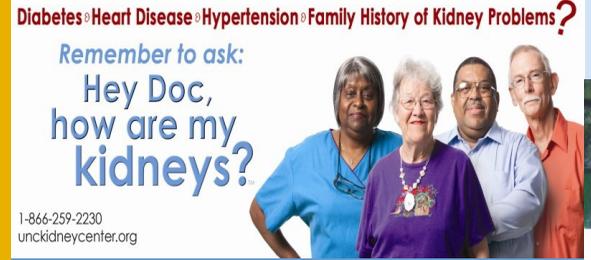


# Common and Costly

# Community Partners

KEOP  
Kidney Education and Outreach Program



Reducing **CHRONIC KIDNEY DISEASE** through **COMMUNITY PARTNERSHIPS**

*The KEOP's mission is to reduce the presence and burden of CKD in NC through community, evidence and outcomes-based activities in partnership with local churches, health departments, NC community colleges, civic groups, clinics and businesses.*

The KEOP will visit any NC community upon invitation, but we actively pursue partners in communities with the highest prevalence rates of persons who require kidney replacement therapy (dialysis or kidney transplantation). Local citizens serve as spokespersons on KEOP billboards to encourage people with diabetes, hypertension, heart disease and/or a family history of kidney disease to remember to ask...



### KEOP contact:

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Through strategic alliances with external sources and the UNC Health Care System, the UNC Kidney Center's annual Kidney Kare 5K Run/Walk, David Cole's annual Raven Rock Ramble century bike ride, and private donations, the KEOP provides all of its CKD screenings and educational activities at **no cost** to local communities.

With partners in over one-third of NC's counties, the KEOP's mobile outreach unit is a familiar presence on roads and highways across the state and serves as a traveling billboard to help raise awareness about CKD's primary risk factors: diabetes mellitus, hypertension, heart disease and a family history of kidney disease; emphasizes the importance of early diagnosis; and, highlights the critical role of organ donors in achieving kidney transplantation for persons with kidney failure. KEOP's community partners can be found at:

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



**Tommy Arthur**, a two-time kidney transplant recipient and a KEOP partner, promotes the KEOP's HEY DOC, HOW ARE MY KIDNEYS?™ and TRANSFORM LIVES: Be An Organ Donor™ campaigns at NC drag races.

1 in 9 North Carolinians has chronic kidney disease (CKD)—over 900,000 people—and an equal number are not aware of their increased risk of developing this progressive and debilitating disease.

The annual cost for dialysis treatments for one patient with kidney failure is between \$55,000 and \$75,000, and this does not include the patient's loss of income.

It is estimated that only 6% of persons employed full-time when beginning dialysis treatments are employed full-time one year later.

The most recent estimate for NC's annual CKD-related health expenditures was 9 billion dollars.

