

KIDNEY HEALTH

**COACH**

# GETTING STARTED GUIDE

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# Welcome

Congratulations for embarking on the journey to becoming a Kidney Health Coach™ with the American Kidney Fund (AKF)! Thank you for your commitment to AKF's mission of fighting on all fronts for people affected by kidney disease. Currently, kidney disease affects 37 million Americans. It is often considered a silent killer because 96% of people with early to moderate kidney disease do not know they have it until they reach kidney failure.

Unfortunately, millions more people are at risk due to uncontrolled diabetes and high blood pressure—the two leading causes of kidney disease. Your involvement in the Kidney Health Coach program will help change many lives.

The goal of Kidney Health Coach is to empower people to raise awareness about kidney disease and its risk factors. Through education sessions, Coaches share practical tips for preventing and slowing down kidney disease. AKF relies on Coaches to help us reach communities at risk for kidney disease with the information they need to protect their kidneys. Together, we can empower people to take action and work towards a world without kidney disease.

The purpose of the **Kidney Health Coach™: Getting Started Guide** is to help you lead successful kidney health education sessions in your community. In this guide, you will find tips for how to plan your next session and engage your audience.

# Find Your Audience

The first step in planning a session is finding a place to host it. Getting people to attend your session can be challenging so it may be easier to find a place where an audience already exists. Think about the places in your community where people regularly meet, such as:

- Community centers
- Senior centers
- YMCAs
- Hospitals and clinics
- Gyms
- Places of worship
- Libraries
- Schools and college campuses
- Elks lodges and Rotary clubs

These places are likely to have an established community of people who may be interested in participating in a Kidney Health Coach session.

## THE POWER OF COMMUNITY PARTNERSHIPS

Forming partnerships can also help you gain access to a wider audience and additional resources from your city, local health department, and other local community-serving organizations. Reach out to organizations in your community and find out how you can integrate a Kidney Health Coach session into events or programs they may already be planning (e.g., health fairs, community celebrations, street fairs, music festivals, etc.). Oftentimes, organizations have staff dedicated to conducting outreach and finding community partners that you can get in contact with.

## YOUR CIRCLE IS BIGGER THAN YOU THINK

Forming new connections is not always easy, but you do not have to appeal to strangers. Instead, try leveraging the connections you already have. Your circle is bigger than you think! Consider tapping into these networks when thinking about where to host your next session:

- **Family and friends:** Ask your family members or friends if they belong to a group that can participate in a session (e.g., book club, running club, etc.). You can also host a session during the next social gathering. Hosting your first session with people you are familiar with can be a great way to get comfortable with the presentation.
- **Workplace or school:** If you are working, talk to your supervisor, human resources department, or affinity group about hosting a session for colleagues during lunch or after work. If you are in school, coordinate with a professor/teacher, student group, or the residence life department to find out how you can host a session for other students. Scheduling one during World Kidney Month in March would be ideal!
- **Place of worship:** Request to host a session at your place of worship. Some religious communities may even have a health ministry that can help you plan a session and promote kidney disease prevention at your place of worship.
- **Volunteer groups and other organizations:** If you belong to any volunteer groups or other organizations, such as a parent group at your child's

school, homeowner association (HOA), or Greek letter organization, see if the group leader will allow you to hold a session before or after a meeting.

- **Health care providers:** Talk to your doctor to see if they have suggestions for places you can host a session. They may have ideas for where to reach people who are at risk for kidney disease in your community.

## THE INITIAL ASK

When making your request, be ready to introduce Kidney Health Coach, explain why kidney disease education is important, and explain what attendees can expect from a session you host. Here is a sample script you can use in an e-mail or phone call when asking if you can host a session with a group:

“As a Kidney Health Coach with the American Kidney Fund, I am passionate about working towards a world without kidney disease. Kidney Health Coach is a free community health program that provides individuals with the tools they need to educate others in their communities about kidney disease. Kidney disease is largely preventable, and most people don’t know they have it until it’s too late, and they need dialysis or a transplant to survive.

