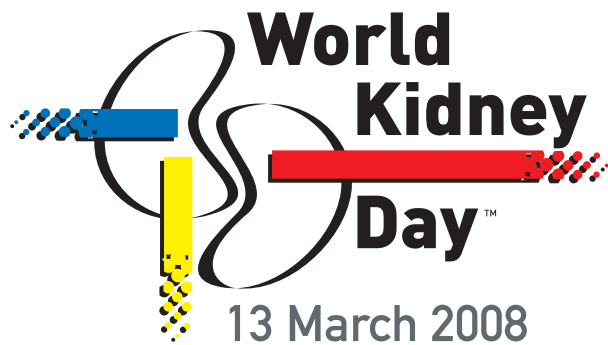


World Kidney Day in Iran

IJKD 2008;2:112-4
www.ijkd.org



The World Kidney Day logo. Its modified form in Persian was used extensively in the banners, posters, and pamphlets.

In concert with the world kidney community, the World Kidney Day (WKD; March 13, 2008) was celebrated by several programs held by the Iranian Society of Nephrology and other organizations and people active in kidney care in the country.

In some hospitals of Tehran, healthy people and patients with kidney diseases were invited to a ceremony and listened to the speeches made on prevention of chronic kidney disease (CKD) by the physicians. Also, the Iranian Society of Nephrology's educational pamphlets for the public were distributed among them. Shariati Hospital, Firouzgar Hospital, Kasra Hospital (private sector), and Shaheed Labbafinejad Medical Center were some of these centers.

Across the city, several posters and billboards were erected to introduce the WKD and encourage people to understand the importance of their kidneys. These illustrative materials constituted the WKD international logo and the Persian slogan of the WKD, "Amazing Kidneys!" The Iranian Society of Nephrology, the Foundation for Special Diseases, and the Association of Kidney Disease Patients'

Support collaborated with the municipality of Tehran in preparing these banners and posters.

Eight educational pamphlets were published for promoting the public knowledge on kidney function, CKD, risk factor of CKD, hypertension and CKD, diabetes mellitus and CKD, nutrition of patients with CKD, etc. The contents were prepared and revised by a large group of experts and examined



Educational pamphlets for the public were prepared by the Iranian Society of Nephrology and the Urology and Nephrology Research Center. They were distributed in many centers in which special programs for the WKD were held.



Posters and banners held in Tehran by several organizations.

to make sure that they were understandable and concise. In Shaheed Labbafinejad Medical Center, these pamphlets were distributed and a questionnaire was filled out by the participants to collect their feedback.

Shaheed Labbafinejad Medical Center was the organizer of a local screening program in collaboration with the Iranian Society of Nephrology



A screening program was held in Shaheed Labbafinejad Medical Center.

and the Urology and Nephrology Research Center of Shahid Beheshti University. High-risk individuals were invited by brochures distributed in the streets near the hospital to participate in the screening program. In March 13, more than 500 people with one of the following criteria presented to the clinic: age greater than 45 years, hypertension, diabetes mellitus, family history of CKD, and history of recurrent urinary tract infections. They passed a few

steps: first, they were asked to complete a simple questionnaire for evaluation of their knowledge on the kidneys and CKD. Then, physicians interviewed them and data on their medical history and physical examination were collected. Afterwards, a series of pamphlets and the answers of the first questionnaire were given to them. They had time to read the educational materials and talk to the physicians and healthcare professionals such as nutritionists who were ready in the clinic hall to answer their questions. Then, blood and urine samples were taken for evaluation of serum creatinine, proteinuria and hematuria (dipstick), urinary albumin, and urinary creatinine levels. Finally, they were asked to fill out a questionnaire to supply the organizers with their comments and their evaluation of the program and educational materials.

This screening program was the first one of its kind in Iran, and the results will be used to device a national screening program in the future. The target population in the country can be defined by the analysis of this pilot screening; the executive guideline can be designed and the cost-effectiveness of the diagnostic protocols can be evaluated. In the near future the primary results will be released by the organizers.

Some similar programs were performed in other clinical centers in the country and free-of-charge laboratory tests were offered to the general population. With the kind cooperation of the Iranian Society of Pathology and Yaran Laboratories, this program was held in all governmental hospital across the country. Patients with CKD



Nationwide free-of-charge laboratory tests were done to evaluate kidney function among the participants.



Tree Implantation day and the WKD were two occasions which were the reason to hold a special program.

will be referred to the nephrologists for further evaluations.

The WKD is just concurrent with the tree planting day in Iran. As a tradition, the Iranian people plant trees in March, when the spring is on the way. This occasion was well acknowledged by the organizations involved in the WKD. Planting trees was done in Laleh public park in Tehran and the pioneering nephrologists and urologists

were invited to the program by the Association of Kidney Disease Patients' Support. The president of the Iranian Society of Nephrology and some experts in dialysis and kidney transplant gave speeches and the trees named on them were planted in the park.

Parallel to the nationwide activities in WKD, the Ministry of Education played its role by the symbolic bell ringing in all the schools of Iran in the name of the Day of Kidney Care. A simplified educational text was prepared to be read for the students in order to give them essential information they and their family would need about the kidneys, its diseases, and prevention form CKD.

All of the WKD programs were covered by the local and national mass media, and special TV and radio programs were broadcasted. The Iranian Society of Nephrology introduced its active members to these programs and educational interviews and shows were made. Partov program on the national TV, interviews in Health Radio, and interviews with the specialist in local TVs were some of these activities.