



“Making a Noise About The Silent Killer”

A Kidney Health Australia Community Engagement Program
with Local Government.

Kidney Health Australia is looking for Noisy Councils

Kidney Health Australia is seeking a partnership with local government to assist improve kidney health outcomes which lead to substantial improvements to the quality of life for people with kidney and urinary tract diseases, their families and carers as well as developing initiatives that reduce the incidence of kidney disease in the Australian community.

Chronic Kidney Disease (CKD) is a significant and growing public health problem, responsible for substantial burden of illness and premature mortality. In every local government area it is a fact that:

- 1 in 3 adults are at increased risk of developing CKD
- 1 in 7 adults have at least one clinical sign of existing CKD

The major part of the battle against Kidney Disease is awareness as a person can lose up to 90% of their kidney function before experiencing any symptoms and within a few days can find they are on dialysis, hence the name 'The Silent Killer'.

Kidney Health Week 24 - 30 May 2009

Kidney Health Australia is utilizing this year's Kidney Health Week to launch a national ongoing community awareness program under the banner of 'Making A Noise About The Silent Killer' to lift awareness of the prevalence of CKD, the causes of the CKD and ways to prevent CKD. Chronic Kidney Disease is preventable and treatable if detected.

'Making A Noise About The Silent Killer' has been designed to provide your council with a range of promotional material and information for your community which provides a flexible choice of engagement to suit your council's communications process.

All Enquiries:

Ron Smith, National Communications Manager, Kidney Health Australia
(03) 9818 5700 Mobile: 0417 329 201



'Making A Noise About The Silent Killer' Communications Kit

Link to Kidney Website www.kidney.org.au

Provide your community with valuable information on how to prevent kidney disease and protect themselves and their families with a simple link from your website by utilizing the Kidney Health Australia logo. This link provides access to consumer information and services [Kidney Consumer Information](#)

Mayoral Columns

Kidney Health Watch is a series of short informative columns on Chronic Kidney Disease that are suitable for newsletters, Mayoral columns, web content, internal information for staff.

Kidney Health Week

Kidney Health Week commences on **24 May 2009** and a media opportunity exists for Council to 'Make A Noise About The Silent Killer' by announcing support for local Kidney patients and creating awareness about Chronic Kidney Disease.

The theme of the 2009 Kidney Health Week is based on the importance of keeping blood pressure down by focusing on lifestyle, diet and exercise. 80% of people with failed kidneys have high blood pressure. We believe this provides an opportunity to promote the extensive work carried out by local government to provide lifestyle infrastructure such as parks, swimming pools, cycling and walking tracks which are all part of improving the residents' health and lifestyle.

A joint shell Media Release is available for your council to issue announcing that council is supporting Kidney Health Week and urging people to take advantage of the parks, walking and cycling tracks within the municipality.

Kidney Health Australia, a not for profit organization was founded in 1968 as the Australian Kidney Foundation. The focus of Kidney Health Australia is to improve kidney health outcomes which lead to substantial improvements to the quality of life for people with kidney and urinary tract diseases, their families and carers as well as developing initiatives that reduce the incidence of kidney disease in the Australian community.



Council logo

Media Release

date

..... **Council Makes A Noise About The Silent Killer**

Approximately 2 million Australians may be affected by early-stage kidney disease and don't know it

The Council is set to 'Make A Noise About The Silent Killer' with Kidney Health Australia as part of a national community awareness campaign.

Anne Wilson, CEO of Kidney Health Australia welcomed the support of the Council saying 1 in 7 adults in the local area have at least one clinical sign of existing Chronic Kidney Disease, and up to 2 million Australians may be affected by early stage Kidney Disease and not even know it.

"Our major problem in creating awareness about Chronic Kidney Disease is that people can lose up to 90% of the use of the Kidneys without even knowing it making it 'The Silent Killer'.

Ms Wilson said the involvement of Council would provide a major boost to getting the valuable information on prevention across to the local community.

Cr Mayor of the Council said, Council would be taking an active part in promoting information on Chronic Kidney Disease as part of its overall healthy lifestyle program and in the interest of limiting the number of people progressing to end stage kidney failure.

"We are taking practical action by including a direct link to the Kidney Health Australia website for consumer information on tips to keep your kidneys healthy and a kidney checkup."

Cr said, the Council would be Making Noise About The Silent Killer by supporting the call for people to lower their blood pressure to protect their kidneys by maintaining a healthy lifestyle.

..... Council through its provision of sporting, leisure facilities and encouragement of sporting clubs is a major supporter of a healthy lifestyle providing many opportunities for members of the community to 'Keep The Pressure Down' and avoid The Silent Killer.

Adult Australians are at risk of Chronic Kidney Disease if they:

- Have high blood pressure (hypertension)
- Have diabetes
- Smoke cigarettes
- Are obese
- Have a family history of chronic kidney disease
- Are over 50 years of age
- Are of Aboriginal and Torres Strait Islander descent

Media Enquiries:

..... MayorCouncil

Ron Smith National Communications Manager Kidney Health Australia Mobile: 0417 329 201



Council logo

Media Alert

..... Council Makes A Noise About The Silent Killer

Time / Date
Location

Approximately 2 million Australians may be affected by early-stage kidney disease and don't know it.

The Council is set to 'Make A Noise About The Silent Killer' with Kidney Health Australia as part of a national community awareness campaign.

