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وزارة الصحة العامة



Healthy lifestyle for Healthy Kidneys!

The Ministry of Public Health with The Lebanese Society of Nephrology & Hypertension launches the 12th World Kidney Day

Beirut, Lebanon – March 14, 2017 – Marking the 12th World Kidney Day, the Ministry of Public Health (MOPH) joined hands with the Lebanese Society of Nephrology & Hypertension to launch the national awareness campaign against kidney diseases. Entitled “Healthy lifestyle for Healthy Kidneys!” the campaign was announced during a press conference in collaboration with Sanofi and the support of the Lebanese Society of Endocrinology Diabetes & Lipids, Lebanese Order of Physicians, Ministry of Telecommunications, Lebanese Order of Nurses, Lebanese Syndicate of Hospitals, Faculty of Dietitians - Saint Joseph University and was attended by members of scientific societies and the press.

This year, the World Kidney Day promotes education about the consequences of obesity and its association with kidney diseases, endorsing a healthy lifestyle as well as health policy measures that highlight preventive behaviors as being essential and affordable.

“We are facing a rather high risk for kidney disease in Lebanon as around 53% of the population is overweight and around 18% is obese with the majority being men ^[1]. This year, we are actively taking part in the global movement against kidney diseases to encourage the Lebanese to ‘move for kidneys’,” said Dr. Robert Najem, President of the Lebanese Society of Nephrology & Hypertension. *“We are confident, that our hard work and efforts will pay off thanks to the endorsement of the Ministry of Public Health, the medical and scientific societies and all our advocates, including our media partners who are helping us generate awareness among the public at large”.*

Globally, 600 million individuals are obese and 83% of them have increased risk of Chronic Kidney Disease (CKD), compared to ones with a healthy weight. In addition, 10% of the population is affected by Chronic Kidney Disease (CKD). As a result, strategies to reduce excess weight and prevent the development of diabetes mellitus, hypertension and cardiovascular disease, are being set to reduce the risk of developing a kidney disease. ^[2] Kidneys are vital organs that should be taken care of and protected by quitting smoking, following a healthy diet, drinking water regularly and exercising more often. ^[3]

From his side, Dr. Charles Saab, Consultant Endocrinologist and Director of the clinical research program at the Department of Endocrinology - Sacré Coeur hospital said: *“Recent studies showed that obesity and overweight, similar to diabetes and hypertension, are risk factors for Chronic Kidney Disease (CKD). Thus, we highly encourage individuals to maintain a healthy weight while leading a healthy lifestyle through physical activities to help prevent kidney diseases and slow its progression in patients with CKD”.*

“Following the successful impact of last year’s campaign, we are glad to join efforts once again with the Lebanese Society of Nephrology and Hypertension to increase awareness against preventable kidney diseases,” said Ghassan Hasbani, Deputy Prime Minister and Minister of Public Health. *“We will spare no efforts to provide the Lebanese community with the best healthcare system through*



constant education and awareness programs as well as supporting the scientific associations,” he concluded.

To expand the outreach of the awareness message and reach a wider audience while impacting more lives, the Lebanese Society of Nephrology & Hypertension is organizing a series of on-ground activities in collaboration with the campaign stakeholders, including medical booths in over 75 hospitals across Lebanon, providing free blood pressure tests and distributing awareness brochures. An SMS campaign was also launched with the Ministry of Telecommunications and with the support of Alfa Telecom to deliver awareness messages reaching out to over 4 million subscribers. Additionally, a symposium with the American University of Beirut Medical Center and the Lebanese Order of Nurses was organized to educate nurses about caring for the kidney patient. A medical symposium will be held on April 1st at Beit El Tabib, focusing on Obesity and Kidney disease. Many public awareness events will also take place in different places in Lebanon (Byblos, Tripoli etc..), as well as sports activities sponsored by LSNH on World Kidney Day 2017.

The campaign will also be promoted through various media outlets including links on all leading Lebanese TV channels, press, radio, online portals and news sites to help deliver and spread awareness across Lebanon.

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