

# THE KEOP FILTER

January 2009

## KEOP By The Numbers:

- NC Citizens Screened: **1820**
- Counties with outreach activities: **21**
- Focus Groups Held: **19**

## Demographics of Screening Participants (n=1820):

- 48% African-American
- 22% Diabetes
- 46% Hypertension
- 20% with family history of kidney disease
- 53% with early signs of kidney problems

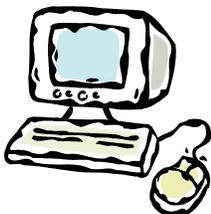
## Community Outreach Update

Since our last newsletter, the KEOP has conducted outreach and education in 4 new counties: Lenoir, Sampson, Rockingham and Caswell.

In the upcoming months we will be beginning outreach activities in Northampton and Washington Counties.

## Check us out on the web:

[www.unckidneycenter.org/outreach.html](http://www.unckidneycenter.org/outreach.html)



## SAVE THE DATE: MARCH 4TH, 2009: THE KEOP CELEBRATES KIDNEY MONTH AT THE NC GENERAL ASSEMBLY

In honor of Kidney Disease Awareness Month, please join KEOP staff in the 1200 Courtyard of the legislative building on Wednesday, March 4th, 2009 to hear updates on the KEOP's outreach progress to date, the burden of kidney disease on North Carolinians, and the efforts of the KEOP to identify, screen, and educate state citizens at increased risk for the disease with our mobile outreach unit. Free screenings will also be available. Come by and see how the KEOP works! A formal invitation will be mailed in the next few weeks. For more information, please contact Caroline Jennette at 919-966-2561 ext.301.

## LOOKING TOWARDS THE FUTURE: THE KEOP HOLDS SUSTAINABILITY CONFERENCE

In conjunction with its Annual Board Meeting, this past October the UNC Kidney Center held a sustainability conference to explore ways to expand outreach to corporate community stakeholders and reach benchmarks for endowments and fundraising. The conference was chaired by Dr. Joe Russell, a member of the UNCKC Board of Directors. Conference attendees included representatives from banking, pharmaceutical, and health service industries, as well as outside university representatives and community leaders affected personally by kidney disease.

KEOP Staff provided updates on KEOP activities, reviewed funds generated through the annual Kidney Kare Run along with funds obtained from external, competitive grants, and described local and national policies that may present opportunities for the KEOP to obtain additional external, competitive funds.

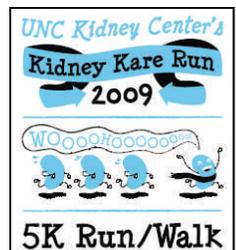
Conference members confirmed that the KEOP was knocking on the right doors for funding opportunities and community outreach, but suggested that we continue trying to engage small businesses by documenting that all of its raised funds are returned to North Carolinians through awareness programs and free screenings. The group also suggested we work to engage NC policymakers by consistently communicating with members of the Legislative Health Committee, building coalitions with other disease-centric groups (diabetes, hypertension) to garner more legislative power, and getting on the agenda of state health directors' meetings.

The KEOP continues to work on these goals and build relationships with corporate, community, and governmental entities to increase funding opportunities and KEOP sustainability.

## 4TH ANNUAL KIDNEY KARE RUN: MARCH 21, 2009

The fourth annual Kidney Kare 5k Run/Walk will make its way through the streets of Carrboro, NC on Saturday, March 21, 2009. The event will start and finish at the McDougle Middle School and begins at 8:30am. More information about this event can be found at our website: <http://www.unckidneycenter.org/kidneyrun2009.html>.

All proceeds go to the Kidney Education Outreach Program which provides free kidney screenings and education activities throughout the state of North Carolina and supports the Patient Emergent Fund which provides one time financial support to kidney patients in need.



## COMMUNITY SPOTLIGHT

The UNC KEOP is here to help you! Please contact Caroline Jennette, Legislative Liaison, if you would like more information about kidney disease, the KEOP, or the UNC Kidney Center in general.

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You can also check us out on the web at:

[www.unckidneycenter.org](http://www.unckidneycenter.org)

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### Legislative Liaison:

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### KEOP Expands into 3 New Counties

During 2009, the KEOP is expanding its comprehensive outreach program into three new counties: Caswell, Northampton and Washington. High rates of end-stage kidney disease coupled with Tier 1 economic distress ratings, qualify these three counties as ideal KEOP sites. One of the most exciting aspects of this KEOP expansion is the provision of free, follow-up care for persons in advance stages of CKD. A UNC nephrologist will travel to each of these communities and, using the KEOP's MOU as a mobile clinic, examine individuals, stage their disease and, in conjunction with their primary care provider, develop a long-term management plan. Based on 2006 population estimates, there are about 5,800 persons at risk for chronic kidney disease across these 3 counties.

### Boots on the Ground

In Caswell County, Dianne Moorefield (Social Services), Fred Moore (Health Department) and volunteers from the Caswell Parish, Inc. are serving as initial community KEOP contacts. In Northampton County, Dr. Albert Wentzy (Social Services) and Ms. Sue Gay (Health Department) are serving as primary contacts for outreach. In Washington County, Debra Warren (Office on Aging), Jerry Rhodes (Social Services) and Kathleen DeVore-Jones (Health Department) are serving as the KEOP planning liaisons.

### Volunteer Perspective: KEOP Visits Clinton Drug in Sampson County

On September 12, 2008 I boarded the van to travel down to Clinton, NC to take part in the UNC Kidney Center's screening. I am from Clinton, NC. Growing up in Clinton simply means that every body knows everybody else or "who their people are," as we commonly say. I am familiar with health care options in Clinton, NC, especially for those with kidney disease. My father has kidney disease that was diagnosed at a late stage and seeing the phases of the disease manifested in his life has made me an advocate for kidney screenings. With the improvements in treatments and drugs potentially being offered to help those with the disease, it's important to have people screened, especially in underserved areas where the numbers are more prevalent. I appreciate having had the experience of talking sometimes personally and sometimes to strangers of the importance of having this screening. The sun was hot and my throat did get a little dry that day but, looking those individuals in the eyes as they took the steps to not only come sit next to me but to have their kidneys screened was worth every bit of it.

- Shawnda Herring, KEOP Volunteer

### Fast Facts:

- Kidneys remove fluid and wastes from the body, release hormones to help regulate blood pressure, and help balance the body's electrolytes.
- North Carolina ranks 9th in the nation for statewide prevalence of end-stage kidney disease (ESKD), which requires dialysis or transplant.
- Approximately 900,000 (11%) of North Carolinians have chronic kidney disease (CKD).
- 4 risk factors for kidney disease are: diabetes, high blood pressure, heart disease, and family history of kidney disease.
- The good news: Early detection of kidney disease can prevent the progression to End Stage Kidney Disease (ESKD).



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