

## Community Awareness Campaign Report [Semester 6]

**Group Number:**A5,6

**Contact Person (for follow-up):**01016686661

**Title of Health Issue Covered:** CKD is silent killer

### Key Messages Delivered to the Public:

Not all killers make their presence known; some operate in the shadows, silently stealing lives. Chronic Kidney Disease (CKD) is among them. It gradually affects the kidneys without causing any noticeable symptoms in the early stages, frequently going undiagnosed. By the time warning signals arise, the damage may require dialysis or transplantation or ending with death. This silent assassin does not discriminate, yet knowledge is the most potent weapon against it. Here's everything you need to know about protecting yourself before it's too late.

### Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
Faculty of engineering 6/4	Spread awareness among huge number of students	100	Students
GWSC 9/4	Diversity of audiences including families	100	General

### Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	Brochures Stickers Banner
Interactive Tools (e.g., models, videos, games, giveaways):	Q and A games Guess site of kidney game Cross words with risk factors Maze game
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	One to one discussion
Language/Style Adaptations Made for the Target Audience:	Simple Egyptian language with no medical terms

## **Observations and Feedback**

- **Public Reaction and Engagement:**

Students had curiosity to learn more about the disease

Families ask various questions about the prevention methods

They were interested about learning the way of how the symptoms appear

People understood how serious CKD is and were convinced of the need for regular health check-ups

- **Any Questions Frequently Asked by the Audience:**

What are the tests can detect the CKD

Where to perform them

How painkillers can affect kidney

How many cups of water to drink per day

- **Feedback Received (if any):**

They appreciated the hard work and they were amazed by the topic

- **Challenges Faced:**

In faculty of engineering campaigns many students had exams and lectures, which limited our ability to reach a larger number of them

- **Any Logistical, Communication, or Public Engagement Challenges:**

- **how the Group Managed or Adapted to These Challenges:**

we tried to reach to many students as far as we could

## Lessons Learned

- What the Group Learned from the Campaign:  
Public speaking  
We learned how to simplify medical information to make it easier for the public to understand  
Teamwork
- Suggestions for Improvement in Future Campaigns:  
Choose the right places for raising awareness  
Choose the right time at which you can find many people

## 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).**

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