

# **SUPPORTER KIT**

**Kidney Action Week**  
**11-17 May 2024**

We're calling on all Australians to take kidney disease seriously by finding out their risk of getting this incurable disease before symptoms appear.

As our valued supporter, we're asking you to join us from 11 - 17 May to not only raise awareness about kidney disease but get people to take action.

Taking action is simple.

**We're asking all Aussies over 18 to complete the 2min online risk test at [kidney.org.au/risktest](https://kidney.org.au/risktest)**

Even though 3 in 4 Aussies are at risk of kidney disease, most people never think about kidney disease until it's too late. Currently, 1.8 million Australian adults have kidney disease and don't even know it.

How? Because kidney disease is silent. You can lose 90% of your kidney function with no symptoms. By that stage, it's too late, because your kidneys have failed and you need dialysis or some else's kidney to stay alive.


The only way to slow down kidney disease is to catch it early, before symptoms appear.

With your help we can get Australians diagnosed before hitting kidney failure and extend their quality of life. A simple 2min risk test can have a great impact. We're deadly serious.

**It's time to  
take kidney  
disease  
seriously.**





 Kidney Health  
Australia

# A silent killer with no cure.

I'm not kidding around about kidney disease.



# How you can help

There are many ways you can help find the 1.8 million Aussies at risk of kidney disease.

We've developed this **Supporter Kit** to help you share **Kidney Action Week** with your friends, family and colleagues.

We've also created a range of resources you can use in the **Digital Toolkit** - social media tiles, posters, videos and more.

## Talk to your friends and family

Use Kidney Action Week as an opportunity to talk about kidney health and actively ask your near and dear ones to find out if they are at risk of kidney disease by taking the 2min online test. It could save their life.

[kidney.org.au/risktest](https://kidney.org.au/risktest)

## Share our content

Display our posters, add our banners to your email signature, share our videos and social media content and help us spread the word 11-17 May.

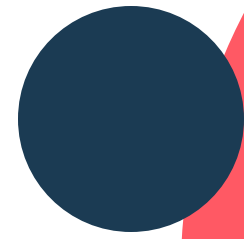
[Download Toolkit](#)

## Hold an event

Host a community, clinic, sports club or workplace event during Kidney Action Week (Sat 11 – Fri 17 May).

## Share your story

Has your life been touched by kidney disease? You can help spread awareness by offering people personal insights and help get people diagnosed as early as possible to extend their quality of life before they hit kidney failure. Don't forget to tag us so we can share it with our community.



# Help Spread the Message at Everyday Australians

Let's reach out to all Australians to help find and diagnose the 1.8 million adult Aussies who have kidney disease but don't even know it.

Early detection and treatment is critical to slow down or even stop this incurable disease.



# Posters

Download Toolkit

Print and hang up at your workplace, clubhouse, local supermarket or event.

Actor Michala Banas

You can lose 90%  
kidney function  
with no symptoms.

I'm not kidding around about kidney disease.



Take your kidneys seriously.  
Take the 2min risk test now.  
[KIDNEY.ORG.AU/RISKTEST](http://KIDNEY.ORG.AU/RISKTEST)



Actor Stephen Curry

A silent killer  
with no cure.

I'm not kidding around about kidney disease.



