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## **World Kidney Day 2020 is in 2 days!**

WKD 2020 visual

**This year, in its 15th reiteration, World Kidney Day 2020 will be marked on March 12. WKD 2020 calls on everyone to advocate for concrete measures in every country to advance kidney disease prevention.**

True to its objective of spreading awareness of the high and increasing burden of kidney diseases worldwide, the World Kidney Day 2020 campaign spotlights the importance of preventive interventions to avert the onset and progression of kidney disease.

One in three people in the general population (an estimated 850 million people) is at increased risk of chronic kidney disease (CKD). And although **an estimated 10% of people worldwide have CKD**, estimates suggest **9 in 10 of those are unaware** of their condition.

Therefore, WKD 2020 calls for '**Kidney Health for Everyone Everywhere – from Prevention to Detection and Equitable Access to Care**'.

## **Spotlight on solutions for kidney health**

Early prevention and delay of progression are sustainable options to reduce costs and consequences of kidney diseases for individuals and countries. In concrete terms, this means the promotion of among other things: educational campaigns and patient empowerment, cross-disciplinary training for medical personnel, as well as integrated programmes for non-communicable diseases (NCDs).

The World Kidney Day campaign is ever growing thanks to the fantastic enthusiasm from members of the public, doctors, politicians and celebrities. This support is essential to the campaign's ultimate goal: preventing kidney disease and improving the lives of those living with kidney disease.

Therefore, keep spreading the word whether it is through social media or by organising activities in your towns and cities:

Tag along [@worldkidneyday](#) [1] to say **#KidneyHealth** and stop **#CKD** on **#WorldKidneyDay**

Together we can make step towards a future where everyone has access to the best care and information.

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### Links

[1] <https://twitter.com/worldkidneyday>

[2] <https://ncdalliance.org/taxonomy/term/290>

[3] <https://ncdalliance.org/taxonomy/term/706>

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[5] <https://ncdalliance.org/taxonomy/term/707>

[6] <https://www.worldkidneyday.org>

[7] <https://www.theisn.org/focus/ckd#health-atlas>

[8] <https://ncdalliance.org/news-events/blog/everyone%E2%80%99s-right-to-kidney-health-achieving-kidney-health-equity-across-the-globe>