

## **Guidance for Requesting a World Kidney Day Proclamation**

The International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF) have jointly proposed that a World Kidney Day be established on the second Thursday in March each year.

World Kidney Day can take on greater local importance if the Mayor of your city makes a World Kidney Day proclamation in your community.

### **Making the Request**

Contact your Mayor's office as soon as possible to learn who is responsible for processing proclamation requests.

Once you reach the correct staff member, explain:

- that the second Thursday in March (the date differs from year to year, this year it is March 11, 2010) has been declared as World Kidney Day for all people with Chronic Kidney Disease.
- that education and awareness in the community will take on greater significance if s/he makes a public proclamation supporting the cause.
- that you have a sample proclamation (sample follows) available if the Mayor would like to use it.

Then, ask:

- whether the Mayor will need your request in writing; If so,
- to whose attention the request should be sent and to which address;
- which contact information you should include in your request so that you may be reached for verification or with questions;
- whether there is a staff person in charge of media relations. If so, ask for that person's contact info so that you can see whether s/he will notify the media of the upcoming proclamation of whether you should coordinate media relations (if not, please see section below on Media Relations).

### **Date/Location**

Once the Mayor agrees to make the proclamation, you may need to decide where and when it will be given, although it may be determined for you as part of a City Council Meeting, etc. If there is a patient education meeting, screening or other event that might make a good fit for this as a media opportunity. And remember: in some cities, City Council meetings are often televised on the local cable television/news channel

After it is determined where and when the proclamation will be given, be sure to send a follow-up letter confirming all of the important details.

### **Media Relations**

If you are in charge of coordinating media opportunities around this, coordinate with weKAN's Project Manager to prepare a media advisory (sample follows) and mail it to the editor(s) local and area newspaper(s) and to the news director(s) at radio and television stations. This can heighten CKD awareness even further by making more people cognizant of the event.

Follow-up calls one or two days prior to the event will help you to attract media attention. If the media are aware of the Governor's upcoming announcement, they might be encouraged to attend the proclamation and/or prepare a news story.

Make sure that you note the names, publications and contact information for each media representative who attends or who publicizes your event and World Kidney Day so that you can follow-up with them later. If possible, take photographs of your event for distribution to the media.

\*If the proclamation will be signed or read as part of a World Kidney Day event, be sure to include information about it in your media materials- this may save you time later!

**Follow-up**

After the proclamation is read, you should follow-up with thank you letters to the Mayor (sample follows) and other participants, including media representatives who came to the event or developed a story.

**(Sample Proclamation)**

City of *(city's name)*  
OFFICE OF THE MAYOR

Executive Order      Proclamation

WHEREAS, the Renal Support Network (RSN) and Wellness & Education Kidney Advocacy Network (weKAN) and other organizations nationwide are recognizing Kidney Disease on this day; because it is estimated 26 million people, or 1 in 8 adults are at risk for developing chronic kidney disease. The two main reasons for kidney failure are high blood pressure and diabetes and over 80,000 people are in need of and waiting for a kidney transplant; and

WHEREAS, by calling attention to the importance of education and patient self-empowerment with regard to chronic kidney disease within our city we hope to improve the quality and availability of such information and services; and

WHEREAS, our future depends on the quality of quality of care and services; education, advocacy and awareness of chronic kidney disease represent a worthy commitment to current and future people impacted with the disease

Now, therefore, I, *(Mayor's name)* of the City of *(city's name)* do hereby proclaim Thursday, March 11, 2010 as

**WORLD KIDNEY DAY**

in the city of *(city's name)* and call upon all citizens to observe the day and learn how you can protect your kidneys. I encourage the citizens of *(city's name)* to seek information from any person or group, such as RSN with knowledge and expertise in matters concerning chronic kidney disease.

(Official Seal) IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed, the great seal of the City of *(city's name)*, this *(date)* day of March 2010.

---

Mayor, City of *(city's name)*

**(Sample Media Advisory)**

For Immediate Release  
(date)

Contact:  
(Your name)  
(Your phone number)

**MEDIA ADVISORY**

**Who**            *(John Doe)*, Mayor of *(city name)*, *(state name)*

**What**            Mayor *(mayor's last name)* will make an official proclamation to the City of *(city name)*

**When**            *(Day of week)*, March *(date)*, at *(time)* *(a.m. or p.m.)*

**Where** Office of the Mayor,  
*(Street Address, City, State zipcode)*

**Why**            To proclaim the second Thursday of March as World Kidney Day in *(city name)*

**(Sample Thank You Letter)**

(Date)

(Joe Doe)  
Mayor  
Street Address  
City, State Zip

Dear Mayor (Mayor's last name):

Thank you for proclaiming March (insert date) as World Kidney Day. By publicly announcing the day, you have helped us create and increase awareness about kidneys, which are the master chemists of the body.

The Renal Support Network (RSN) and the Wellness & Education Kidney Advocacy Network (weKAN) encourage other (city name) citizens to follow your example and become supporters of people with chronic kidney disease. It is our goal to raise the level of public understanding of what it is like and learn how to prevent or maintain kidney function. We appreciate your help in working toward that goal.

Thanks again for your interest and support.

Sincerely,

(Your name)  
(Title)

###