

Are your kidneys OK?

1 out of 10 adults in the world has some form of kidney damage

Find out if you are at risk:
www.worldkidneyday.org

World Kidney Day
8 March 2007

World Kidney Day is an initiative of the International Society of Nephrology and the International Federation of Kidney Foundations

genzyme Roche AMGEN Shire Wyeth ISN IFKF

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Guidelines

Please see below the guidelines for the promotional materials of World Kidney Day 2007. We hope that you find the designs appealing and that you will consider using them to their fullest potential in your local events and campaigns.

We warmly encourage you to translate these materials, so that they end up in many different languages on the bumpers of cars, on the slides of speakers' presentations, on the walls of doctors' waiting rooms and on the shirts of famous sports players, and so that together we reach as large an audience as possible on World Kidney Day!

At the bottom of the pages of this document you will see pictures of folders followed by names. You will find folders with the same names on this CD, and they contain the different files (Adobe Illustrator, Photoshop, QuarkXpress, PDF, JPEG and Word files) that you will need to print and produce the promotional materials.

If you have questions, please contact us. We wish you the best!

Kind regards,

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Materials and Guidelines



MAIN ACTIVITIES ORGANIZED on World Kidney Day 2007 in 66 Countries

- **Media contacts / coverage**.....**57 countries**
- **Seminars, lectures, talks**.....**51 countries**
for health professionals: 32 countries
for the wider public: 16 countries
- **Free kidney screenings**.....**42 countries**
in hospitals, clinics, shopping malls, on-site before and after public lectures, outdoors via mobile clinics, etc.
- **Other public outreach activities**.....**34 countries**
walkathons / parades (8 countries); distribution of info materials (brochures, flyers, posters) in hospitals, pharmacies, shopping malls, sports clubs, hotel lobbies, traffic intersections, education booths (21 countries); posters and billboards in streets, public squares, trains, buses, soccer fields (13 countries); rallies, street shows and plays, childrens' art competition, open-doors for dialysis centers, etc. (9 countries)

