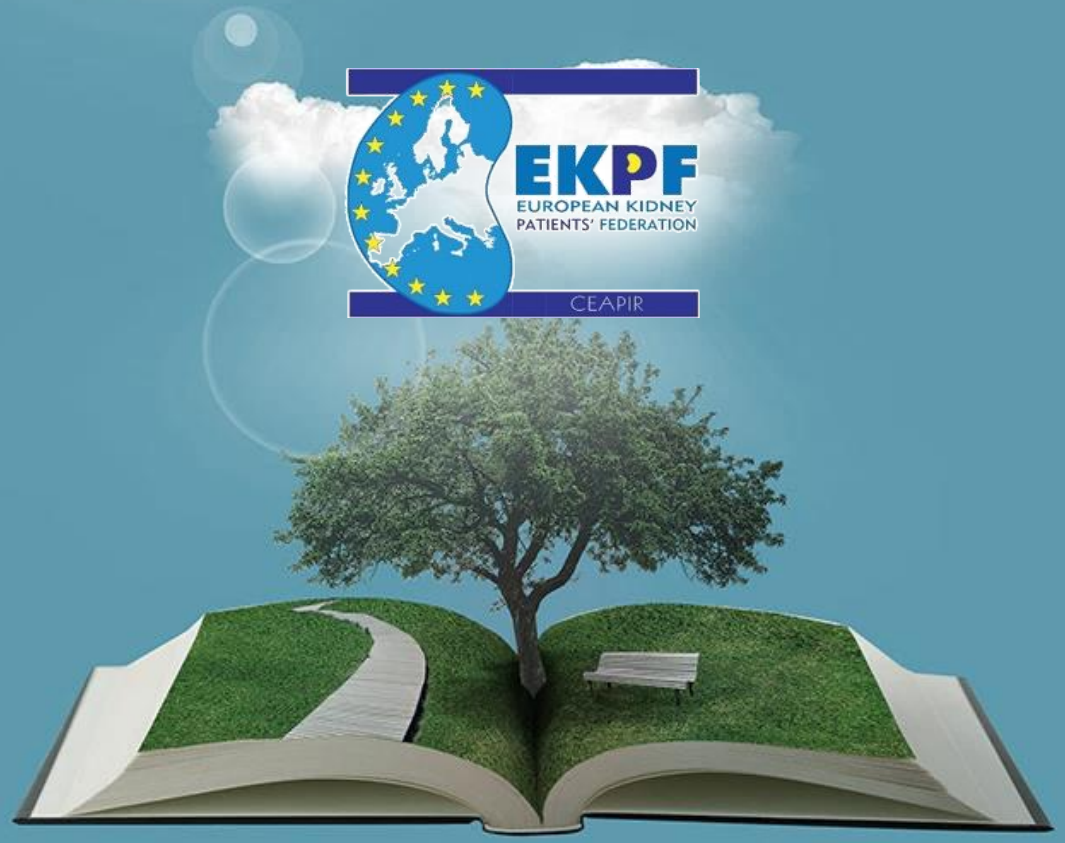

EKPF
EUROPEAN KIDNEY
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KEEP ON
Kidney patients Empowerment and Education Program
Oriented towards meeting their Needs

KEEP ON

Kidney patients Empowerment and Education Program Oriented towards meeting their Needs



01 Goals

What we want to achieve with the campaign and what are our priorities.

02 Actions

How are we going to do and what do we intend to start up.

03 Priorities

Everything that is key to the achievement of the objectives and that are essential for our entity.

04 Evaluation

Evaluation of results for continuous improvement.

05 Budget

Quantification of the means we need to achieve the goals.

