

## EKHA

### Kidney Manifesto Communications Toolkit

January 2024

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#### Social Media Post – Manifesto (General Call, Version 1)

[ORGANIZATION] supports the @EKHA\_EU #kidney #manifesto! In #Europe, some 100 million people suffer from #CKD. Yet, CKD largely goes unnoticed in EU #health policies. Let's work together to improve #prevention, improve #transplantation, and foster #innovation!

 <https://bit.ly/47B7osT>

#### Social Media Post – Manifesto (General Call, Version 2)

[ORGANIZATION] is happy to share the @EKHA\_EU #kidney #manifesto! #CKD is the 10th leading cause of death globally. By 2040, it will be the 5th. Now is the time to act in #Europe to lower CKD prevalence and to recognize #CKD in #EU #health policies and initiatives!

 <https://bit.ly/47B7osT>

#### Social Media Post – Manifesto (Specific Call 1)

[ORGANIZATION] is happy to share the @EKHA\_EU #kidney #manifesto! 300 million people are at risk of #chronickidneydisease. To improve #CKD #prevention, the #EU should help improve #screening and #access to early treatment.

 <https://bit.ly/47B7osT>

#### Social Media Post – Manifesto (Specific Call 2)

[ORGANIZATION] is happy to share the @EKHA\_EU #kidney #manifesto! #Research funding for innovative #kidneytherapies remains limited in Europe. Now is the time for the #EU to foster innovation in kidney therapies by matching the burden of CKD with R&D investments.

 <https://bit.ly/47B7osT>

#### Social Media Post – Manifesto (Specific Call 3)

[ORGANIZATION] supports @EKHA\_EU #kidney #manifesto call for a second EU Action Plan on Organ Donation and Transplantation. For #patients with #organ failure, transplantation is often the only live-saving option. The #EU must improve organ donation and transplantation!

 <https://bit.ly/47B7osT>

## News Article – Kidney Manifesto

On 16 January 2024, the European Kidney Health Alliance (EKHA), of which [ORGANIZATION] is a member, published its Kidney Manifesto, “An EU Strategy to Improve Kidney Care”, in anticipation of the 2024 European Union (EU) elections.

The European Elections present a unique opportunity to give kidney health the attention it deserves at the EU level. Despite its extremely heavy and growing burden, chronic kidney disease (CKD) suffers from a blatant lack of recognition in European health policies and initiatives, which results in a lack of awareness, absent prevention measures, late diagnosis, gaps in funding for research and innovation and poor patient outcomes. If we don't act now, CKD will become the 5th leading cause of premature mortality by 2040.

The Kidney Manifesto identifies 3 key priorities to improve kidney health in Europe:

- Improving the primary and secondary prevention of kidney disease, through the implementation of an EU code for CKD prevention.
- Improving organ donation and transplantation in the EU, through the implementation of a second EU Action Plan on Organ Donation and Transplantation.
- Fostering innovation in kidney therapies, through stimulating public-private partnerships for innovative therapies.

[Discover the manifesto here.](#)

## Dissemination E-Mail

Dear [INSERT NAME],

On behalf of [ORGANIZATION], a member of the European Kidney Health Alliance (EKHA), I'm pleased to share with you EKHA's Kidney Manifesto, “An EU Strategy to Improve Kidney Care” for the 2024 European Union elections.

The kidneys play a vital role in maintaining human health, removing waste substances from our blood, and helping to control blood pressure and bodily fluid balance, and regulating our energy metabolism. In the EU today, chronic kidney disease (CKD) has one of the heaviest burdens of disease, affecting some 100 million Europeans and substantially straining EU health systems. Patients who suffer from this debilitating condition suffer from low quality of life, while the extrapolated healthcare costs for CKD reach €14,0 billion in Europe annually. Moreover, current approaches to CKD management and treatment are linked to a considerable environmental footprint, as dialysis, the standard approach to managing CKD, requires vast amounts of water and generates a substantial amount of both greenhouse gases and plastic waste.

Despite its extremely heavy and growing burden, CKD suffers from a blatant lack of recognition in European health policies and initiatives, which results in a lack of awareness, absent prevention measures, late diagnosis, gaps in funding for research and innovation and poor patient outcomes. If we don't act now, CKD will become the 5th leading cause of premature mortality by 2040.

Underlining the urgent need to recognise CKD patients in EU health policies and initiatives, EKHA calls for:

- Improving the primary and secondary prevention of kidney disease—for which diabetes and high blood pressure stand as primary risk factors—for instance, through the implementation of an EU code for CKD prevention.
- Improving organ donation and transplantation in the European Union through, crucially, the implementation of a second EU Action Plan on Organ Donation and Transplantation, for which several Members of the European Parliament have already expressed their support.
- Fostering innovation in kidney therapies through greater support for promising public-private partnerships.

Please find the manifesto attached. We remain available to provide additional information and to address any questions you might have.

Thank you for your time and consideration.