

Community Awareness Campaign Report [Semester 6]

Group Number: A3 & A4

Contact Person (for follow-up): Ahmed Elbaz - 01008771474

Title of Health Issue Covered: Diet for CKD patients

Key Messages Delivered to the Public:

1. A healthy diet can slow down CKD and protect kidney function.
2. Reducing salt “sodium” helps control blood pressure and reduces kidney strain.
- 3 Not all healthy food is kidney-friendly so learn which foods are safe for your kidneys—some fruits, vegetables, and dairy can be harmful in CKD.
4. Stay hydrated—but know your limits.: Fluid needs can change with CKD—don’t overdo it.
5. Your diet is part of your treatment.: Food is just as important as medicine when managing CKD.

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
Faculty of medicine – 6/4	Raising awareness among medical students and the staff	150	Students and general public
GWSC – 7/4	Raising awareness among the general public.	100	General public, teenagers and children “all ages”
Nephrology and Urology OPC – 8/4	Raising awareness among the CKD patients and learning them what to eat and what not to eat and why	60	Elderly. Patient and their families.
Delta International Language Schools – 9/4	Raising awareness about CKD disease itself and then the diet of CKD	150	Students ,teachers and workers at school.

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	We used brochures and some fruits and vegetables to make it more visual and realistic.
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Interactive Tools (e.g., models, videos, games, giveaways):	We used models, played games and give giveaways at the end like water, apple, green tea and pens for students
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	Mostly it was one to one discussion but sometimes we had group sessions.
Language/Style Adaptations Made for the Target Audience:	We communicated with people using their everyday language and street expressions, avoiding medical terminology.

Observations and Feedback

- Public Reaction and Engagement:

Many people were engaged with us specially those with family members having CKD

Children also enjoyed the Campaign and had a brief idea about the Campaign and enjoyed playing with the Figures we brought , they also helped us talking with there parents

- Any Questions Frequently Asked by the Audience:

Are CKD obligated to stop high protein and potassium rich food or just decrease the amount ?

Does it differ from one patient to another ?

Is diet really effective in disease management?

Challenges Faced:

- Any Logistical, Communication, or Public Engagement Challenges:

It was hard at first to make people listen to us specially at GWSC

Some people refused to hear any thing about the disease as they had one of family members or friends died from CKD

- How the Group Managed or Adapted to These Challenges:

We tried to talk to people who we thought they would be interested in our topic and tell them about how common the disease is and how big is the effect of diet on the quality of life of CKD patients.

Lessons Learned

- What the Group Learned from the Campaign:
how to attract people's attention
People need to know about their disease as to help in its management
- Suggestions for Improvement in Future Campaigns:
Chose the right places for your campaign

Visual Documentation:

- Attach 2–4 Photos from the Campaign (with captions):



day 1 at the faculty



Preparations



Campaign day 2 GWSC

- Attach the soft copy of the brochures used in your campaigns.



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).

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