Kidney Health Week
8 – 14 April 2019
#iKidneyCheck
kidneyhealthweek.kidney.org.au

Know the risks
Take the test
kidney.org.au/kidneyrisktest

90% of kidney function can be lost without symptoms
Kidney disease is a highly undiagnosed condition; most people are tragically unaware they are affected until it’s too late. In fact **90% of kidney function can be lost without experiencing any symptoms.**

That’s why, this Kidney Health Week, we’re opening everyone’s eyes to kidney disease and raising awareness of the alarming fact that **5 million adult Australians are at increased risk of suffering from the chronic illness.**

Our message to Australia is **don’t be blind to kidney disease** by waiting until you feel sick; find out your risk profile by taking a **simple online risk test.** And, if you fall into a high-risk group, get your kidneys checked by a GP.

**Early detection saves lives.**

**Troy’s Story**

I was 26 years old when I was diagnosed with kidney disease. I had never heard about kidney failure and wasn’t sure what it was. Looking back, I had symptoms for many years but I wasn’t taught the warning signs. It was only after my legs swelled that I went to the GP, and within two weeks a blood test and biopsy showed I had chronic kidney disease.

My life was amazing pre-dialysis. I was healthy and active playing lots of sport, surfing and socialising. But after I began dialysis, sport slowly stopped and work became harder to maintain. I’ve never married or had children, as most people don’t want to have this be a part of their life.

I have been fighting this disease for 18 years but many of my friends still don’t know what I go through on a daily basis. Funding is required to help research and develop medications, find better ways to conduct procedures and administer treatments for life balance, and one day to develop preventative measures prior to dialysis. But without any funding how can we move forward with kidney disease research and prevention?
Key Messages

- Alarmingly, you can lose up to 90% of kidney function without any symptoms, and there are 5 million adults living in Australia who are at risk of developing kidney disease due to risk factors such as diabetes, high blood pressure, obesity and being of Aboriginal and Torres Strait Islander origin. Early detection is critical. Learn if you’re at risk by taking the simple online Kidney Risk Test at kidney.org.au/kidneyrisktest.

- Right now, there are 1.7 million (1 in 10) Australian adults with early signs of kidney disease yet tragically 1.5 million are unaware.

- Every day, 65 Australians die with kidney-related diseases. That’s more than breast cancer, prostate cancer and road accidents combined.

- Early detection can save lives. The more Australians take action to get their kidneys checked, the higher chance we have of sparing millions from unnecessary suffering, dialysis and death.

- Close to 60,000 (1 in 5) Aboriginal and Torres Strait Islanders have indicators of chronic kidney disease and are four times more likely to die from it than the non-Indigenous population.

- 9 out of 10 Indigenous are unaware they have indicators of chronic kidney disease and those living in remote areas are twice as likely to have indicators than in non-remote areas.

- People at risk are those who have diabetes, high blood pressure, established heart problems, have had a previous stroke, a family history of kidney failure, are obese, smoke, have a history of acute kidney injury, are 60+ years or are of Aboriginal and Torres Strait Islander origin.

- The burden of kidney disease on patients, their families and the broader community is enormous. It’s critical that we raise awareness of the disease to encourage people to act sooner and ultimately halt irreversible damage.
Join the conversation! We'd love to hear from you on Facebook, Twitter and Instagram. Be sure to use our official hashtag so we can find you.

#iKidneyCheck

Suggested Posts for Facebook and Instagram

Did you know 90% of kidney function can be lost without any symptoms? This Kidney Health Week, we're getting behind @KidneyHealthAust by urging you to take the online 'Kidney Risk Test' to find out if you’re at risk of kidney disease. Know the risks. Take the test. bit.ly/Kidney-Risk-Test #iKidneyCheck

5 million adult Australians are at risk of kidney disease. This Kidney Health Week, we're getting behind @KidneyHealthAust by urging you to take the online 'Kidney Risk Test' to find out if you’re at risk of kidney disease. Know the risks. Take the test. bit.ly/Kidney-Risk-Test #iKidneyCheck

It’s Kidney Health Week and @KidneyHealthAust wants you to find out if you’re the 1 in 3 at risk of kidney disease. 90% of kidney function can be lost without any symptoms, so don’t wait until you feel sick. Know the risks. Take the test. bit.ly/Kidney-Risk-Test #iKidneyCheck

Diabetes is one of the leading causes of chronic kidney disease. This Kidney Health Week, we’re getting behind @KidneyHealthAust by urging you to take the online 'Kidney Risk Test' to find out if you’re at risk of kidney disease. Know the risks. Take the test. bit.ly/Kidney-Risk-Test #iKidneyCheck

20% of people with high blood pressure will have signs of chronic kidney disease. This Kidney Health Week, we’re getting behind @KidneyHealthAust by urging you to take the online 'Kidney Risk Test' to find out if you’re at risk of kidney disease. Know the risks. Take the test. bit.ly/Kidney-Risk-Test #iKidneyCheck

Twitter

Did you know 90% of kidney function can be lost without any symptoms? This Kidney Health Week, we urge you to know the risks and take the @kidneyhealth online Kidney Risk Test bit.ly/Kidney-Risk-Test

