



VYDEHI INSTITUTE OF NEPHROLOGY

WORLD KIDNEY DAY

INAUGURAL FUNCTION 12TH MARCH 10:00am

Chief Guest: Shri Ramachandra Gowda
Medical Education Minister

Presided by: Mrs. Kalpaja
Director, VIMS & RC

Dr. Kantha
Advisor, VIMS & RC

World Kidney Day

List of activities planned as part of World Kidney Day at Vydehi institute of medical sciences and research centre, department of Nephrology, for awareness on kidney disease, its prevention and treatment are as follows:

12th March 2009

Inaugural Programme in Seminar hall of college

Likely chief guests for function {people with kidney problems and related to the field of nephrology}

Parvathi Omanakuttan: Miss India world {ambassador for kidney awareness in India}

Anil Kumble: cricketer {was on the board for kidney transplant awareness in Karnataka}

Bangarappa: congress politician {dialysis patient}

Narayan murthy / Sudha murthy : Social entrepreneurs

Sriramulu: politician

Ramachandra gowda: politician

Pujaray: IPS additional commissioner of police

Shivraj kumar / puneet rajkumar

Programme:

Inauguration of free check up week by chief guest

Introduction of guests

Talk by guests

Seminar by Dr. Harish Babu

Talk by Nephrologist from Mallya hospital

Talk on Hypertension + its effect on kidney by Specialist

Patients experience on living with chronic kidney disease and dialysis

Lunch

Quiz for students

Free Screening Programme to include

1. Consultation

2. Investigations: Blood pressure, albumin level, Blood glucose, Serum Creatinine, height, weight and BMI.

3. Admission in general wards

20th march 2009

Clinical meeting scheduled on the date to have the subject as Kidney, discussion and seminars to be presented by related doctors. Internal marketing and awareness of the activities planned for the following week. Time of 30 mins has been allotted.

Marketing of the programme:

Sent out E-mail and Printed Letters to:

All Deputy Registrars {Yeshaswini Scheme} in Karnataka

All BMTC Depots

All Police Stations and Superintendents of Police in Karnataka {Arogya Bhagya scheme}

BBMP offices across Bangalore

Banners Printed and distributed in Trust Pharmacy outlets and our sister concerns.

Kannada versions of the same to be printed and distributed in rural Bangalore

Badges {are your kidneys ok? distributed among all students and staff of hospital, to be mandatorily worn by all.



**World Kidney Day
Press release
Vydehi Institute of Medical Sciences and Research centre**

KEEP THE PRESSURE DOWN

Bangalore 12th March 2009.

Nearly one billion people worldwide have high blood pressure and more than 500 million have chronic kidney disease (CKD). Unchecked high blood pressure may severely damage the kidneys and is a major cause of CKD. World Kidney Day (WKD) - to be held on 12 March 2009 – is encouraging everyone to face up to the harsh realities of kidney disease and motivate people to check if they are at risk. The theme for this year's campaign: '**Keep the Pressure Down**', is highlighting the fact that **high blood pressure** is both a risk factor and symptom of CKD. Undetected, the risks of CKD cause progressive loss of kidney function eventually leading to the need for dialysis treatment or a kidney transplant. Vydehi hospitals chief consultant Dr. Harish Babu explains,

"The incidence of CKD is escalating with 10-13% of the population affected in most countries. Added to this, millions are dying prematurely of cardiovascular diseases linked to chronic kidney disease". WKD aims to foster more aggressive intervention by physicians to better manage both high blood pressure and CKD, as well as encourage health ministries around the world to invest in preventive measures. *"As the incidence of kidney disease escalates, WKD's crucial role in educating the public, the medical community and governments has never been more important",* he continued.

Less than 30% of people with CKD are aware they have the condition. Take the recent example of a patient who suffered from high blood pressure for decades. When admitted to hospital, the patient was utterly unaware that her kidney function had been so badly damaged that she nearly died. The World Kidney Day campaign aims to educate the public to be more aware of common risk factors for kidney disease like high blood pressure. If risk factors are present, taking early action to have kidney function measured can help ensure this kind of situation is avoided.

Dr. Arun, consultant Nephrologist, Mallya Hospital explains: *"the kidney and hypertension are linked by a fateful relationship: the kidney is both culprit and victim. On the one hand, reduced kidney function is a major cause of high blood pressure – on the other hand high blood pressure is a major factor initiating and promoting progressive loss of renal function".*

The co-sponsors of World Kidney Day: the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF) want to ensure that measurement of blood pressure and examination of the urine for protein (an indicator of kidney disease), become part of all routine medical examinations. *"It is important to encourage public health authorities to raise public awareness of CKD and promote initiatives to reduce the risk of developing hypertension. Such governmental public health initiatives are exemplified by countries like the US, the United Kingdom, Finland and Japan with their actions to reduce the public's consumption of salt, a major contributor to high blood pressure".*

This year, WKD is collaborating with other relevant groups to get this message out to as many people as possible around the world. WKD 2009 will be conducted for the first time with the official partnership and reciprocal endorsement of the International Society of Hypertension through the World Hypertension League, World Hypertension Day (May 17, 2009) and World Salt Awareness Week (February 1-7, 2009) initiated by the World Action on Salt and Hypertension (WASH).