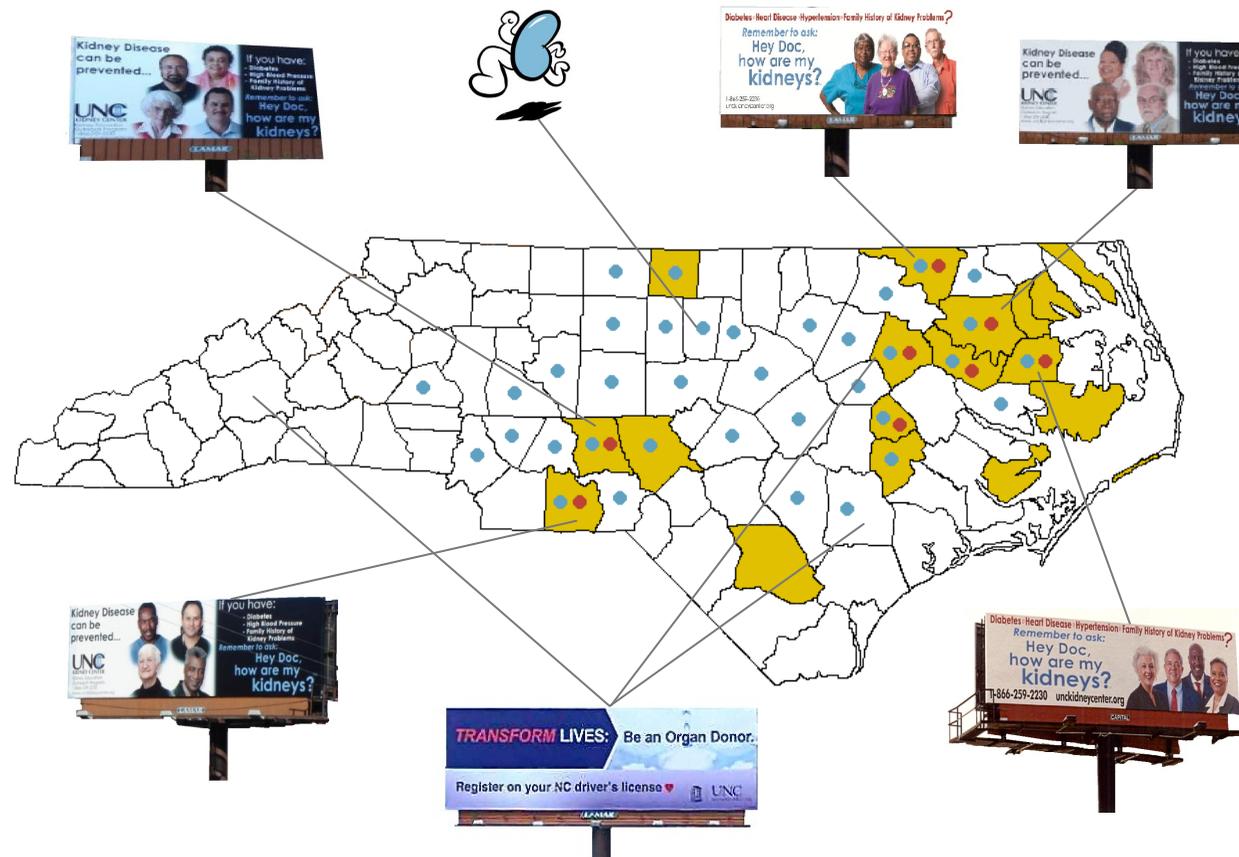
In 2011, there were 3,474 candidates for organ transplantation in NC and 2,949 were candidates for kidney transplant.

In 2009-2010, there were 604 kidney transplants performed in NC—there were 474 deceased kidney donors and 129 living kidney donors.

## Did you know?

- 1 Kidneys remove fluid and wastes from the body, release hormones to help regulate blood pressure, and help balance the body's electrolytes.
- 2 Four primary risk factors for chronic kidney disease are: diabetes, high blood pressure, heart disease, and/or a family history of kidney disease.
- 3 Other risk factors include being African American, Native American, Hispanic or Asian, smoking, a BMI  $\geq 30$ , kidney stones, urinary tract infections, and a sedentary lifestyle.
- 4 **The good news:** early detection and treatment of kidney disease —before clinical symptoms are apparent—can often stop the disease or dramatically slow its progression to kidney failure.

## Bringing kidney disease awareness and prevention to your community



- KEOP initiates contact for comprehensive program
- KEOP screenings and/or CKD educational activities by invitation
- KEOP comprehensive campaigns
- Annual Kidney Kare 5K Run/Walk & Kids Kare 1/2 mile Run/Walk

## The effectiveness of the KEOP is driven by three key components:

**EVIDENCE:** We target counties with high rates of residents with kidney failure. Our awareness and prevention activities are based on three principles that promote effective learning:

- ▶ assess preconceptions,
- ▶ provide new information, and
- ▶ provide active learning opportunities.

Conducting outreach in a wide variety of settings allows us to gather evidence on the prevalence of CKD and to evaluate novel CKD risk assessment interventions.

**OUTCOMES:** We monitor the number of persons screened, the prevalence of CKD risk factors, and the level of CKD awareness among at-risk persons.

**COMMUNITY:** Partnerships with local lay leaders, health professionals, churches, community colleges, health departments, businesses and civic groups ensure customized outreach with local residents as key decision makers in the orchestration of KEOP events.



2011 Kidney Kare Run 5K

