

Chronic Kidney Disease Patient Activation Kit



Right now, 1 in 3 Americans (33% of adults in the United States) are at risk for kidney disease, but most don't know it.¹ For the 37 million Americans already living with kidney disease, many will have few symptoms until their kidneys fail and they require dialysis or a kidney transplant.



In 2020, only 33% of Medicare fee-for-service beneficiaries had an annual wellness visit which provides an opportunity for patients to discuss health risks, including kidney disease, with their provider.²



Early detection and education can save lives. You can use this messaging kit to communicate the importance of regular screening for kidney disease.



Activities and Reminders to Share with Patients

Here are some things you can share with patients to help promote kidney health awareness:

- Schedule your [Medicare Annual Wellness](#) visit to talk with your provider about your risk of diabetes and high blood pressure and what you can do to protect your kidneys.
- [Take this one-minute quiz](#) and find out if you are at risk for kidney disease.
- Make kidney health a [family reunion affair](#).
- If you have kidney disease or need support, [talk to someone](#) who's been there.
- Prevent or manage the progression of kidney disease with a [healthy diet](#).
- Fit exercise into your daily schedule with these [fitness Q&A](#).



Sample Social Media Posts

Raise awareness about chronic kidney disease on social media. Sample posts and graphics include:

#DYK: Chronic kidney disease (CKD) is a condition in which the kidneys become damaged over time and cannot filter blood as well as they should. Diabetes is a leading cause of CKD, which often causes no symptoms until your kidneys are already damaged. [Take this one-minute quiz to assess your risk.](#)

Knowledge is power! The sooner you know the health of your kidneys, the sooner you can take steps to protect them. [Learn more about types of tests to discuss with your healthcare provider to screen for chronic kidney disease.](#)

¹ <https://www.kidney.org/newsletter/are-you-33-percent>

² <https://www.cms.gov/sites/default/files/2022-03/DataSnapshot-CKD-Mar2022.pdf>



Sample Social Media Posts (Cont.)

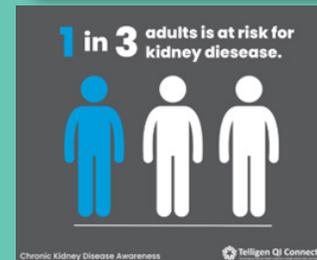
You can help lower your risk for chronic kidney disease (or keep it from getting worse) by eating healthy, being active and keeping your blood pressure and cholesterol levels in your target range. Having your kidneys checked regularly gives you the best chance for finding and treating CKD early. [Learn more.](#)

1 in every 3 adults in the United States are at risk for kidney disease and most don't even know it. [The National Kidney Foundation wants you to take a one-minute quiz to see where you stand.](#)

If chronic kidney disease (CKD) is caught and treated early, you may be able to keep CKD from getting worse and prevent other health problems such as heart disease. But, the only way to know how well your kidneys are working is to get tested. Schedule an appointment with your provider today.



Click the graphics below for high-resolution photos to use in your social media posts



Additional Resources

- Kidney Risk Campaign Toolkit: National Kidney Foundation: <https://www.kidney.org/nkmtoolbox>
- Race/Ethnicity – Kidney Disease Risk Factors: <https://www.kidney.org/atoz/content/minorities-KD#:~:text=Black%20or%20African%20Americans%20are,the%20risk%20for%20kidney%20disease> and <https://www.niddk.nih.gov/health-information/kidney-disease/race-ethnicity>