

NKDEP News
September 30, 2003

New Materials To Increase Awareness of CKD

We will distribute the **print Public Service Announcements (PSAs)** to print media throughout the four pilot sites: Atlanta, Baltimore, Cleveland, and Jackson, Mississippi. These PSAs were developed with the help of focus group participants and address the seriousness of kidney disease and encourage those at risk to get tested.

Last month, NKDEP staff completed ***You Have the Power To Prevent Kidney Disease: A Health Education Video***. The 4-minute video encourages people who have diabetes, high blood pressure and/or a family member with kidney failure to get tested for kidney disease. The video focuses on an African-American woman with kidney failure and her son who has not yet been tested for kidney disease. Coalition members feel that the video will be especially effective in reaching family members of dialysis patients. The coalitions are testing the video in dialysis centers, physicians' offices, church outreach programs, and community health fairs.

We are developing a set of materials for use in dialysis units. These materials will encourage dialysis patients to talk to their family members about get tested early for kidney disease. In addition to the video, NKDEP staff plan to create a brochure, a poster, and a button. The button will be for staff members to wear to remind patients to talk to their relatives.

In the Pilot Sites

Community pilot site volunteers and NKDEP staff developed a new church outreach kit to aid the coalitions in their church outreach efforts. In addition to our other materials, the kit includes:

- ❖ Letter to local pastor/minister
- ❖ "Did You Know" bulletin inserts
- ❖ Sermon ideas
- ❖ Church fans
- ❖ Bookmarks
- ❖ Activity ideas

NKDEP Laboratory Working Group

John Eckfeldt, MD, PhD from the University of Minnesota agreed to chair the NKDEP Laboratory Working Group. The goal of the group is to standardize and improve the accuracy of serum-creatinine measurement and to encourage laboratories to report estimated GFR using the MDRD equation.

****New** Website Additions**

Please visit www.nkdep.nih.gov to explore:

- ❖ The new GFR calculator for children (under “Highlights”)
- ❖ Meeting minutes from the June 20 Steering Committee meeting (under “Meetings and Reports”)
- ❖ Events calendars for each of the community pilot sites (under “Community Pilot Sites”)
- ❖ Print Public Service Announcements (under “Highlights”)