Don’t be blind to kidney disease. #iKidneyCheck

1.7 million Australians are affected by kidney disease. 1.5 million are UNAWARE. This Kidney Health Week, we urge you to know the risks and take the @kidneyhealth online Kidney Risk Test. bit.ly/Kidney-Risk-Test #iKidneyCheck

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If you are overweight or obese, you are 5x more likely to develop kidney disease. This Kidney Health Week, we urge you to know the risks and take the @kidneyhealth online Kidney Risk Test. bit.ly/Kidney-Risk-Test #iKidneyCheck
Suggested Newsletter Copy

Kidney Health Week: 8 – 14 April, 2019

This year Kidney Health Australia wants to open everyone’s eyes to kidney disease and the alarming fact that you can lose 90% of kidney function without any symptoms. Today there are 5 million adults in Australia at risk of developing chronic kidney disease, yet many are unaware of kidney disease, or that they may be at risk. Early detection is more critical than ever.

Kidney Health Australia’s Clinical Director, Associate Professor Shilpa Jesudason said: “It’s devastating to see new patients with 90% of kidney function already lost when a simple online test could have moved them to act sooner and ultimately halt irreversible damage.

Early detection and referral saves lives, and the more Australians know their risk by taking the online Kidney Risk Test, the higher chance we have of sparing millions from unnecessary suffering, dialysis and death.”

Kidney Health Australia is urging people to take the online ‘Kidney Risk Test’ at www.kidney.org.au/kidneyrisktest to learn if they are at increased risk, and if they are, to visit a GP and ask for a Kidney Health Check.

Suggested Indigenous Newsletter Copy

Kidney Health Week: 8 – 14 April, 2019

This Kidney Health Week, Kidney Health Australia is asking Aboriginal and Torres Strait Islander communities to visit their local Indigenous Health Centre to complete simple tests - blood, urine and blood pressure - to see if they are at risk of developing chronic kidney disease.

Kidney Health Australia CEO, Chris Forbes, explained that while Aboriginal and Torres Strait Islander people represent less than 2.5 percent of the national population, they account for approximately eleven percent of people commencing kidney replacement therapy each year and the incidence of end-stage kidney disease for Indigenous peoples in remote areas of Australia is 18 to 20 times higher than that of comparable non-Indigenous peoples.

“Raising awareness is the key focus of this year’s Kidney Health Week. A lack of awareness is an issue across the entire population, but it is especially concerning for Aboriginal and Torres Strait Islander adults, especially those in remote communities, where access to services, education and tertiary level treatments such as dialysis is limited," Chris says.

“Kidney disease is often called a ‘silent killer’ because you can lose up to 90% of your kidney function before experiencing any symptoms,” explains Associate Professor Shilpa Jesudason.

“Talking to community and family is a very important way of passing on the message about kidney disease.”
Alice’s Story

I’m Alice, I’m 31, and I have chronic kidney disease. When my GP told me my kidneys were failing due to my Type 2 diabetes, I was terrified because I didn’t understand what it meant or what my kidneys do, but now I do. The kidneys are one of the main organs in your body and if they aren’t well, you can get really sick, and end up in hospital on dialysis.

I feel like my freedom had been taken away from me. I ask all the time ‘why does this have to happen to me?’

Starting dialysis was terrifying… especially the big needles. I didn’t know anything about it until I had been on it myself. It’s annoying knowing the fact that I’m going to be on dialysis for the rest of my life. My advice is to go get your kidneys checked every 6 months. Having kidney disease is just as bad as having cancer but nobody knows about it until they get it.

Suggested Indigenous Posts for Facebook and Instagram

Don’t be blind to kidney disease. Did you know 90% of kidney function can be lost without any symptoms? Almost 60,000 of our mob have indicators of kidney disease and most don’t know it. Find out if you’re at risk. Take the @KidneyHealthAust Kidney Risk Test. bit.ly/Kidney-Risk-Test #iKidneyCheck

Don’t be blind to kidney disease. Almost 60,000 of our mob have indicators of kidney disease and most don’t know it. Visit your nearest Aboriginal Medical Centre and ask for a Kidney Health Check. It could save your life. #iKidneyCheck

Don’t be blind to kidney disease. 9 out of 10 of our mob are unaware they have indicators of kidney disease. Find out if you’re at risk. Take the @KidneyHealthAust Kidney Risk Test. bit.ly/Kidney-Risk-Test #iKidneyCheck

Our mob are four times more likely to die from kidney disease. Don’t be blind to kidney disease. Find out if you’re at risk. Take the @KidneyHealthAust Kidney Risk Test. bit.ly/Kidney-Risk-Test #iKidneyCheck

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Social Media Tiles

Download your supporter tiles here.

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Take the Kidney Risk Test!

Take the Kidney Risk Test

Take the Kidney Risk Test
Resources

Kidney Health Australia Website
kidney.org.au

Kidney Helpline
1800 454 363
Kidney.Helpline@kidney.org.au

Fact Sheets

All About Chronic Kidney Disease

Blood Pressure and Chronic Kidney Disease

Cardiovascular Disease and Chronic Kidney Disease

Common Kidney Disease Symptoms Management Options

Diabetic Kidney Disease

Heart Disease, Stroke, Diabetes and Kidney Disease

How to Look After Your Kidneys

Kidney Disease Tests and Procedures

Looking After Yourself with Kidney Disease

Indigenous Resources
https://kidney.org.au/your-kidneys/support/indigenous-resources