

Kidney disease is the 9th leading cause of death in the U.S. and it is growing in prevalence. In fact, 1 in 3 Americans adults is at risk. More than 30 million Americans have chronic kidney disease and most don't even know it. March is **National Kidney Month**, and we are asking for your help in raising awareness about kidney disease and changing these numbers.



World Kidney Day is March 14, 2019 and the National Kidney Foundation will be advancing **Heart Your Kidneys™**, our national public awareness campaign which aims to elevate kidneys to the level of the body's other essential organs such as the heart – because just like the heart, when your kidneys stop working, so do you.

Here are 5 ways you can **Take Action**:

1. **Challenge Your Employees to Wear Orange**

Orange is the signature color for kidney disease. Ask your employees to join you and commit to wearing **orange** on **World Kidney Day, March 14**, to raise awareness about the importance of kidneys to overall health. It can be a shirt, hat or even a pair of orange socks!

2. **Join the Conversation**

Social media is a great vehicle for raising awareness. Encourage your staff to post their "orange" photos on social channels using **#HeartYourKidneys**. Our [toolkit](#) also has sample tweets and Facebook posts about kidney disease prevention to share with followers on both company and personal pages.

3. **Spread the News**

Educate your employees about kidney disease prevention on your company's intranet or through an internal newsletter. Our [toolkit](#) is full of shareable content such as articles and videos that provide important kidney health facts and wellness tips.

4. **Raise Awareness**

Engage your staff members by hosting a **"Your Kidneys and You"** event at your office during the month of March. This 30-minute presentation by a trained NKF volunteer teaches employees about the importance kidney health. Contact your local NKF office at to arrange a presentation.

5. **Ask Congress to Support the Living Donor Protection Act of 2019**

Please take a moment to write your legislators by sending a personalized email to them. Click here <https://advocacy.kidney.org/action-view/?sl=living-donor-protection-act-of-2019-ns> to share your story!

So join us on March 14th, World Kidney Day, or anytime during National Kidney Month to help us raise awareness for kidney disease and encourage everyone to #HeartYourKidneys!

For questions or to find out more ways you can spread the word, contact the National Kidney Foundation Serving Greater New York and Connecticut.

Monique Hardin-Cordero, MPA

Senior Program Manager

T: 212.889.2210 ext. 228

30 East 33rd Street

New York, NY 10016

www.kidney.org



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