

# TSN'S 2<sup>nd</sup> WORLD KIDNEY DAY ACTIVITIES (8 MARCH 2007)

The **Turkish Society of Nephrology (TSN)** has undertaken so far the following steps to observe the **2nd WORLD KIDNEY DAY on 8 March 2007** to raise public & medical community awareness for it:

1) Starting from 1 January 2007, The World Kidney Day was announced on the **TSN Official Web Site** ([www.tsn.org.tr/default\\_en.asp](http://www.tsn.org.tr/default_en.asp)).

2) All **TSN members** received **e-mails** from the Society with brief information on The World Kidney Day and its relevance & also with a link to the World Kidney Day website ([www.worldkidneyday.org](http://www.worldkidneyday.org)) for their further information.

3) On 8 March 2007, **TSN & the Turkish Kidney Foundation (TKF)** with the support of the **Turkish Health Ministry** jointly organized a full day meeting entitled “**What can we do as a Society to prevent CKD?**”(\*) where the preliminary results of the **Turkish Chronic Renal Disease Prevalence Study (CREDIT)** study was presented and the **TSN “National Kidney Failure Prevention Program”** project was outlined. *[(\*) The detailed program of this meeting is at the following page.]*

The **CREDIT** study that started on 9 March 2006 aiming to screen 10500 adults and 5000 children in 27 different geographic regions of the country is well underway now with very encouraging preliminary results. This study will be followed by long-term follow-up of cohorts and will form a basis for the **TSN “National Kidney Failure Prevention Program”** that the **Turkish Health Ministry** has already agreed to support. The program will be sponsored by the **Scientific & Technological Research Council of Turkey (TÜBİTAK)**.

4) On 8 March 2007, on the **state TV (TRT Channel 2)** a popular one hour **Health Talk Show Program** called **RECETE**(receipt) was entirely devoted to **WKD** where **Dr. Şehsuvar Ertürk** from **TSN** appeared as invited speaker. Also, **Dr. Rezzan Ataman** a former **TSN Council Member** gave a 20 min. interview about the **WKD** to a private **National TV channel (Sky Turk)**. On 9 March 2007, **Dr. Çetin Özener** another former **TSN Council Member** talked for 15 min. on the same subject on another private **National TV channel (Fox channel)**.

5) Also on 8 March 2007, with the sponsorship of **Eczacıbaşı Holding**, pamphlets and brochures **TSN & TKF** prepared on **WKD** were distributed to the public from booths placed at various spots in **KANYON**, the largest shopping mall of Istanbul. Specially designed and decorated **Water Dispensers** with specially designed **informative paper glasses** and pamphlets & brochures on **WKD** were placed to **6 shopping malls and Eczacıbaşı buildings**. **Posters** prepared by **TSN &TKF** were displayed in streets at various parts of Istanbul.

6) A 30 seconds **TSN** video clip on **awareness of one's kidneys**, also sponsored by **Eczacıbaşı Holding** was shown for one week in many **TV channels** and movie theaters just before commercials.

7) **Dr. Mehmet Sever** from the **TSN & ISN renal task force** will be coordinating a study on “**The Long Term Prognosis of Crush Syndrome Patients**” that will analyze the state of **Crush Syndrome Patients** 8 years after **Marmara earthquake**. This study, which will be the first of its kind, will be supported by **TSN & TKF**.

# WHAT CAN WE DO AS A SOCIETY TO PREVENT CKD?

Meeting jointly organized by the Turkish Society of Nephrology (TSN), the Turkish Kidney Foundation (TKF) & the Turkish Health Ministry on the occasion of the WKD on 8 March 2007 at the TKF Hospital Lecture Hall , Merter, Istanbul

## PROGRAM

### PANEL 1 (9.00- 10.30)

**-Opening Address: A General Assessment of the National Kidney Health Policy**  
Dr Sabahattin Aydın-Vice Secretary General, Turkish Health Ministry

**-CKD as a world epidemic/ Why a WKD?**  
Dr M Şükrü Sever-Istanbul University

**- Health Ministry's Standpoint on Kidney Diseases and its Activities**  
Dr. Öner Odabaş- Director General, Therapeutic Services, Turkish Health Ministry

**-Role of Foundations in Combating CKD**  
Timur Erk- TKF

### COFFEE BREAK

### PANEL 2 (11.00- 12.00)

**-Assessment of the Present State of CKD and its Treatment in Turkey/ Report of the Preliminary Results of the ongoing TSN CREDIT (Prevalence of CKD in Turkey) Trial**  
Dr Gültekin Süleymanlar-TSN

**-Presentation of the Study on Prevalence of Hypertension in Turkey**  
Dr Mustafa Arıcı – Turkish Society of Hypertension in Kidney Diseases

**-Presentation of the TURDEP (Diabetes Epidemiology in Turkey) Study**  
Dr İlhan Satman –Turkish Society of Endocrinology & Metabolism

### LUNCH

### PANEL 3 (14.00-15.30)

**-Presentation of the National Kidney Failure Prevention Program**  
Dr Kenan Ateş- TSN

**-Obstacles to Kidney Transplantation and how to overcome them**  
Dr Cüneyt Hoşçoşkun, Ege University

**-Turkish Health Ministry National Organ waiting List Program and the Organ Distribution Data Processing System**  
Nihat Akpınar – Director, Data Processing Department, Turkish Health Ministry

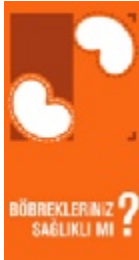
### CLOSURE

## SCIENTIFIC PROGRAM



A full day meeting entitled 'What can we do as a Society to prevent CKD?' was jointly organized by "Turkish Society of Nephrology" and "Turkish Kidney Foundation"

## PR ACTIVITIES



"Are Your Kidneys OK?"

Informative brochure was prepared that included

- § Why kidneys are important?
- § What are the symptoms of kidney failure?
- § What are the therapy options?



## PR ACTIVITIES

Posters (Are your Kidneys OK?) have been prepared for newspapers and public places



## PR ACTIVITIES



Booths designed to emphasize “World Kidney Day” concept were placed at the **KALYON shopping mall** in Istanbul



## PR ACTIVITIES



**Water Dispensers were placed to 6 shopping malls and Eczacıbasi companies**

- § Brochures were placed to water dispensers
- § Informative paper glasses have been specially designed

