生, 香港腎科學會系列, 香港腎科學會義務秘書, 香港腎科護士學會主席

Plan for Oct 2022

Advertisement panel on buses



支持夥伴(1)

Supporting partners (1)



Astellas Pharma Hong Kong Co., Ltd.
香港安斯泰來製藥有限公司



AstraZeneca
阿斯利康香港有限公司



Boehringer Ingelheim (Hong Kong) Limited
德國寶靈家殷格翰(香港)有限公司



Fresenius Medical Care Hong Kong Ltd
費森尤斯醫藥香港有限公司

支持夥伴(1)

Supporting partners (1)



Kyowa Kirin (Hong Kong) Co. Ltd.
協和麒麟(香港)有限公司



Novo Nordisk
諾和諾德香港有限公司



Viatrix
暉致香港

支持夥伴(2)

Supporting partners (2)



Baxter Healthcare Ltd.
百特醫療用品有限公司



Bayer HealthCare Limited
拜耳醫療保健有限公司



Fresenius Kabi Hong Kong Ltd
費森尤斯卡比香港有限公司



Novartis Pharmaceuticals (HK) Ltd.
瑞士諾華製藥(香港)有限公司



Otsuka Pharmaceutical (H.K.) Ltd
香港大塚製藥有限公司



Sanofi Hong Kong Limited
賽諾菲香港有限公司



10 MARCH 2022
Kidney Health for All

#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

Bridge the
knowledge gap
to better
kidney care.



World Kidney Day
is a joint initiative of



ISN



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