

TSN'S 3rd WORLD KIDNEY DAY ACTIVITIES (13 MARCH 2008)

The **Turkish Society of Nephrology (TSN)** has undertaken the following steps to observe the **3rd WORLD KIDNEY DAY on 13 March 2008** and raise public & medical community awareness for it:

1) Starting from 1 January 2008, The World Kidney Day was announced on the **TSN Official Web Site** (www.tsn.org.tr).

2) **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) for their further information.

4) At 10.30 am on **13 March 2007**, with the sponsorship of **Eczacıbaşı Holding, TSN & Eczacıbaşı Holding** have jointly organized a **one hour press conference** on **“WKD & Amazing Kidneys”** at the Press Room of Hotel Marmara, Istanbul. 44 journalists from the national press & major National TV Channels attended. Panelists included the TSN Board members **Drs. Kamil Serdengeçti, Gültekin Süleymanlar, Cengiz Utaş, Turgay Arınsoy & Kenan Ateş; Mr. Sedat Birol** from the Eczacıbaşı Holding and **Ms. Canan Öztekin**, a long term PD patient. Panelists first introduced various aspects of CKD and the meaning & purpose of WKD. They were then interviewed in depth by the press. The **press conference** received wide coverage on the News Bulletins of many National TV channels on 13 March 2007 and was reported by more than twenty National Newspapers on the following days. *[Some of the clips of these reports are attached below]*



4) Also, **prominent nephrologists**, all members of the TSN were hosted by various **National TV channels** for in depth interviews on **CKD, RRT and the meaning & purpose of WKD**. The list is as follows:

Date	Channel	Program Name	TSN Speaker interviewed	Duration
12 March 2008	CNBC-e	Finance Café	Dr. Rümeyza Kazancıoğlu	28 min
13 March 2008	Sky Turk	Live News	Dr. Cengiz Utaş (TSN Board Member)	11 min
	TGRT Haber	Main News	Dr. Cengiz Utaş (TSN Board Member)	10.5 min
	Kanal Turk	Mirror to Life (Hayatın aynası)	Dr. Tefrik Ecdar (TSN Board Member)	25 min
	TRT- 2	Receipt (Reçete)	Dr. Şehsuvar Ertürk	30 min
	Kanal 24	Moderator	Dr. Alaattin Yıldız	10.5 min
14 March 2008	TGRT Haber	Loop (Büyüteç)	Dr. Kenan Ateş (TSN Board Member)	9 min
	TV Net	Healthy Days (Sağlıklı Günler)	Dr. Kenan Ateş (TSN Board Member)	39 min

5) The **Izmir Branch of the TSN** also took an active part in the **WKD activities of the TSN**:

- a- On **5 March 2008**, an interview with **Dr. Taner Çamsarı, President of the TSN Izmir Branch** on **CKD & WKD** was published under the title **“WKD Activities”** in **Hürriyet**, the national daily with the highest circulation rate.
- b- On **13 March 2008**, the **TSN Izmir Branch** organized an **Educational Meeting on CKD & WKD** open to the public at the **Atatürk Culture Center** of the Ege University in Izmir.
- c- On **13 March 2008**, **Dr. Taner Çamsarı, President of the TSN Izmir Branch** gave 1.5 min interviews on **WKD** to two National TV Channels **TRT-2 (Evening News) & NTV (Through the Day News)**.



**AMAZING KIDNEYS (TSN PRESS CONFERENCE ON WKD)
INTRODUCTORY REMARKS
By DR. K. SERDENGEÇTİ, TSN PRESIDENT**

Welcome to the Press Conference jointly organized by the Turkish Society of Nephrology (TSN) and the Eczacıbaşı Holding on the occasion of the 3rd World Kidney Day (WKD) that we are observing today on 13 March 2008.

WKD that aims to enlighten the World Public and raise its awareness on Kidneys and Chronic Kidney Disease (CKD) is being observed for the last three years in over 60 countries under the joint leadership of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF). Since 2006, WKD is also observed in Turkey with various activities & events organized by the TSN, the 38 years old flagship of Turkish Nephrology (Kidney Science).

On the occasion of this WKD, the most important facts about CKD to be related to and shared with the members of the press and the public can be summarized as follows:

- The Kidneys are vital organs that are **amazing** by all means!
- The incidence of Chronic Kidney Failure (CKF) resulting from diseases that permanently damage the kidneys is rising in our country and in the world in almost epidemic proportions. Today, in our country there are near to 45,000 people with advanced CKF who are kept alive with either dialysis or kidney transplants.
- Because of the tremendous shortage of suitable donors, kidney transplantation that constitutes the best and cheapest treatment for CKF can be made available to only 10% of patients in need and on the waiting list.
- The 90% majority of CKF patients on the other hand, need to be kept alive with dialysis, which is a very expensive treatment modality.
- It is very fortunate that in our country dialysis is presently available for every patient in need at the existing 800 Dialysis centres. Yet, the cost of patients under dialysis treatment to the National budget is close to one billion USD per year (2006 figures).
- As the yearly increase in the incidence of advanced CKD in Turkey currently averages 12%, it can easily be foreseen that within the coming 8 years the number of patients under dialysis will exceed 100,000 and their yearly cost to the National budget will near three billion USD.
- This increase in the incidence of advanced CKD in our country and the developing nations is mainly related to the increase in the incidence of uncontrolled diabetes and hypertension in the population. In fact, according to the TSN National Renal Registry Data in recent years the prevalence of diabetes & hypertension in patients under dialysis has grown to 30% and 23% respectively.



- On the other hand it is a well known fact that if both diabetes and hypertension are detected at their early stages and properly treated and rigorously controlled thereafter, it is very improbable that they can damage the kidneys. As a result, an almost 50% drop will be expected to occur in the number of patients with advanced CKD.
- Efforts for early detection are equally needed for other Kidney Diseases that lead to CKF. Nowadays, if diagnosed early enough many kidney diseases can be cured or at least their progression stopped or significantly slowed down.
- In the light of the above facts, the messages to be retained are clear:
 - The public and the members of the medical profession should be better informed & educated on diabetes & hypertension and their complications. Early diagnosis, proper treatment and rigorous control of both these conditions should be aimed at.
 - The public and the members of the medical profession should also be better informed & educated on kidney disease in general. Early diagnosis, proper treatment and rigorous control of progressive kidney disease should also be aimed at.
 - Hence, a **comprehensive national program of CKD prevention** should be designed and implemented the soonest possible under the leadership and guidance of the Health Ministry.