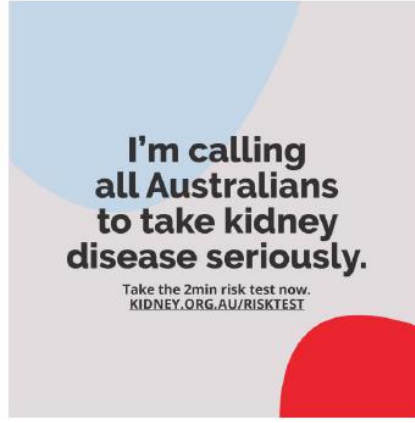
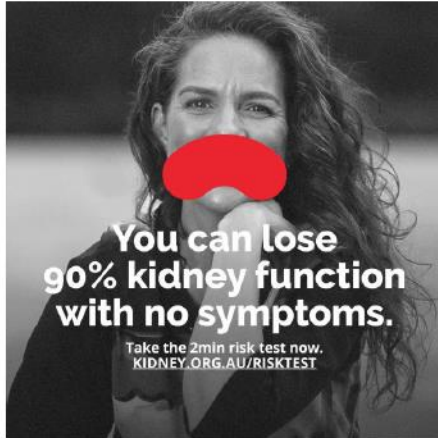
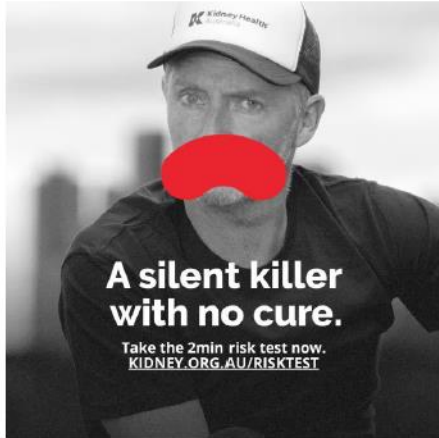
Take your kidneys seriously.  
Take the 2min risk test now.  
[KIDNEY.ORG.AU/RISKTEST](http://KIDNEY.ORG.AU/RISKTEST)



# Social Media Tiles and Messages

Use these during Kidney Action Week to encourage your friends, family and colleagues to take the 2min risk test.

- Here's some message ideas you can use when sharing the social media tiles:
1. Add your personal story (why this cause is important to you or your family)
  2. Emphasis the importance of not waiting for symptoms and understanding your risk of kidney disease is the best way to avoid kidney failure
  3. Ask everyone you know to do the risk test – it could save their life





DL FLYER

**3 in 4 Aussies are at risk of kidney disease.**  
**Are you?**

Your kidneys keep you alive. They work hard to clean your blood, eliminate waste products via your urine and regulate your blood pressure.

**We're deadly serious. A 2-minute risk test could save your life.**



Visit [kidney.org.au/risktest](http://kidney.org.au/risktest) and complete the 2-minute online test.



**Stop kidding around.**

It's time to take kidney disease seriously. 1.8 million Australian adults have kidney disease and don't even know it.

How? Because kidney disease is silent. You can lose 90% of your kidney function with no symptoms. By that stage, it's too late, because your kidneys have failed and you need dialysis or a kidney transplant to stay alive.

The only way to slow down kidney disease is to catch it early, before any symptoms appear.

**It's easy to check if you're at risk of kidney disease right now.**



Visit [kidney.org.au/risktest](http://kidney.org.au/risktest) and complete the 2-minute online test.



Email Signature Banner

**You can lose 90% kidney function with no symptoms.**

I'm not kidding around about kidney disease.

Take the 2min risk test now.

**A silent killer with no cure.**

I'm not kidding around about kidney disease.

Take the 2min risk test now.



# Newsletter/ Blurb Examples

**Have a newsletter that goes out to your colleagues or members?  
Here's some blurb examples you can copy and paste.**

Take the 2min online risk test at [kidney.org.au/risktest](http://kidney.org.au/risktest) to see if you're one of the 3 in 4 Aussies at risk of kidney disease. Currently, 1.8 million Australian adults have kidney disease and don't even know it.

How? Because kidney disease is silent. You can lose 90% of your kidney function with no symptoms. By that stage, it's too late, because your kidneys have failed and you need dialysis or someone else's kidney to stay alive.

The only way to slow down kidney disease is to catch it early, before symptoms appear. Take the simple 2min risk test now. It could save your life.

IF SENDING BEFORE KIDNEY ACTION WEEK, ADD TO THE BEGINNING:

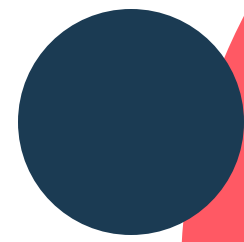
Kidney Action Week is coming 11-17 May and we're calling on you to take kidney disease seriously!

IF SENDING DURING KIDNEY ACTION WEEK, ADD TO THE BEGINNING:

It's Kidney Action Week! We're calling on everyone to look after their kidneys, which work 24 hours a day to clean your blood of toxins, regulate your blood pressure, manage Vitamin D production, and keep you alive!

IF SENDING AFTER KIDNEY ACTION WEEK , ADD TO THE BEGINNING:

It's not too late to look after your kidneys! Kidney Action Week may have finished, but your kidneys are still keeping you alive by cleaning your blood of toxins every single minute.