I would like to host my next education session with [specify audience e.g., church congregation, YMCA members, community members] to discuss the basics of preventing, managing, and treating kidney disease. I will also talk about ways to manage risk factors, such as diabetes and high blood pressure, which affect many people in our community. Is this an activity [specify group, organization, location name] would be interested in?”

## REMEMBER!

Follow up in a week if you do not get a response.

Always proofread your e-mails to make sure there are no spelling or grammar errors.

# Schedule Your Session

Once you have identified a potential audience, scheduling your session is the next step. Try to schedule your sessions at least one month in advance so that you have enough time to prepare. If you are planning to host a session with an already established group, the group can help you figure out the best day

and time for you to host. They will likely have a space available for you to host the session too. If not, you will need to secure a space on your own. Call places in your community or check online to see if they have a space you can use.

## CHECKLIST: QUESTIONS TO ASK WHEN SCHEDULING YOUR SESSION

### RESERVING A SPACE

- Is there a cost to use the space?
- How long can I use the space?
- How many people can the space hold?
- Is there a cost to cancel if I must change plans last-minute?

### SET UP AND EQUIPMENT

- How early can I come to set up?
- By when do I need to clean up?
- Does the room have tables and chairs? How many?
- Is there a computer, projector, or screen available?
- What do I need to bring to show the presentation?
- Will I have access to the internet in the room?

### WHAT TO EXPECT WHEN PRESENTING TO AN ESTABLISHED GROUP

- How much time will I be allotted?
- How many people can I expect?
- What are the audience characteristics (age, gender)?
- Are there any special considerations I should keep in mind when presenting to this audience? (e.g. hearing or vision loss, literacy level, language barriers, etc.)

### OTHER

- Does your organization have an e-mail listserv, social media, or bulletin board I can use to advertise the session?
- Do you have any sister locations or organizations that would also be open to me hosting a session?

# Prepare for Your Session

Once the location, date, and time are confirmed, it is time to prepare to host your session. You will need to promote the session, review all materials, practice, and finalize all logistics.

## THREE TO FOUR WEEKS BEFORE THE SESSION

- Visit the [Kidney Health Coach Portal](#) at [KidneyFund.org/khcportal](https://KidneyFund.org/khcportal) and review the materials you will need to print.
- Request free materials from AKF if you cannot print them on your own. AKF can send you fact sheets, [About Kidney Health Coach flyers](#), while supplies last.
  - E-mail [education@kidneyfund.org](mailto:education@kidneyfund.org) with the date, location, expected number of attendees, and the materials you are requesting for your session.

### REMEMBER!

The earlier you request, the better! American Kidney Fund only ships across the United States and to U.S. territories including Puerto Rico. Standard shipping time applies. Expect your delivery 1–2 weeks from ship date.

- Promote your session to spark interest and draw more people to attend.

- Customize [AKF's session flyer template](#) with your session details.
- Invite people you know to attend your session or spread the word.
- Post flyers on community bulletin boards at local businesses, places of worship, and community centers.
- Use [social media](#) if your audience is more active online.

## ONE TO TWO WEEKS BEFORE THE SESSION

- Create an outline of the session to help you stay on track.
  - Write down how much time you will spend on each activity or topic.
  - Write 3-5 clear objectives about what you want the audience to learn from the session.
  - Make a list of the materials you will need.
- Practice the presentation to increase your confidence, comfort, and credibility when talking about kidney disease.
  - Read through the presentation several times.
  - Practice pronouncing words that may be difficult to say.
  - Think of possible questions your audience may ask you and write down the answers.

- Host mock sessions with friends or family members and ask for feedback.
- Record your practice sessions and watch the recordings to see what you did well and how you can improve.

