September 4
PKD AWARENESS DAY

INFORMATION PACK

Join us this PKD Awareness Day to bring much needed attention to Polycystic Kidney Disease and the impact it has on Australians.

pkdaustralia.org/awareness-day

Facebook: PKD Australia  Twitter: @PKD_Australia  Instagram: @pkd_australia
What is PKD Awareness Day?
PKD Awareness Day takes place each year on September 4th and is our day to raise awareness for Polycystic Kidney Disease.

Why is creating awareness for PKD important?
Polycystic kidney disease (PKD) is a lifelong, genetic disease, that worsens over time as fluid-filled cysts form and enlarge both kidneys, often leading to kidney failure. Though PKD affects more than 25 thousand Australians and millions worldwide, many people have never heard of this disease. Together, we can change that! The more people that know about PKD, the closer we can get to additional treatments and a cure!

What does PKD Australia do?
PKD Australia was established in 2014 to find a cure for Polycystic Kidney Disease. We connect, support, educate and advocate for Australians and their families affected by PKD.
Promote the Day

Mark your calendar!
September 4 is #PKDAwarenessDay

You can help us raise awareness for PKD in one or more of the following ways...

Spread the word on social media
Create awareness by sharing messages on your social media accounts! You can find more information on page 4.

Join our weekly challenge
It's easy to help us spread the word about PKD by taking part in our weekly awareness challenge in the lead up to September 4th. You can find the challenge on pages 5 & 6.

Downloads
Visit our downloads page to access a variety of resources to help share the word with your friends and colleagues. Find more information on page 7 and at pkdaustralia.org/awareness-day
Help us spread the word

When you raise awareness for PKD, you help others better understand this disease and its impact on Australians. You can share our posts, write your own, post a selfie or create a video to spread the PKD Awareness Day message.

Including the hashtags #PKDAwarenessDay and #ENDPKD in your post will help this message reach a wider audience.

Here are some suggestions to add to your post:

- Today is #PKDAwarenessDay, please help #ENDPKD by spreading awareness of Polycystic Kidney Disease
- Did you know that Polycystic Kidney Disease causes fluid-filled cysts to form and enlarge both kidneys?
- ADPKD affects around 25,000 Australians and millions worldwide as the 4th leading cause of kidney failure #PKDAwarenessDay #ENDPKD
- ARPKD affects 1 in 20,000 children, with 1 in 3 needing dialysis or transplant by the age of 10 #PKDAwarenessDay #ENDPKD
- Polycystic Kidney Disease PKD has no cure #PKDAwarenessDay #ENDPKD
- Someone I love has Polycystic Kidney Disease #PKDAwarenessDay #ENDPKD
# Weekly Challenge

Are you ready to take on the weekly challenge?

## Week 1

**August 5 - 11**  
Learn About PKD  
Get the facts by visiting pkdaustralia.org, read about new and developing treatments or view one of our webinars.

## Week 2

**August 12 - 18**  
Invite a Friend  
Invite a family member carer or a friend to register for our newsletter, connecting them with the PKD news and community. You can do this by sharing the link pkdaustralia.org/register

## Week 3

**August 19 - 25**  
Cook a kidney friendly recipe  
At PKD Australia, we are on a mission to reduce our salt intake. Cook a kidney friendly recipe this week and tag us in your creations with #SaltFreeForPKD @PKD_Australia

## Week 4

**August 26 - 1**  
Share your story  
Help spread the word by sharing your own story with us at https://pkdaustralia.org/share-your-story/
Tell Somebody

Whether it is the person sitting next to you on your trip to the office, your colleague at work or even your barista at the local coffee shop, we need your help to tell others about PKD.

We’re asking for just a small commitment. Tell somebody about Polycystic Kidney Disease today!
You can make a difference

We have a range of materials to help with your awareness day mission, available to download at pkdaustralia.org/awareness-day

1. Facebook Profile Picture Frame
To access our frame, click on your Facebook Profile Picture and select "Update Profile Picture". Then go to "Add Frame" and search for "PKD Australia".

2. Social Media Graphics
Share our social media graphics on your Facebook, Instagram or Twitter accounts.

3. Poster & Infographic
Print and display our posters and infographic in your community, workplace or business.

4. Media Release
You can advocate for PKD by sharing your story and the official PKD Awareness Day media release with your local media contacts (newspaper, magazine, social and radio).
Thank you.

Contact admin@pkdaustralia.org
for more information