

Semester 6 Mansoura Manchester Medical Awareness Campaign – Instagram Report (2025)



1. Campaign Overview

Group number	A3 & A4
Supervisor	Dr Mohamed Mamdouh
Instagram Handle	Kidney_wise_eating
Campaign Title	CKD Diet
Topic	Improving quality of life for chronic kidney disease patient by improving their awareness about their diet.
Slogan	A balanced diet for a healthier kidney.
Target Audience	CKD patients and their families.
Campaign Goals (list 2-3)	<p>1. Raise Awareness About the Importance of a Kidney-Friendly Diet Educate patients and the public on how proper nutrition can slow CKD progression and improve quality of life</p> <p>2. Promote Reduction of Sodium, Potassium, and Phosphorus Intake Help patients make informed food choices by identifying high-risk foods and suggesting healthier alternatives.</p> <p>3. Encourage Healthy Lifestyle Habits Alongside Diet Support patients in adopting habits like regular physical activity, maintaining a healthy weight, and managing blood pressure and diabetes.</p>

2. Branding & Identity

Page Title / Username	Kidney_wise_eating
Logo (description, symbolism, design process)	<p>description circular design featuring an illustration of two kidneys, Around the kidneys, there are *visual elements like bananas, meat, and fruits*, which add context and reinforce the page's theme of healthy eating. These items are illustrated in a simple, friendly style that complements the medical symbol without making it feel too clinical or intimidating.</p> <p>symbolism The logo's central element — the kidneys — is a clear and powerful symbol that directly represents the page's focus, we ensure that the message is easily understood by our audience, even at a glance.</p> <p>The use of green, blue, and white adds symbolic depth: Green represents health, wellness, and natural food — reflecting the goal of promoting healthy eating habits for kidney care. Blue is often associated with trust, calmness, and medical professionalism. White stands for clarity, cleanliness, and simplicity — values that support both medical and lifestyle communication.</p> <p>Including images of bananas, meat, and fruits adds another layer of symbolism, visually connecting the page to the idea of balanced, kidney-conscious nutrition.</p> <p>design process</p> <p>We began the design by brainstorming symbols that are easily associated with kidney health. The kidney shape was chosen for its clarity and relevance. We opted for a minimalist style to make the logo easy to recognize.</p> <p>Colors were selected intentionally to reflect our message and create a calm, trustworthy visual tone. To tie the logo into the page's topic of nutrition, we added elements like bananas, meat, and fruits, representing the types of foods discussed in our content. The overall goal was to create a friendly, informative look that aligns with both the medical and lifestyle aspects of the page</p>
Color Palette & Font Choices	Blue, green, white.
Tone of Voice Chosen	friendly
Story Highlight Covers & Visual Consistency	We did not make special cover we used ones from the stories.

3. Content & Posting Strategy

Start Date	18/4/2025
End Date	2/5/2025
Posting Frequency	Every 2 days
Total Posts	16
Total Reels	13
Total Stories	56
Total Highlights	42
Content Types Used (tick or list)	<div> <input checked="" type="checkbox"/> Educational carousels <input checked="" type="checkbox"/> Quizzes </div> <div> <input checked="" type="checkbox"/> Reels <input checked="" type="checkbox"/> Myth busters </div> <div> <input checked="" type="checkbox"/> Trivia <input type="checkbox"/> Infographics </div> <div> <input checked="" type="checkbox"/> Polls <input checked="" type="checkbox"/> Q&A </div>
What worked well and why?	<p>Our content received a great response, especially reels that explained kidney-friendly food choices. We were able to reach a noticeable number of followers within a short period, which indicates strong interest in the topic.</p> <p>What worked particularly well was the simple, clear presentation of information and the use of relatable visuals like common foods. The content was easy to understand and directly addressed real concerns of people interested in kidney health, which made it more likely to be shared and saved</p>

4. Reflections

Biggest Challenge	The biggest challenge was *finding a way to communicate a medical message in a way that was simple, engaging, and easy for everyone to understand
What You're Most Proud Of	<p>We're most proud of being able to deliver our content to as many people as possible, especially those who truly needed it — like individuals living with kidney disease. It was incredibly rewarding to see how our messages made a real difference.</p> <p>One of the most meaningful moments was when a kidney patient realized they had been eating something harmful , and after seeing our campaigns, they understood why it was wrong and were open to changing their habits. That kind of direct impact made all the effort feel truly worthwhile</p>
What You Would Change Next Time	To post more and more on the Instagram page

Documented by	Mariam Tamer Farouk
Date of documenting	1/5/2025

This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negm (MMPME Program Director).

Prof Rafik Barakat
Phase 2 Director

Prof Ahmed Negm
MMPME Program Director