

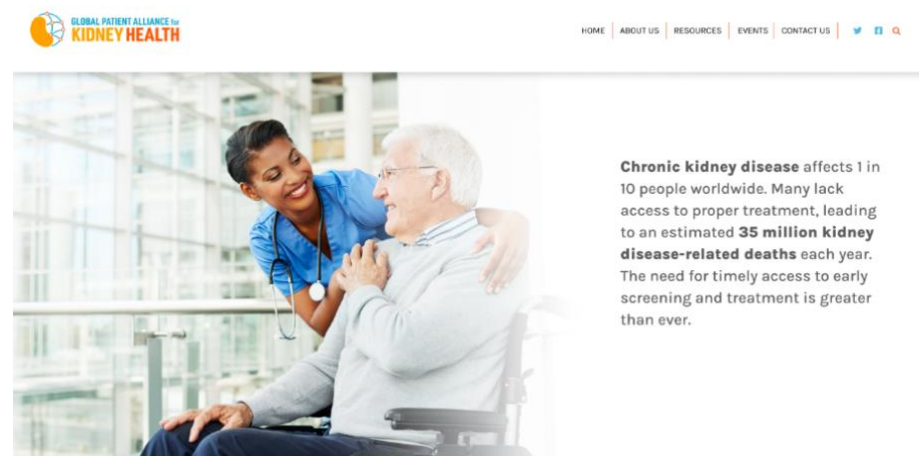


Global Patient Alliance for Kidney Health Launch announcement communication toolkit

The Global Patient Alliance for Kidney Health announces its launch on September 19, 2023. Launch activities include promoting our new website, attending at a Devex event, media engagement and posting social content. There are several ways to support the launch announcement. When sharing the announcement with your stakeholders, please encourage them to visit the website and follow our social media pages.

Branding

Website: globalkidneyalliance.org will be live on September 19, 2023. Please drive traffic to site by hyperlinking the URL to any mention of the alliance.



Logo: You can access the alliance logo in .png .jpg and .eps format [here](#). Please avoid cropping or stretching the logo when pasting it onto word documents or PowerPoint presentations. If you'd like to use the logo in designed elements, please reach out to use for assistance.



Social Media Content

We're promoting the alliance launch on social media from September 19 to September 26, 2023. Here are some posts to use in announcing the Alliance's launch on Twitter, Facebook and LinkedIn. You can use them verbatim or edit the copy to localize it and match your audience needs. Please post every day using this [content](#).

Social media posts

Day 1: Kidney disease harms bodies, burdens health care services and damages the environment. We've joined other health advocates to form the Global Patient Alliance for Kidney Health. Watch us @Devex and hear how improving screening and early treatment interventions for kidney disease patients can save lives! #KidneyHealth

Day 2: We're thrilled to join Global Patient Alliance for Kidney Health, a global movement that envisions health care systems that treat chronic kidney disease as a public health priority by ensuring access to screening and early treatment to prevent death. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org.

Day 3: Globally over 850 million people have chronic kidney disease and counting. We're taking action! We've joined the Global Patient Alliance for Kidney Health, dedicated to ensuring access to quality care for kidney disease patients across the globe. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org.

Day 4: Every year over 1 million people die from kidney disease. Risk-based screening and early treatment can slow disease progression and save lives. Global Patient Alliance for Kidney Health is advocating for better access to these interventions. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org.

Day 5: Annually, countries spend about \$1 trillion & use 265 billion litres of water to treat kidney failure. Early action can save funds and protect the environment. We've joined the Global Patient Alliance for Kidney Health, to put this on the global agenda. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org.

Day 6: 90% of kidney disease patients don't know they have it. Knowing you have kidney disease early, can avoid heart failure, strokes and death. The Global Patient Alliance for Kidney Health advocates for better access to life-saving interventions. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org for more.

Day 7: Kidneys are essential for a healthy life and thriving society. We've joined the Global Patient Alliance for Kidney Health, uniting patient advocates to elevate kidney disease on the global health agenda. Together, we can transform #KidneyHealth! Visit globalkidneyalliance.org for more.

Tagging social media pages: When posting on Twitter and Facebook please tag the alliance accounts. We don't have a LinkedIn page but some of you do. Please post on that platform, too.

Twitter (X): [@globalkidney](https://twitter.com/globalkidney)

Facebook: [@GlobalKidneyAlliance](https://www.facebook.com/GlobalKidneyAlliance)

Social graphics: We have designed posts in your respective languages to use in promoting the alliance on your social media pages. Use the links below to download each graphic.

