



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



World Kidney Day 2014

Thursday 13th March

Thursday 13th March marks the 9th Annual World Kidney Day. The mission of World Kidney Day is to raise awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide.

HSE National Renal Office, the National Clinical Programme for Older People and the Irish Kidney Association support World Kidney Day.

Chronic kidney disease (CKD) is a long-term condition where the kidneys do not work as well as normal. CKD is very common and is mainly associated with ageing. The older you get, the more likely you are to have some degree of kidney disease.

The most common cause of CKD is damage caused by other chronic conditions, such as high blood pressure (hypertension) and diabetes.

Many people have some degree of Chronic Kidney Disease (CKD), but may be unaware of this. Simple screening tests (blood tests and urine test) can identify its presence.

Those with CKD are more likely in turn to develop high blood pressure, have an increased risk of cardiovascular disease and, in a minority of cases, develop permanent kidney failure (known as End-Stage Kidney Disease, or ESKD) and require treatment with dialysis or a kidney transplant.

Studies in Ireland indicate that 10-20% of those aged >45yrs have some degree of CKD. Almost 4000 adults and 100 children have ESKD. Whereas 54% of adults and 69% of children have a functioning kidney transplant, many others remain on dialysis whilst waiting for such a transplant. At almost 250,000 treatments/year haemodialysis is the commonest reason for a Day Case attendance at an Acute Hospital.

This year's World Kidney Disease theme focuses on the Older Person:

'Kidneys Age, Just Like You.....'

So remember:

- Your kidneys are important to you and age just like you do!
- Your overall health has an effect on your kidneys – get screened for Diabetes and Blood Pressure.
- Talk to your doctor about your kidney health.

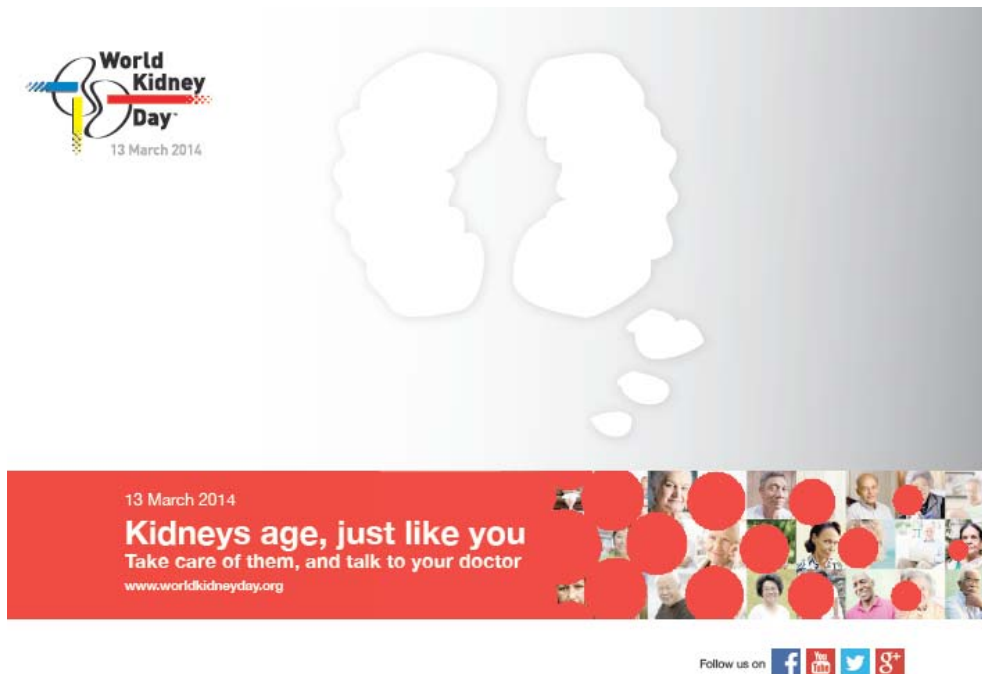
World Kidney Day aims to:

- Raise awareness about our amazing kidneys
- Highlight that diabetes and high blood pressure are key risk factors for Chronic Kidney Disease (CKD).
- Encourage systematic screening of all patients with diabetes and hypertension for CKD.
- Encourage preventive behaviours.
- Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.
- Stress the important role of local and national health authorities in controlling the CKD epidemic. Health authorities worldwide will have to deal with high and escalating costs if no action is taken to treat the growing number of people with CKD. On World Kidney Day all governments are encouraged to take action and invest in further kidney screening.
- Encourage Transplantation as a best-outcome option for kidney failure, and the act of organ donation as a life-saving initiative.

If detected early, CKD can be treated, reducing other complications and dramatically reduce the growing burden of deaths and disability from chronic renal and cardiovascular disease.

See more at:

<http://www.worldkidneyday.org>



The banner features the World Kidney Day logo on the left, which includes a stylized kidney icon and the text "World Kidney Day 13 March 2014". In the center, there is a large, faint white outline of two kidneys. The bottom section of the banner is a red bar containing the text "13 March 2014", "Kidneys age, just like you", "Take care of them, and talk to your doctor", and the website "www.worldkidneyday.org". To the right of the text is a collage of small photos of diverse people, with several red circles overlaid on the images. At the bottom right, there are social media icons for Facebook, YouTube, Twitter, and Google+, with the text "Follow us on" above them.