



Strong Kidneys

Internal slide deck ABCDE Campaign

Protect your kidneys, protect
your future

March 2025



About the Campaign

The **Protect Your Kidneys, Protect Your Future** campaign, a public awareness initiative under ERA's **Strong Kidneys Task Force**. This campaign, launched on February 27, 2025, is dedicated to raising awareness about the critical role of kidney health among non-nephrologists (i.e. general public, general practitioners and policy makers) and the prevention of chronic kidney disease (CKD).

The campaign is based on the ABCDE Project and Campaign, rebranded to speak to a multilingual audience.

PROTECT
your kidneys

PROTECT
your future

Protect your Kidneys, Protect your Future - Campaign Aims



✓ Educate the public on the essential role kidneys play in overall health.

✓ Promote early detection and prevention of CKD.

✓ Empower individuals to adopt simple, sustainable lifestyle changes that protect their kidneys.

Three Key Audiences & Campaign Strategies

1. General Public - Raising Awareness & Empowering Individuals

- Educate individuals about kidney health and CKD risks.
- Encourage proactive steps such as maintaining a healthy lifestyle and regular checkups.
- Disseminate easy-to-understand materials through social media, community events, and digital outreach.

2. Healthcare Professionals - Strengthening Prevention & Early Detection

- Equip professionals with the latest guidance on CKD prevention, early diagnosis, and patient communication.
- Encourage healthcare providers to integrate kidney health discussions into routine care.
- Provide educational resources and tools to support clinical practice.

3. Healthcare Policy Makers - Driving Systemic Change

- Advocate for policies that prioritize kidney health and CKD prevention.
- Provide evidence-based recommendations to improve early detection and patient care pathways.
- Engage policymakers through position papers and ERA's partners.

How You Can Get Involved as Individuals:

- **Share Key Messages:** Help spread awareness using **the materials provided by ERA.**
- **Leverage the Toolkit:** Access a dedicated webpage with tailored resources here: <https://www.era-online.org/strong-kidneys/protect-your-kidneys-protect-your-future/>
- **Engage Your Community:** Amplify the campaign's reach through presentations, newsletters, and social media.
- **Engage local professional journals:** allow us to reach out to general practitioners/internal medicine specialists by announcing this message in local journals of such specialties.
- **Assist with Translations:** If you can help translate key materials into other languages, please contact us at strongkidneys@era-online.org. This includes the ABCDE Article which is in preparation and currently under peer review for publication in NDT.

How You Can Support as Representative Bodies of ERA:

Be an ambassador of this important campaign by:

- **Incorporating the Campaign message into Your Communications:** Share campaign messaging via newsletters, websites, and your social media channels.
- **Hosting Discussions and Events:** Integrate the campaign into your meetings, webinars, and public engagement events.
- **Encourage Member Participation:** Mobilize your colleagues to take action using the provided resources.
- Check out the webpage with tailored resources here: <https://www.era-online.org/strong-kidneys/protect-your-kidneys-protect-your-future/>

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Thank you!

Please contact the ERA HQ at strongkidneys@era-online.org for further information and how to get involved!