[English](#)



[Spanish](#)



[Portuguese](#)



[French](#)



[Mandarin](#)



[Multiple](#)



Devex event at Global Week for Action on NCDs

A DEVEX EVENT IN COLLABORATION WITH ASTRAZENECA

HOW IMPROVING KIDNEY HEALTH CAN TRANSFORM HEALTH SYSTEMS FOR ALL

SEPTEMBER 19, 2023 | 11 A.M.-12 P.M. ET

NEW YORK & ONLINE EVERYWHERE

ATTEND ONLINE

ATTEND IN NEW YORK



Marisol Robles from NEF Project will join representatives from London School of Economics, World Health Organization and International Society for Nephrology, to speak at a Devex event during Global Week for Action on NCDs. Discussion will focus on the need to improve prevention, diagnosis and treatment of CKD. Event details: September 19, 2023 at 11am – 12pm EST. Use this [link](#) to register for the event and watch it live. To promote the event, you can use this promotional media [toolkit](#) (also shared as an attachment).

Press Release

We have drafted a [press release](#) for global distribution by the GAFPA team. Please disseminate it to your network on September 19, 2023.

New Kidney Health Alliance Elevates Chronic Kidney Disease on Global Health Agenda

WASHINGTON — Seventeen patient advocacy organizations from North and South America, Europe, Asia and the Middle East have formed the Global Patient Alliance for Kidney Health. The Alliance aims to elevate patient voices and advocate for policies that enhance access to screening and early treatment of chronic kidney disease or CKD.

Chronic kidney disease is one of the most neglected public health crises of our time.

Globally, CKD affects nearly 850 million people¹. However, patients often go undiagnosed. About 90% of CKD patients are unaware of their status. This can have dire consequences: CKD is incurable, and when left unmanaged, it can lead to kidney failure, necessitating dialysis or kidney transplants².

“As a collective of patient advocates striving for health systems that uplift the needs of CKD patients, the Alliance urges governments to act decisively to protect at-risk patients by investing in proven policy solutions that can substantially slow disease progression and prevent severe complications and death from chronic kidney disease,” says Marisol Robles, a steering committee member of the Alliance and president of the Mario Robles Ossio Foundation in Mexico.

The global prevalence of CKD shows no sign of slowing. It is projected to become the 5th leading cause of death by 2040³. Yet policymakers are failing to give it the urgent attention it deserves. Only 47% of 160 countries have a strategy for CKD care, and where national strategies exist, they are focused on dialysis and transplantation, not early intervention⁴.

Addressing CKD requires a system-wide approach that prioritizes early disease identification and management, to achieve meaningful impact in reducing morbidity and mortality rates. This approach should include policy solutions focused on improving access to risk-based screening, eliminating health care system inefficiencies and prioritizing education and training of health care professionals, according to a report published by Global Alliance for Patient Access⁵.

The cost of chronic kidney disease on people, governments and the environment is high.

The negative impact of CKD reaches far beyond patient health. Treatment for patients with kidney failure places huge costs on health care systems and harms the environment immensely. Many countries spend 2-3% of their annual health care budget⁶ and use about 265 billion litres of water⁷ to provide dialysis therapy to patients with kidney failure annually. There is evidence of these profound challenges in countries like Australia.

“Kidneys are crucial to our survival. When these organs stop working, it wreaks havoc, compromising the well-being of patients and their families. People with kidney failure also struggle with financial hardship and other devastating socio-economic challenges. For instance, chronic kidney disease is costing the Australian economy \$9.9 billion per year in productivity-related losses and health care expenditure to provide dialysis and kidney transplants⁸,” elaborates Chris Forbes, a steering committee member of the Alliance and CEO of Kidney Health Australia.

Individual level approaches to CKD fall short.

While lifestyle modifications and medications can slow progression of chronic kidney disease, without a transformation of health care systems to prioritize screening and early treatment, many more people will be affected.

This is particularly true for Ms. Robles’ home country of Mexico where patients have significant challenges accessing treatment to slow disease progression. Mexico has the sixth highest premature death rate in the world from chronic kidney disease⁹.

“It’s important to educate at-risk people about how to keep their kidneys healthy but in countries like mine where health care systems are collapsing, governments have an obligation to implement policies that reflect international best-practice,” concludes Ms Robles.

Ends

About the Global Patient Alliance for Kidney Health

The Global Patient Alliance for Kidney Health envisions health care systems that treat chronic kidney disease as a public health priority by ensuring at-risk patients can access comprehensive screening and early treatment, thereby slowing disease progression and preventing mortality. The Global Patient Alliance for Kidney Health brings together patient advocacy organizations from across the globe to raise awareness and improve access to early screening and treatment. The Alliance consists of organizations from the US, UK, China, Spain, Norway, France, Portugal, Australia, Mexico, Canada, Israel, Taiwan, Singapore, Brazil and Argentina. The non-profit Global Alliance for Patient Access serves as secretariat for the Alliance. Visit globalpatientalliance.org for more information.

Global Patient Alliance for Kidney Health Steering Committee Members

Federación Nacional de Asociaciones – Spain

The Kidney Foundation of Canada

Kidney Health Australia

American Kidney Fund

National Kidney Foundation – US

Kidney Care UK

NEF Project – Mexico

Kidney Tec – China

Sponsorship Support

AstraZeneca has provided a financial sponsorship to the Global Alliance for Patient Access as the secretariat of the Global Patient Alliance for Kidney Health.

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