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Ecuador

World Kidney Day – 9 March 2017

“Kidney Disease & Obesity. Healthy Lifestyle for Healthy Kidneys”.

An opportunity to make a significant impact on kidney health awareness and disease prevention

Dear Mr / Ms,

Keeping kidneys healthy can save lives.

We are contacting you to help us make chronic kidney disease (CKD) more prominent on the health and policy agenda in Ecuador. As the incidence of CKD escalates, investing in preventive measures and educating the public and the medical community has never been more important. Worldwide the statistics are alarming – nearly one in 10 adults is affected by some degree of kidney damage.

Unfortunately, CKD is not curable and can trigger other illnesses like heart attacks or stroke leading to premature death or disability. If not detected early enough, CKD may progress to kidney failure and require dialysis (which is expensive both for patients and national healthcare systems) or a kidney transplant to survive (for which there is an organ donor shortage). The best hope for reducing the human and economic toll related to CKD lies in prevention and early detection.

On 9th March 2017 **World Kidney Day (WKD) – the global awareness campaign dedicated to raise awareness of the importance of our kidneys** - will be celebrated by millions of people around the world. This year’s focus is **Kidney Disease & Obesity – Healthy Lifestyle for Healthy Kidneys!**

Obesity is a potent risk factor for the development of kidney disease. It increases the risk of developing major risk factors of Chronic Kidney Disease (CKD), like diabetes and hypertension, and it has a direct impact on the development of CKD and end stage renal disease (ESRD).

The good news is that obesity, as well as CKD, is largely preventable. Education and awareness of the risks of obesity and a healthy lifestyle, including proper nutrition and exercise, can dramatically help in preventing obesity and kidney disease.

This year World Kidney Day promotes education about the harmful consequences of obesity and its association with kidney disease, advocating healthy lifestyle and health policy measures that make preventive behaviors an affordable option.

We would be honoured to have Ecuador join the global medical and patient organizations in recognizing World Kidney Day. We encourage you to seize this opportunity to make a change in national health by developing national actions and policy initiatives that will reduce the burden of CKD in Ecuador. Such actions may include among others:

- Better education on the prevention of kidney disease and Non-Communicable Diseases (NCDs) in general
- Improvement or promotion of organ donor schemes. Engage in a dialogue with faith and community leaders to encourage organ donation.
- Introduction of national registries on kidney disease



- Allocation of funds for training programs dedicated to kidney care health professionals. Empower primary healthcare professionals, including doctors, nurses and others to implement effective kidney disease prevention and management programs.
- Work towards delivery of high-quality healthcare that is adequate for communities with higher risk
- Provide a statement to World Kidney Day expressing your endorsement of the cause
- Join the local World Kidney Day celebrations and give a speech to encourage people to adopt healthy lifestyles

We are counting on you,

With best regards,

Sociedad Ecuatoriana de Nefrología