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

### **Materials and Methods Used:**

Educational Materials Used	We used brochures and some fruits and vegetables to make it more visual
(e.g., brochures, posters, infographics):	and realistic.

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**

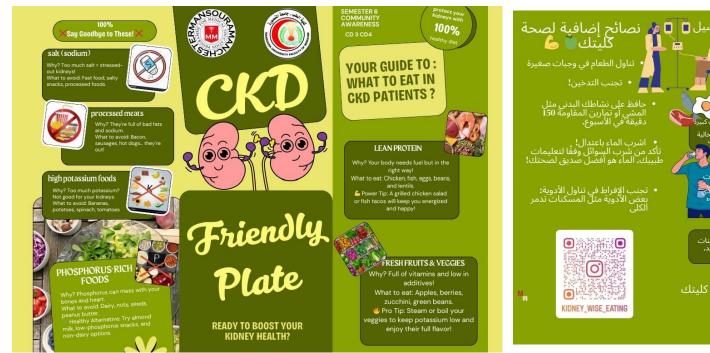
- What the Group Learned from the Campaign: how to attract people's attention
   People need to know about their disease as to help in its management
- Suggestions for Improvement in Future Campaigns: Chose the right places for your campaign

## **Visual Documentation:**

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



• 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).

**Prof Rafik Barakat** 

**Prof Ahmed Negm**