

Pilot Site Activities

Campaign Launch: NKDEP's new education campaign, "You have the power to prevent kidney disease," will increase awareness of kidney disease among at-risk African Americans and primary care providers. The year-long campaign will launch in March 2003 with a press conference in Washington, DC, and will be implemented in four pilot sites: Atlanta, Jackson, Baltimore, and Cleveland.

Campaign Materials: We are creating a community toolkit, print and radio public service announcements, an easy-to-read brochure, and fact sheets to assist the coalitions in community and media outreach in each of the pilot sites. We are also developing an information kit for primary care providers. In 2003, we plan to develop an educational video to be used in dialysis waiting rooms and in community venues to trigger discussion.

Coalition Development: We will hold a strategic planning meeting for each coalition at our pilot sites in October to assist them in developing a year-long campaign plan. If you would like to join one of the coalitions or know others who may be interested, please contact Laura Dillman at ldillman@thehillgroup.com. The meetings will be held the following dates/locations:

October 3 (4 p.m. to 9 p.m.) Baltimore, MD	The Sheppard Pratt Conference Center
October 10 (4 p.m. to 9 p.m.) Cleveland, OH	Beachwood Hilton Hotel
October 17 (4 p.m. to 9 p.m.) Jackson, MS	Nick's Restaurant
October 24 (4 p.m. to 9 p.m.) Atlanta, GA	The Georgian Terrace

Health Professional and Lab meeting: NKDEP held a meeting on July 1, 2002, in Bethesda, MD, for its health professional work group to discuss effective strategies for reaching primary care providers. On July 2, NKDEP convened a meeting to discuss the feasibility of labs to report estimated GFR. A follow-up meeting with laboratories and machine manufacturers will be convened in early 2003. The July 1, 2002, summary will be available on the website (www.nkdep.nih.gov).

Mimi's departure: (message from Mimi) It is with sadness and some regret that I will be leaving NIH on September 20 to pursue a new career in finance. I have fully enjoyed the opportunity to work with all of you to make this program a reality, and I feel proud to have been a part of its inception and early development. With Tom Hostetter's leadership, I know the program will continue to grow and realize the goals we have set out to achieve. It has been a pleasure to work with all of you and I wish you and the program much success.