## SEVERAL DAYS BEFORE THE SESSION

- Gather the materials you plan to bring:
  - A copy of the [presentation slides](#) and notes for your reference
  - Multiple copies of the [presentation slides](#) and pens so that people can follow along and take notes, especially if a projector or computer will not be available
  - AKF fact sheets for all attendees
    - All About Kidney Disease ([English](#) • [En Español](#))
    - Blood Pressure and Kidney Disease ([English](#) • [En Español](#))
    - Diabetes and Kidney Disease ([English](#) • [En Español](#))
    - Tests for Kidney Health ([English](#) • [En Español](#))
    - eGFR ([English](#) • [En Español](#))
  - [About Kidney Health Coach flyers](#) to promote the program and invite people to become Coaches
  - Any incentives you plan to give out
  - All materials for any interactive activities you plan to include

- Contact the person who helped you schedule the session to confirm final logistics.
- Confirm whether you need to bring your computer, a flash drive with the presentation, or email the presentation ahead of time, if using technology.
- Ask about parking and any other special instructions for when you arrive.
- Make a plan for how you will get there on time.
- Create a backup plan in case there are issues with technology.

### HOW DO I HOST A SESSION WITH LIMITED TIME?

- Sessions are designed to be 45 minutes–1 hour.
- If you have less time, focus on the topics that are most critical.
- Limit extra games and interactive activities.
- Always allow time for people to ask questions.

# Presenting 101

## DO'S

- Practice, practice, practice!
- Informally survey your audience to understand their needs.
- Anticipate your audience's needs and knowledge of kidney health.
- Speak clearly and project your voice.
- Have high energy.
- Pace yourself and keep track of time.
- Use simple terms when explaining information.
- Make eye contact.
- Share stories.
- Add audience participation.
- Leave time for questions.
- Stick to the facts and encourage people to ask their doctors for medical advice.
- Smile and have fun!

## DON'TS

- Be unprepared.
- Read your slides or the notes word- for-word.
- Make assumptions about the knowledge level of the audience.
- Speak in a monotone voice.
- Speak too fast, too slow, or too quietly.
- Give medical advice, even if you know the answer.
- Answer questions that you are not sure about.
- Eat or chew gum while presenting.
- Do all the talking without letting your audience ask questions.
- Speak down to your audience in a condescending manner.
- Make jokes that could be perceived as insensitive to anyone in your audience.
- Take pictures of your audience without their consent.

# Engage Your Audience

## SET THE TONE

The way you start sets the tone for the rest of your session. Create a warm, positive environment by greeting people as they come in. Introduce yourself and provide a brief overview of Kidney Health Coach and your interest in raising awareness about kidney disease. This is also a good time to share learning objectives so that attendees know what to expect.

- If there is time, get to know the people in the room. With a simple icebreaker, you can learn more about your audience and how much they know about kidney disease. Ask people to raise their hand if they know someone with kidney disease, diabetes, or high blood pressure.
- Ask people if anyone can name two leading causes of kidney disease or other risk factors.
- Ask people to write down what they know about kidney disease on an index card, collect index cards, and read a few aloud.

## MAKE IT INTERACTIVE

When giving the presentation, make it your own. While there are presentation slides and notes, reading them verbatim is not the best way to connect with people. As a Coach, you come with your own knowledge and life experiences that can help to enhance the presentation. Getting your audience to participate in the session is even better.

Throughout the presentation, have “checkpoints” where you pause to ask questions and see if your audience is following along. You can also test their knowledge before you discuss a topic and follow up with the information on the presentation slides to clarify any questions they get wrong.

Get creative with games, demonstrations, and videos to make your sessions more interactive.

