

Welcome to our first, albeit brief, newsletter for 2010. As always at this time of the year we are busy preparing for Kidney Health Week and World Kidney day, also incorporating National Just Water week. On the other side of this letter is our poster we are using to promote World Kidney Day, for your interest. The theme for this years World Kidney Day is “**Diabetes and Kidney Disease**”. I have included a brief overview of the activities planned for the week. In the next newsletter there will be photos and feedback on the events held.

Current Activities planned for Kidney Health Week.

On Thursday 11th March we will be in Porirua , at the Te Akapuanga Cook Island Hall, we will be working with the Pacific Health Service Porirua and Maori Health providers, performing kidney checks i.e.: Blood Pressures and urine tests for protein, the Diabetes Nurse Specialist from CDHB, and her team will provide risk assessment testing alongside us. There will be some advertising prior to this event, on the radio and in the local papers; we are hoping to generate some media interest for the day too.

On Saturday 13th March, we will be at Pasifika, the huge Pacific Island festival held at Western Springs in Auckland, there will be kidney checks there too, and we are thrilled Diabetes Auckland will be joining us.

On Tuesday 16th March we will be at the Beehive performing our annual kidney checks on the MPs and Parliamentary staff, unfortunately Parliament isn't sitting the week of WKD which is why we are there a bit later, the diabetes team from CCDHB will come along to this too, as will the President of Diabetes NZ. We send out correspondence to each MP prior to the event to inform them of our visit. Later that week at Polyfest in South Auckland a stand will be manned by CMDHB renal unit staff, again ensuring we are getting our message out to those most at risk, this event attracts around 40,000 people. Staff participating in the kidney checks will be wearing WKD tee shirts and handing out stickers and information brochures.

Wellington Kidney Society is putting the WKD posters up in all trains around the city, Ashburton Kidney Support Group is providing free blood pressure checks in their local shopping centre.

Some kidney patient support groups around the country are putting up posters and displays in their local areas to help promote the week.

As you can see this year the focus is on the at risk groups and mainly based in the North Island, it is hoped by being out in the public arena, such as Pasifika, Porirua and Polyfest, we will have maximum exposure, working with the diabetes team is a great opportunity to forge closer ties with this group given we are all trying to spread the same messages.

We have sent out over 300 Activity Kits to schools who have registered for National Just Water week, this is where we encourage schools to promote the “Water is Cool in School” message. This year it fits very well for the message we share with the diabetes theme.

We would love to hear any feedback you may have about the activities, but also on any events or promotions you might have seen in your community to raise awareness of kidney disease and diabetes. It will be great to know our message is getting out there!

We look forward to reporting back on another successful campaign soon.

Carmel Gregan-Ford

Education Manager