

World Kidney Day 2009 Activities in Iran

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In the World Kidney Day (WKD), March 12, 2009, the Iranian Society of Nephrology directed a series of activities and initiations in Tehran. Like the past year versatile programs were presented in an attempt to draw public attention to the kidney diseases and its risk factors, to educate people, and to promote renal health care.

This year, a 1-day seminar was held in March 23 in collaboration with Iran University of Medical Sciences and the Iranian Cardiology Society. The president of the Iranian Society of Nephrology inaugurated the seminar and made a speech on the WKD and its importance, the society's activities in the WKD, and measures of the Society for Support of Patients with Kidney Disease. The meeting comprised of 2 programs in 2 halls. In the first hall, scientific speeches were given for general physicians and internists, and they participated in a debate on kidney diseases and its relation with hypertension, which was the selected topic of this year. The second hall was designated for people and patients with kidney diseases. In this hall, the president of the Society for Support of Patients with Kidney Disease described the activities of their organization. Then, expert nephrologists made speeches for the public on the causes of kidney disease and its relation with hypertension and urinary tract infection.

All of the participants in the second hall received a postal card with a slogan, "if you have high blood pressure, beware that kidney disease is on the way!" and "kidney disease and high blood pressure, a marriage that should be prevented." Also, as an entertaining and education program, a contest was held with tests related to renal health care, and the winners received some special gifts.



This seminar was financially supported by Pfizer and Pooyesh Darou.

Last year, some educational pamphlets were designed and distributed on the following topics: Kidneys, Who are at Risk?, Hypertension and Kidneys, Diabetes Mellitus and Kidneys, Chronic Kidney Disease, Nutrition in Kidney diseases, and What You Know About Your Kidneys. This year,



they were re-evaluated and revised based on the feedbacks received from the people and patients. These revised pamphlets were distributed at the seminar.

One of the another public programs were information tents which were erected in 20 main squares of Tehran by the Society for Support of Patients with Kidney Diseases and the Red Crescent Organization in March 22. Trained health care personnel were ready to answer questions of the people who referred to these tents and provided them with educational materials, including the pamphlets prepared by the Iranian Society of Nephrology. They also interviewed the people to screen at risk individuals and refer them to the center which provided diagnostic and therapeutic facilities for patients with kidney disease. Each tent was run by 3 trained people to measure blood pressure, weight, and height, to interview, and to

give the educational information to the individuals. Reportedly, about 50000 people were served by these foci all over the city.

The municipality of Tehran contributed to the WKD program by mounting the prepared posters and banners of the WKD in 12 populated areas of Tehran. The largest of these banners were more than 2×3 m with eye-catching slogan of the WKD.

The Islamic Republic of Iran's Broadcasting Organization was another cooperating authority in the WKD. A series of educational programs, reports, and interviews were broadcasted in the weekend programs of most of the public channels and the news of the WKD seminar were completely cover. In these programs, nephrologists did their best to inform people of the kidney diseases; its risk factors, hypertension in particular; and preventive measures.