INTERACTIVE ACTIVITY	MYTH OR FACT?
Resources Needed	None
Before the Session	Create a list of facts and common myths about kidney disease.
During the Session	<ol style="list-style-type: none"> <li>1. Read the statements aloud.</li> <li>2. Ask attendees to guess which statement is a myth or fact.</li> </ol>

INTERACTIVE ACTIVITY	KAHOOT!
Resources Needed	<ul style="list-style-type: none"> <li>• Computer or smartphone with internet access (all players)</li> <li>• Screen to share the game (game host)</li> </ul>
Before the Session	<p>Check out AKF’s Kidney Health Coach Kahoot games. Choose what game will be best for your session.</p> <ul style="list-style-type: none"> <li>• <a href="#">How much do you know about kidney disease?</a></li> <li>• <a href="#">How much do you know about kidney disease? (Advanced)</a></li> <li>• <a href="#">Session Icebreaker</a></li> </ul> <p>You can also create one of your own games by signing up at <a href="https://kahoot.com">kahoot.com</a>.</p>
During the Session	<ol style="list-style-type: none"> <li>1. Go online to launch the game and share the game PIN with attendees. All attendees must be able to see your screen to play.</li> <li>2. Attendees will join the game online from their personal device and answer game questions.</li> </ol>

INTERACTIVE ACTIVITY	HEADS UP
Resources Needed	<ul style="list-style-type: none"> <li>• 5”x7” index cards</li> <li>• Markers</li> </ul>
Before the Session	<p>Write one term related to kidney disease on each index card. Use big, bold letters. Examples include:</p> <ul style="list-style-type: none"> <li>• Diabetes</li> <li>• High blood pressure</li> <li>• Kidney</li> <li>• Transplant</li> <li>• Diet</li> <li>• Exercise</li> </ul>
During the Session	<ol style="list-style-type: none"> <li>1. Ask for a volunteer to come to the front of the room.</li> <li>2. Give the person a card to hold up in front of their forehead while facing the rest of the group.</li> <li>3. The person with the card will have to guess what word is on the card based on clues from the audience.</li> </ol>

INTERACTIVE ACTIVITY	KIDNEY FILTER DEMONSTRATION	
Resources Needed	<ul style="list-style-type: none"> <li>• 2 mesh sink strainers</li> <li>• Hot glue</li> <li>• 3 large clear plastic cups</li> </ul>	<ul style="list-style-type: none"> <li>• Water</li> <li>• Chia seeds</li> <li>• Red food coloring</li> </ul>
Before the Session	<ol style="list-style-type: none"> <li>1. Fill half of the holes of strainer #1 with hot glue.</li> <li>2. Leave strainer #2 as is.</li> </ol>	
During the Session	<ol style="list-style-type: none"> <li>1. Fill one cup with water and food coloring. Add chia seeds to mimic “toxins” in the blood.</li> <li>2. Set out other two cups.</li> <li>3. Place 1 strainer on top of each cup.</li> <li>4. Pour the water into each strainer to model kidney function.               <ul style="list-style-type: none"> <li>• Strainer #1 represents a healthy kidney that filters out toxins the way it should.</li> <li>• Strainer #2 represents a damaged kidney. It lets all the “toxins” pass through and “back into the blood”.</li> </ul> </li> </ol>	

## RECRUIT MORE KIDNEY HEALTH COACHES

Participants might see your session and become interested in what you do and want more information about it. Remember, anyone can become a Kidney Health Coach. You never know,

you may recruit someone who can do joint sessions with you in the future! Remember to hand out [About Kidney Health Coach flyers](#) and tell people to visit [KidneyFund.org/khc](https://www.kidneyfund.org/khc) to learn more about taking the online course.

# Host a Virtual Session

Progression in technology has not only made virtual events possible, but also increasingly popular. Although nothing can replace direct human interaction,

virtual sessions can sometimes be more practical and convenient.

Here is how you can set up a virtual Kidney Health Coach session:

## 1. CHOOSE A VIDEO CONFERENCING OR LIVE STREAMING PLATFORM FOR YOUR VIRTUAL EVENT. HERE ARE SOME FREE OPTIONS:

	Screen sharing	Schedule in advance	Live chat	File sharing	Mobile app	Record session	Unlimited attendees	Unlimited time
<b>FACEBOOK LIVE</b>	✓	✓	✓		✓	✓	✓	✓
<b>GOOGLE MEET</b>	✓	✓	✓	✓	✓		250 max	✓
<b>INSTAGRAM LIVE</b>			✓		✓	✓	✓	60 min
<b>JOIN .ME</b>	✓	✓	✓	✓	✓	✓	10 max	60 min
<b>LINKEDIN LIVE</b>			✓		✓	✓	✓	✓
<b>MICROSOFT TEAMS</b>	✓		✓	✓	✓		250 max	✓
<b>PERISCOPE (TWITTER)</b>			✓		✓	✓	✓	✓
<b>SKYPE</b>	✓	✓	✓	✓	✓	✓	50 max	✓
<b>YOUTUBE LIVE</b>		✓	✓		✓	✓	✓	✓
<b>ZOOM</b>	✓	✓	✓	✓	✓	✓	100 max	40 min

Paid versions of these platforms can offer additional or extended features, and free trials may be available for you to test. Online platforms are constantly

evolving and adding or removing features. Features listed in the chart above may have changed since this guide was last updated in June 2020.

### SETUP TIPS:

- Consider what day and time will work best for your audience.
- Use a catchy title.
- Let attendees know what they can expect from the presentation by [writing a detailed description](#).
- Set up reminder e-mails if the platform offers that feature.

## 2. PROMOTE YOUR SESSION ONLINE

### Social media

- Post about your upcoming session.
- Ask people to share your posts on their feeds and stories.
- Change the privacy setting of your posts so that more people can see them.
- Promote in relevant groups that allow members to promote their events.

### E-mail

- E-mail your personal contacts and ask them to forward your e-mail to their contacts.
- Send an e-mail blast to the relevant organizations and listservs you belong to.
- Include a calendar invite so that people can save the date and time.

### Text messages

- Text your friends, family, and colleagues to join.

### TIP:

[Canva](#) is a free web-based graphic design platform. Use it to create shareable promotional graphics.

## 3. PRACTICE AND TEST

- Review the best practices, FAQs, or tutorials that the platform may offer on their website.
- Get comfortable with the platform you intend to use by testing the audio, video, and other features.
- Schedule a test run with friends or family, or even on your own.

## 4. HOST THE SESSION

- Make sure you are in a quiet space with minimum distractions and noise.
- Start the session on time.
- Turn your video on and consider asking attendees to turn their videos on too.
- Ask attendees to mute their microphones to minimize noise and disruptions.
- Introduce yourself and give the presentation as you normally would in-person.
- Decide if you will take questions during the presentation or if attendees should hold questions until the end.

- If the feature is available, share your screen to show the **Kidney Health Coach presentation slides** or talk through the information without the slides.
- Keep the session fun and interactive, try playing an online **game**.
- Allow time at the end to take questions—unmute attendees or ask them to type their questions in the chat box for you to answer aloud.
- Share the presentation slides and **AKF's five educational fact sheets** before or after the session.

## 5. AFTER THE SESSION

- **Log your session.**
- Share the Education Session Quiz and Evaluation link with attendees and ask them to complete it at the end of the session:
  - English: <https://www.surveymonkey.com/r/KHCSessionSurvey>
  - Spanish: <https://www.surveymonkey.com/r/EspanolEvaluacion>

### LOG YOUR SESSION



### EVALUATION AND QUIZ FOR ATTENDEES



English



Spanish

## REMEMBER!

You can always buddy up with another Coach to host a joint virtual session. This is a good opportunity to get to know your fellow Coaches and expand your network.

# Log Your Session



SCAN ME

Remember to **log your session** immediately after hosting it. Benefits of logging your session include:

- Receiving rewards as you reach Kidney Health Coach milestones
- Access to detailed record of your sessions and audience reach, available upon request
- The opportunity to share feedback that will help us improve the program and your experience as a Coach

## REMEMBER!

You can bookmark the session log on your phone and submit it right from your mobile device! Please do not forget this very important step.