# Help Spread the Message to Aussies at Highest Risk

We know people living with high blood pressure and diabetes make up around 50% of kidney failure cases.

Let's work together to ensure they're doing an annual Kidney Health Check with their GP and managing their condition.

# Posters for Highest Risk Population

Download Toolkit

[kidney.org.au/diabetes](http://kidney.org.au/diabetes)  
[kidney.org.au/bloodpressure](http://kidney.org.au/bloodpressure)



Ask your GP for a Kidney Health Check:  
Blood Test + Urine Test + Blood Pressure

[KIDNEY.ORG.AU/DIABETES](http://KIDNEY.ORG.AU/DIABETES)

**Diabetes, yes.  
Kidney disease,  
probably.**

Diabetes is the biggest risk factor  
for kidney disease. I'm deadly serious.

Renal Nurse

**K** Kidney  
Health  
Australia



Ask your GP for a Kidney Health Check:  
Blood Test + Urine Test + Blood Pressure

[KIDNEY.ORG.AU/BLOODPRESSURE](http://KIDNEY.ORG.AU/BLOODPRESSURE)



**High blood  
pressure, yes.  
Kidney disease,  
probably.**

High blood pressure is a leading cause  
of kidney disease. I'm deadly serious.

Doctor Chris Bollen

**K** Kidney  
Health  
Australia

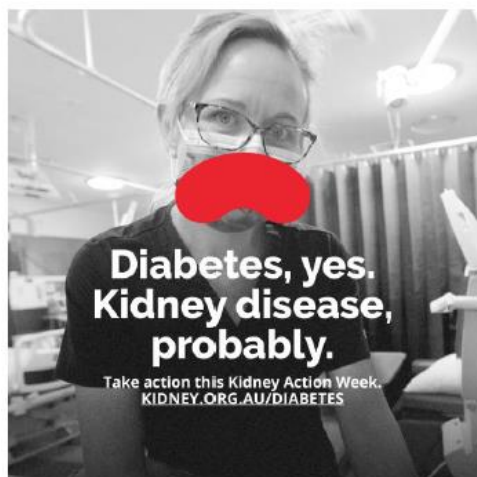


Download Toolkit

# Flyers, Social Media Tiles & More

[kidney.org.au/diabetes](http://kidney.org.au/diabetes)  
[kidney.org.au/bloodpressure](http://kidney.org.au/bloodpressure)

SOCIAL MEDIA TILES AND RECOMMENDED MESSAGE:  
If you're living with diabetes or high blood pressure, you must get an annual Kidney Health Check from your GP. It's time to take kidney disease seriously. Book in a simple blood, urine and blood pressure check this Kidney Action Week 11-17 May. It could save your life.



**Kidney Health Australia**

**Kidney Disease**

Are you at risk?

90% of kidney function can be lost without experiencing any symptoms

**1. Do any of these apply to you?**

- Diabetes
- High blood pressure
- Current or former smoker
- Very overweight or obese
- Had a stroke, heart attack or have heart failure
- Family history of kidney failure, dialysis or kidney transplant
- History of an acute kidney injury
- First Nations Australians 18 years and over
- Over 60 years of age

**2. Ask for a Kidney Health Check**

If you said **YES** to any of the above, ask your GP for a **Kidney Health Check**

Blood pressure check + Urine test + Blood test

**3. Connect with Kidney Health Australia**

Freecall 1800 454 363  
[kidney.org.au](http://kidney.org.au)

AT RISK POSTER & DL CARDS

# Thank you!

**Follow and tag us!**

Facebook: <https://www.facebook.com/KidneyHealthAust>

Insta: <https://www.instagram.com/kidneyhealth/>

LinkedIn: Kidney Health Australia  
<https://www.linkedin.com/company/559683>

X: <https://twitter.com/kidneyhealth>

YouTube: <https://www.youtube.com/@kidneyhealth>

TikTok: <https://www.tiktok.com/@kidneyhealthau>

Email: [kaw@kidney.org.au](mailto:kaw@kidney.org.au)

Kidney Helpline: 1800 454 363

[Kidney.org.au/action](https://www.kidney.org.au/action)