1 in 7 adults in the local area have at least one clinical sign of existing Chronic Kidney Disease, and up to 2 million Australians may be affected by early stage Kidney Disease and not even know it.

One of the major problems in creating an awareness about Chronic Kidney Disease is that people can lose up to 90% of the use of the Kidneys without even knowing it making it 'The Silent Killer.'

The theme of the 2009 Kidney Health Week is based on the importance of keeping blood pressure down by focusing on lifestyle, diet and exercise. 80% of people with failed kidneys have high blood pressure.

Cr Mayor of Council will release information on how to keep blood pressure under control and how to keep your kidneys healthy at the Council's Sports and Leisure Centre which provides a healthy lifestyle environment to assist our community keep fit and lower their risk to kidney disease.

Media Enquiries:

..... Council Public Relations Officer



Kidney Health Watch 2009

How does your blood pressure measure up?

Every day your kidneys carefully control the salt and water in your body so that your blood pressure remains the same. Your kidneys are complicated and amazing organs that have numerous biological roles.

Your kidneys are important regulators of blood pressure. When people suffer from high blood pressure it puts more stress on blood vessels throughout the body, including the kidneys. When this happens kidneys cannot filter wastes from the blood properly. Achieving the recommended blood pressure goals can reduce the risk of needing dialysis or experiencing a heart attack or stroke.

You can prevent high blood pressure related kidney damage by keeping blood pressure below 130/80, having your blood pressure checked on a regular basis, healthy eating, regular physical activity and taking the medications your doctor prescribes.

What Measures will you Take?

Kidney Health Australia, in partnership with NSW Health, is encouraging all Australians to Measure Up (an Australian Better Health Initiative). You can look after your health and reduce the risks of developing kidney disease by:

- having an annual kidney health check,
- maintaining healthy cholesterol levels,
- maintaining a healthy weight,
- making moderate physical activity a habit,
- healthy eating
- drinking water instead of other drinks,
- being a non-smoker,
- drinking alcohol in moderation,
- maintaining good blood glucose control if you have diabetes and
- taking medications as prescribed by your doctor.

Kidney Health Week 24-30 May 2009

For more information call Kidney Health Australia on 1800 4 KIDNEY (1800 4 543 639) or visit www.kidney.org.au

Kidney Health Watch Fast Facts

1 in 7 Australian adults over the age of 25 years has chronic kidney disease (stage 1–5).

- The 1999–2000 AusDiab survey indicated that 7.8% of participants were in CKD stages 3–5, 9% had proteinuria or albuminuria (or both) and 4.6% had haematuria.
- At the end of 2007, 9,642 people were receiving dialysis treatment and 7,128 people were living with a functioning kidney transplant.

Diabetes is now the major cause of end-stage kidney disease.

- Of the 2,311 new cases of treated ESKD in 2007, the major causes were diabetic nephropathy (31%), glomerulonephritis (25%) and hypertension (16%).

Dialysis for CKD is the most frequent reason for hospitalisation.

- In 2006–07, regular dialysis for CKD was recorded as the principal diagnosis in 933,772 hospitalisations—12.3% of all hospitalisation in that year.

Risk factors for CKD are common in Australia.

- People with CKD in the AusDiab survey had an increased prevalence of diabetes (14%), high blood pressure (39%), cardiovascular disease (10%), smoking (18%) and obesity (26%) compared to people without CKD

Visits to General Practitioners

- In a recent GP activity study 10.4% of all patients (>25 years) attending a general practitioner had CKD. Moderate or severe CKD was present in 5.7%.
- 79% of all adults attending their GP had at least one risk factor for CKD
- High blood pressure in those with moderate to severe CKD was controlled to target in only 37% of patients and cholesterol was at target in only 23%.
- 62% of all adults had a blood test measuring kidney function in the preceding 12 months but only 14% had a urine test for CKD

CKD is a significant contributor to morbidity and mortality among Indigenous Australians.

- At the end of 2007, there were 1,213 Indigenous Australians receiving treatment for their ESKD (7.2% of all treated ESKD).
- The gap between the rate of end-stage kidney disease in indigenous versus non-indigenous people is not closing with the difference in incidence of new patients with end-stage kidney failure remaining more than 4 fold higher in indigenous people.

Mortality from kidney failure is rising significantly

- ABS Mortality data from 2007 shows that diseases of the kidney and urinary tract have jumped to 10th on the leading cause of death list with 3230 deaths being attributed as the single underlying cause. This number has increased 123% in the last decade.
- Most of this increase appears to be due to an increase in chronic kidney failure deaths that have risen 148% in the last decade (2046 deaths in 2007 c/w 1386 in 1998) with a striking 133% rise over the last 3 years. This is at a time when cardiovascular deaths have decreased 125% in the last decade.
- The rise in mortality from has occurred in both sexes with female deaths accounting for 55% of all deaths from diseases of the kidney and urinary tract. An age breakdown of these deaths is not yet available.

High blood pressure is a frequent and serious complication of CKD

- 80% of all people with important CKD have high blood pressure
- High blood pressure is the third most common cause of kidney failure but contributes to progressive decline in kidney function in the majority of people
- CKD is the most frequent association of resistant or difficult to treat high blood pressure with many people required to take 4 or more separate blood pressure medications
- Lack of getting the blood pressure to target in people with CKD is probably the single most important factor determining deterioration of kidney function