# Getting Started Checklist

## BEFORE SESSION

- Secure a location, date, and time to host
- Ask about what technology is available for showing the presentation slides
- Promote the session
- Create an outline or lesson plan
- Practice the presentation
- Gather materials
- Finalize all logistics

## DURING SESSION

- Introduce yourself
- Set the tone with an icebreaker activity
- Keep track of time
- Make eye contact with your audience
- Use positive body language
- Make it interactive
- Leave 5–15 minutes for audience questions
- Hand out [AKF fact sheets](#)
- Ask someone to take pictures so you can share them in the Kidney Health Coach Facebook group

## AFTER SESSION

- Suggest your audience take the Kidney Health Coach course and hand out the [Kidney Health Coach flyers](#)
- Share AKF contact information with your audience and encourage them to get involved:
  - Website: [KidneyFund.org](http://KidneyFund.org)
  - Facebook: [Facebook.com/AmericanKidneyFund](https://www.facebook.com/AmericanKidneyFund)
  - Twitter: [@KidneyFund](https://twitter.com/KidneyFund)
  - Instagram: [@AmericanKidneyFund](https://www.instagram.com/AmericanKidneyFund)
- [Log your session](#)
- Share your experience with other Kidney Health Coaches in the Facebook group. Tell us what you learned, how it went, or a memorable moment from the session.
- Share the Education Session Quiz and Evaluation link with attendees and ask them to complete it at the end of the session:
  - English: <https://www.surveymonkey.com/r/KHCSessionSurvey>
  - Spanish: <https://www.surveymonkey.com/r/EspanolEvaluacion>

### ATTENDEE EVALUATION AND QUIZ



English



Spanish

# Frequently Asked Questions

## HOW DO I LOG A SESSION?

The [Kidney Health Coach Portal](#) hosts the presentation, presentation notes, fact sheets, and session log.

## WHAT IF A PROJECTOR OR SCREEN IS NOT AVAILABLE AT MY VENUE?

You can talk through the key points of presentation or print copies of the presentation for your audience. The presentation is available on the [Kidney Health Coach Portal](#). You will also receive a flipchart (spiral bound copy of the presentation slides), as part of your Kidney Health Coach welcome kit.

## HOW DO I GET MORE FACT SHEETS?

You can download fact sheets from the [Kidney Health Coach Portal](#). If you do not have access to a printer, email us at [education@kidneyfund.org](mailto:education@kidneyfund.org). Please note, AKF does not ship outside of the U.S. and U.S. territories.

## HELPFUL RESOURCES

- [American Kidney Fund](#)—Learn about our programs and services, kidney disease prevention, management, and treatment: [KidneyFund.org](https://www.kidneyfund.org)
- [Kidney Health Coach Portal](#)—Log sessions and download materials: [KidneyFund.org/khcportal](https://www.kidneyfund.org/khcportal)
- [AKF Webinars](#)—Watch easy-to-understand educational webinars about living well with kidney disease: [KidneyFund.org/webinars](https://www.kidneyfund.org/webinars)
- [Kidney Kitchen](#)—Get kidney-friendly recipes and information about healthy eating with kidney disease: [KidneyFund.org/kitchen](https://www.kidneyfund.org/kitchen)
- [AKF Screenings](#)—Find out about the next community screening event: [KidneyFund.org/prevention/free-kidney-health-screenings/](https://www.kidneyfund.org/prevention/free-kidney-health-screenings/)
- [Kidney Action Week](#)—AKF's initiative to educate people on the risk factors of kidney disease and how to manage and prevent kidney disease.

Are you passionate about preventing kidney disease?

Would you like to inspire others to live a healthy lifestyle?

# BECOME A KIDNEY HEALTH COACH

with the American Kidney Fund!



FREE online community health training course



Up-to-date information about kidney disease and living a healthy lifestyle

Visit [KidneyFund.org/KHC](http://KidneyFund.org/KHC) to get started.

Join us for a

# KIDNEY HEALTH EDUCATION SESSION

Diabetes and high blood pressure are the two leading causes of kidney disease.

Learn how **you** can stay healthy and prevent kidney disease!

DATE AND TIME

LOCATION

**For more information, contact:**