GOALS

MAKE PATIENTS ADVOCATES OF THEIR RIGHTS

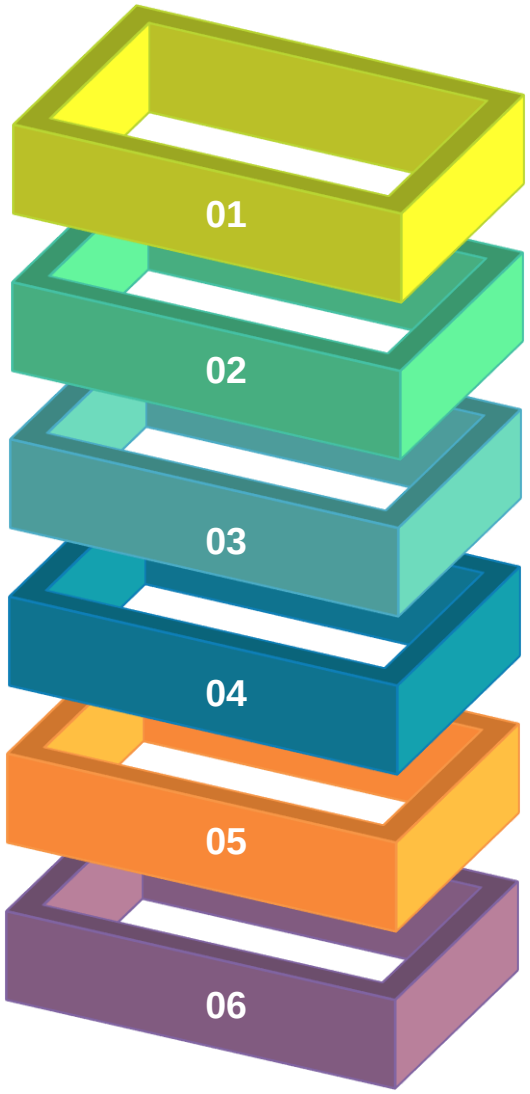
Supporting patients to advocate for the interests and priorities of people with CKD.

CARRY OUT RESEARCH INVESTIGATION

Promote research among our entities to analyze needs at regional level.

PROMOTE HEALTH EDUCATION

Through webinars, training and educational materials to empower patients



EMPOWER PATIENTS

Through education and involvement of patients in decision-making.

COLLABORATE WITH STAKEHOLDERS

Working together to achieve common goals

RAISE AWARENESS

Communicate our willingness to collaborate with policymakers and entities to meet the needs of patients. Bridge the language gap.

ACTIONS

INVESTIGATION: PATIENT NEEDS

Conduct a qualitative study on patient needs by country. Talk to each entity to see needs and demands at regional level and then make a report.

AWARENESS DAY ACTIONS

Raising our voice to send out a message about prevention and early detection and to talk about the problems and needs of kidney patients.

ORGANIZING EDUCATIONAL WEBINARS

Organization of 4 webinars regarding the results of the study. Editing a Report of each webinar

KEEP OUR SOCIAL MEDIA ACTIVE

Prepare messages for awareness days and choose messages of educational and social interest for people with CKD, people close to them and professionals. Edition of a bimonthly newsletter with the latest news to spread on social media.

ANNUAL KIDNEY PATIENT SUMMIT

Summit to analyze priorities with collaborators, evaluate what has been achieved and plan for the next year

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ACTIONS

PATIENT STUDY
Study on needs and priorities for patients, caregivers and relatives.

POLICY MAKERS AT EU AND REGIONAL LEVEL
Making legislative proposals and influencing decisions which will give effect to EKPF aims

STAKEHOLDERS
Work with stakeholders to develop common goals and develop joint actions to reach out to patients

MANIFESTO
Develop actions based on the demands adopted in the manifesto and present it to policy makers

REACHING FURTHER
Bimonthly newsletter to members and open to patients on our website. Translation of documents





Investigation: patient needs at a regional level

- Talk to each member entity to see what regional needs they have
- Jointly analyse what actions and demands can be made
- Have a structured script to carry out the same survey of all entities

Awareness days actions

- Raise our voice to send out a message about prevention and early detection and to talk about the problems and needs of kidney patients.
- Join regional campaigns of our members
- Join campaigns at a European level to raise our voice
- Provide patients' perspective

Educational webinars

- Organization of four webinars throughout the year (one per quarterly) based on common needs of the country members.
- Analyse the results of the study to find out what the educational needs of our entities are.
- Find experts on different topics that can shed light on patients' problems.

