

International Kidney Day

Last March, 11th, was International Kidney Day, and the main topic was diabetes control. The International Kidney Day campaign has been organized uninterruptedly by the International Society of Nephrology since 2006 with the following central topics:

- 2006 Are your kidneys OK?
- 2007 CKD is Common, harmful and treatable
- 2008 Incredible kidneys
- 2009 Protect your kidneys: maintain your blood pressure low
- 2010 Protect your kidneys: control diabetes

International Kidney Day is primarily directed to laymen and physicians who are not nephrologists and is aimed at the following:

- Increasing the population's knowledge and interest about the impressive functional ability of the kidney;
- Informing that diabetes and hypertension most frequently cause renal disease and/or are associated with it;
- Encouraging all patients with diabetes and/or hypertension to undergo regular exams for detecting renal disease;
- Encouraging the adoption of renal disease prevention measures and of a healthy lifestyle;
- Educating health care professionals about the importance of their role in detecting and reducing the risks for chronic renal disease, especially in populations at greater risk;
- Emphasizing the importance of official health agencies in controlling chronic renal disease epidemics, mainly stimulating programs for early disease detection.

The Brazilian Society of Nephrology has greatly encouraged activities on the International Kidney Day. This year, several actions have been carried out throughout the entire country. A large event was held in the city of Salvador, state of Bahia, comprising a wide campaign with the population at the Praça do Elevador Lacerda, a public act at the Municipal Chamber of Salvador, and a scientific event about chronic renal disease. In the city of São Paulo, in addition to the activities involving the population, a public act was held at the Legislative Assembly with the participation of physicians, patients, politicians, and the mayor of the city of São Paulo. In fact, "renal acts" have been held in almost all Brazilian states.

The prevalence of diabetes and arterial hypertension will continue to increase significantly in coming years and the aging trend of our population is evident. Thus, campaigns stimulating "thinking" about renal disease and emphasizing the importance of early detection and treatment of that pathology are absolutely essential for preventing and stopping the exponential increase of patients depending on methods of renal function replacement, such as those occurring in the past years. We are pleased to see the increasing efficiency and effort with which the Brazilian Society of Nephrology and Brazilian nephrologists have participated in that mission.

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