

THE KEOP FILTER

KEOP Community Partners 2005-2006:

- Edgecombe Community College
- Montgomery Community College
- South Piedmont Community College
- Grace Missionary Baptist Fellowship
- Rotary International
- Anson, Edgecombe, and Montgomery Health Departments
- Edgecombe County Senior Citizens' Centers
- Anson NAACP

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COMMITTING TO THE CHARGE: COMMUNITY BASED EDUCATION AND OUTREACH

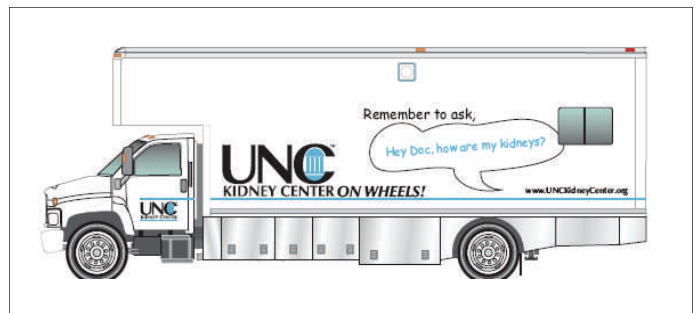
Created 18 months ago, the UNCKC's Kidney Education Outreach Program (KEOP) has implemented its program in three counties (Anson, Edgecombe and Montgomery) and , over the next 36 months, will expand to another 14 counties. Through focus groups, free screenings and community-based activities, the KEOP is educating North Carolinians about the risk factors for developing kidney disease and about the importance of being screened before symptoms are apparent. Ultimately, the KEOP encourages North Carolinians to remember to ask "Hey doc, how are my kidneys?"TM before they develop end-stage renal disease. The KEOP seeks to reduce the burden and presence of kidney disease by:

- Distributing prevention information to at-risk populations through sustained community-based activities,
- Partnering with community leaders and health care professionals to assess citizens' and primary care physicians' understanding of risk factors for kidney disease,
- Promoting the KEOP's message with public service announcements, the UNCKC web site and community-based information sessions, and
- Examining the effectiveness of KEOP activities to determine the educational strategies that result in earlier detection of patients with decreased kidney function and improved care of those patients.

THE UNC KIDNEY CENTER RECEIVES \$100,000 GRANT FOR A MOBILE UNIT

The UNCKC's KEOP has been awarded \$100,000 to help purchase a mobile outreach unit. The grant was awarded by the Kate B Reynolds Charitable Trust of Winston-Salem.

The 34 foot unit contains laboratory space, lavatories, and an examination room and will allow the KEOP to conduct screenings in a greater variety of settings. The unit will also host monthly follow-up care clinics with UNC Nephrology fellows for uninsured, underinsured or Medicaid eligible citizens who are diagnosed with kidney disease.



The Kate B. Reynolds Charitable Trust was created in 1947 by Mrs. William N. Reynolds of Winston-Salem. Three-fourths of the trust's grants are designated for use for health-related programs and services across North Carolina and one-fourth for the poor and needy of Winston-Salem and Forsyth County.

The unit will be scheduled for a minimum of 4 days per month and will allow the KEOP to conduct screenings and educational outreach in rural settings across North Carolina.

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:

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Fast Facts:

- 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)
- 3 risk factors for kidney disease are: diabetes, high blood pressure, and family history of kidney disease
- The good news: Early detection of kidney disease can prevent the progression to End Stage Kidney Disease

COMMUNITY HAPPENINGS

Screenings:

- September 27th, Montgomery County Health Department Health Fair, 9am-3pm
- October 26th, Montgomery County Senior Health Day, 11am-3pm
- November 4th, Rocky Mount Health Walk (Edgecombe County), 8:30am-12pm

Outreach:

- October, presentation to the Anson Zion Association
- October 14th, Wadesboro, NC, Booth at Peoplefest

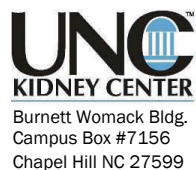


A to Z Car Racing: Driving to Improve North Carolina Kidney Care



Come check out the UNCKC sponsored race car, owned by a two-time kidney transplant recipient! A&Z Motor Sports, a Top Sportsman drag racing team, is “racing to awareness” as part of the UNCKC’s outreach campaign.

The Kidney Center will have an information booth set up for the International Hot Rod Association (IHRA) World Cup Finals at the Rockingham Dragway in Rockingham, NC, the weekend of October 20-22.



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