Social media

- Find new strategies to reach people through Twitter and Facebook
- Reach out to the younger population groups through Instagram
- Keep our Website updated with the latest news
- Keep active our Youtube channel in order to get more suscribers

Annual Kidney Patients Summit

- Gather our entities and sponsors to share common goals
- Find relevant topics to present to patient representatives

Policy makers at EU and regional level

- Raise End Stage Kidney Disease (ESKD) on the European public health agenda
- Establish an early detection and a European quality standard in the treatment of patients with CKD
- Making legislative proposals and influencing decisions which will give effect to EKPF aims

Collaborate with stakeholders

- Work with stakeholders to develop common goals
- Develop joint actions to reach out to patients
- Always offer the patient's vision to stakeholders so that patients' needs are met.

EKPF Manifesto

- Keep updating our manifesto
- Present it to policy makers
- Develop actions based on the demands adopted in the manifesto

Reaching further

- Creation of a monthly newsletter to members and open to patients on our website.

- Translation of documents into different languages in order to reach more patients.

PRIORITIES

Improve **quality of life** of advanced CKD stages patients before KRT

Improve **early detection** and prevention

Health education and choice of treatment. Shared-decision making



Increasing **access to transplantation**

Conducting **research and studies** in e field of people with kidney disease

Treatment **reimbursement strategies**

Increase **rare and genetic kidney diseases** investigation

Promoting **free mobility** around European Union. make mobility **more accessible and easier** for the patient

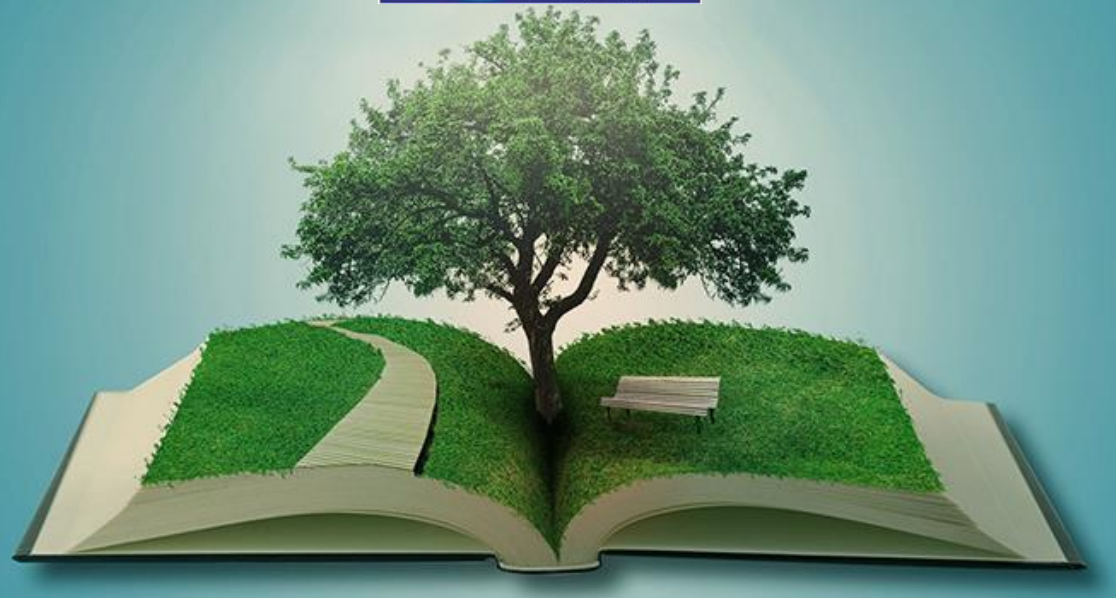
Improving **rates of vascular access** starting dialysis

EVALUATION

2022

Communication and dissemination	Number of Visitors to the Web, friends on Facebook, followers on Twitter and Instagram, subscribers to Youtube channel
Educational webinars	Number of subscribers and number of viewers
Update alliance	Number of alliances to the Manifesto and number of collaborators
Lobby actions	Response of the EU Policymakers Number of Campaign Impacts
Survey and investigation	Number of participants who have answered the surveys or participated in the focus groups

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