



# Kidney Action Month

*31 days of action*

# Toolkit

# Kidney Action Month 2024 Toolkit

## Welcome to Kidney Action Month!

Throughout the month of March, AKF is taking action to bring together people with kidney disease, health professionals, caregivers and other stakeholders from the kidney community to drive awareness of kidney disease, empower those at risk to prevent it and educate those affected on how they can manage it. Will you join us?

Use this toolkit to inspire the actions that you want to take this month, in honor of the 37 million Americans fighting kidney disease. You'll also find sample social copy and graphics you can use to invite others to join us in [Kidney Action Month](#).

## Ready. Set. Action.

Explore the ways that you or your organization can celebrate and take action for Kidney Month below. The actions you take this month and beyond can help transform the fight against kidney disease, once and for all.

### Week 1: Take Action to Understand and Prevent Kidney Disease

- Test your knowledge and take our [kidney quiz](#)
- Take a short video of yourself answering the question “What do you want people to know about kidney disease?” Use [this link](#) to create and submit your video and you'll be entered to win an AKF swag bag” of our favorite giveaways.
- Read the latest kidney disease [stats and facts](#) and share them on social!

### Week 2: Take Action to Better Manage Your Kidneys

- Celebrate World Kidney Day and “Kidney Health for All” on March 14<sup>th</sup>, by visiting [kidneyhealthforall.org](#)
- Take a short video of yourself answering the question “What does kidney health for all mean to you?” Use [this link](#) to create and submit your video and you'll be entered to win an AKF swag bag” of our favorite giveaways. Limit 1 prize per person.
- Expand your understanding of home dialysis and increase the potential for better health outcomes. Learn more [here](#).
- Create a new meal using a [Kidney Kitchen recipe](#), take a pic and share on social. Tag us and use the hashtag #KidneyActionMonth.

### Week 3: Join Kidney Action Week

- [Register](#) for Kidney Action Week—a week of free virtual sessions about dialysis, kidney disease prevention, kidney-friendly eating, transplant and innovations in kidney disease.
- Use this social media toolkit to help spread the word about Kidney Action Week and the incredible sessions and speakers throughout the week.
- Catch the replay of live sessions on YouTube following the week of events
- Take a short video of yourself answering the question “How has AKF helped you on your journey?” Use [this link](#) to create and submit your video and you’ll be entered to win an AKF swag bag” of our favorite giveaways. Limit 1 prize per person.

### Week 4: Support the Fight on All Fronts

- Support AKF free tools and resources with a generous donation. Give [here](#).
- Take a short video of yourself answering the question “Tell us why you support AKF or why others should support AKF?” Use [this link](#) to create and submit your video and you’ll be entered to win an AKF swag bag” of our favorite giveaways. Limit 1 prize per person.
- Become an AKF Ambassador and be a voice for the kidney community on Capitol Hill.

## Share on Social!

Use these social templates to help us spread the word about Kidney Action Month, the impact of kidney disease and how together we can make a difference.

### Facebook

37 million Americans are living with kidney disease and millions more are at risk. Throughout Kidney Month, we’re joining @American Kidney Fund in taking action to improve kidney disease prevention for ALL - from educating the kidney community and sharing helpful kidney health resources to advocating for policies to improve kidney care by working with legislators across the country. Learn more about how you can take action and join in #KidneyActionMonth: [www.kidneyfund.org/kidney-month](http://www.kidneyfund.org/kidney-month)

Did you know that 9 out of 10 people with kidney disease are unaware they have it? During Kidney Month, we're joining @American Kidney Fund in raising awareness of kidney disease, sharing FREE kidney health resources and empowering everyone to prioritize their kidney health. Learn more about what you can do to take action and join in #KidneyActionMonth: [www.kidneyfund.org/kidney-month](http://www.kidneyfund.org/kidney-month)

## Instagram

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## Twitter

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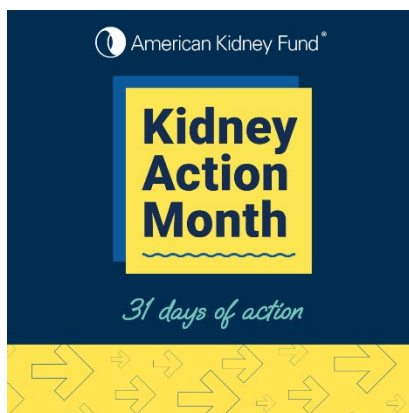
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## LinkedIn

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