

Community Awareness Campaign Report [Semester 6]

Group Number: A7, A8

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Title of Health Issue Covered: Posterior Urethral Valves and Failing Urinary Tract Organs

Key Messages Delivered to the Public:

- Posterior Urethral Valve (PUV) is a **serious Congenital defect** in **boys**.
- Up to **50%** of children with PUV will develop **chronic kidney disease** and **1/3** may progress to **end-stage renal disease**.
- PUV can affect **multiple organs** — it may lead to **underdeveloped lungs** (pulmonary hypoplasia) and severe **kidney damage**.
- PUV Management is in **3 critical phases**: **prenatal** by obstetricians, **postnatal** by urologists, and **post-ablation** by nephrologists.
- **Early detection, appropriate intervention, and long-term follow-up** are essential to prevent complications and improve outcomes.



Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached
<p> Location 1: Fetal Medicine Outpatient Clinics, OBS&GYN Department</p> <p> Date: Saturday, april 5th</p> <p> Time: 9:00 AM</p>	<p>Target: Prenatal Phase of PUV</p> <ul style="list-style-type: none"> • Educated pregnant women attending antenatal clinics on the importance of regular follow-up visits and early prenatal detection of PUV through ultrasound. • Engaged in discussions with obstetricians and gynecologists to emphasize their role in early identification and referral for suspected cases. 	50+
<p> Location 2: Pediatric Nephrology Clinics , University Children's Hospital</p> <p> Date: Wednesday, april 9th</p> <p> Time: 9:00 AM</p>	<p>Target: Post-Ablation Phase of PUV</p> <ul style="list-style-type: none"> • Informed parents of children in the follow-up phase about the critical need for lifelong monitoring, while also learning from their experiences and concerns. • Collaborated with pediatric nephrologists to reinforce consistent care and follow-up plans for better long-term outcomes. 	50+
<p> Location 3: Gezira Al-Ward Club</p> <p> Date: Thursday, april 10th (Evening)</p>	<p>Target: General Population (especially women of childbearing age)</p> <ul style="list-style-type: none"> • Raised public awareness on the seriousness of PUV, highlighting its impact on long-term health. • Stressed the importance of early diagnosis, proper management, and coordinated care to prevent complications and preserve kidney function. 	150+

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	<ul style="list-style-type: none"> -200 Tri-fold brochures. -100 Cards with our Logo and QR code for the Instagram page - A large Poster with illustrations (2*1.5 meters) -2 Rollup posters (2*0.85 meters)
Interactive Tools (e.g., models, videos, games, giveaways):	<ul style="list-style-type: none"> -An illustrative model for the urinary system -Crossword game for the organs of the urinary system -Maze game (match the kidneys with the water) - Treasure hunt game for good and bad habits - Face painting station (<u>for kids</u>) - puzzle games/ Hopscotch game -Sling puck game (<u>for teenagers</u>) -Giveaways for mothers (pharmacy 10% off voucher, Juices, Chocolates) - Giveaways for children (cars, hair clips, coloring books, stickers, candies,lolipops)
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	<ul style="list-style-type: none"> - One-to-one discussions with mothers - Group education with families - Interactive sessions with doctors
Language/Style Adaptations Made for the Target Audience:	<ul style="list-style-type: none"> - Simple, non-medical language for parents - Visuals and games to engage children - Scientific materials with doctors and medical students

Observations and Feedback

- **Public Reaction and Engagement:**

- **Parents' Reactions:** Many parents expressed surprise at learning about posterior urethral valve (PUV), a condition they had never heard of before. They were particularly grateful for the opportunity to understand its seriousness in a simplified and engaging manner.
- **Pregnant Women's Reaction:** Pregnant women attending antenatal visits were especially responsive. They mentioned that the campaign helped them better understand the importance of routine ultrasounds in detecting conditions like PUV.
- **Children's engagement:** Children and their parents enjoyed the interactive aspects of the campaign, such as games, face painting, and giveaways. These elements helped create a more welcoming environment for discussing a medical condition.

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

Q1: Is PUV caused by something I do wrong during pregnancy?

Q2: Can PUV go away on its own?

Q3: Will the child have a normal life after treatment and Will the child need dialysis or a kidney transplant?

Q4: What can I do as a parent to help?

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

- **Parents** expressed gratitude for the opportunity to learn about a condition they had never heard of before. Many were surprised by the seriousness of PUV and appreciated the simple, engaging way the information was delivered.
- **Children and their parents** enjoyed the interactive elements, such as games and giveaways, which helped create a welcoming environment and made it easier to start conversations about a complex medical topic.
- **Women in childbearing period** stated that the campaign helped them better understand the value of routine ultrasounds. Some mentioned they would share the information with friends and family members.
- **Pediatric nephrologists and obstetricians** welcomed the campaign and commended the initiative. They found the collaboration with medical students refreshing and were supportive.
- **Several healthcare professionals** suggested extending the campaign to more clinics and hospitals, as well as creating materials in more languages to reach a broader audience.

Challenges Faced:

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

- Limited space in the club due to multiple teams present at same time.
- Difficulty attracting attention in busy public areas
- Some parents were hesitant to engage initially

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

- Used colorful banners and games to draw attention
- Divided into smaller teams for better coverage
- Malaysian colleagues led games and gift distribution smoothly

Lessons Learned

- **What the Group Learned from the Campaign:**

- Interactive tools significantly improve engagement
- Simple messages and visuals are more impactful
- Always be open for creative and new ideas.
- Teamwork is essential to achieve success.
- Collaboration with other groups enhances outcomes
- Good organization and optimal plans are the keys to success.

- **Suggestions for Improvement in Future Campaigns:**

- Be in the location of the campaign earlier to have more time for setup.
- Have a written approval from the authority.
- Prepare a plan including every minor detail of the campaign and do a rehearsal if possible

Visual Documentation



Lovely kids enjoying their time



Our amazing team spreading awareness



Sharing knowledge with a wonderful mom-to-be



Lovely moments with happy little souls

OB-GYN Clinic



Pediatric Nephrology Clinic





GSWC



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

مراحل التشخيص

التشخيص قبل الولادة يتم من خلال
السونار على الحامل. يبيظهر ارتجاع على
الكلى والمثانة بسبب تجمع البول



اما بعد الولادة يتم من خلال السونار
وتصوير افراغ المثانة والإحليل لتقييم
تدفق البول والكشف عن الارتجاع

طرق العلاج

قبل الولادة: تحويلة بين المثانة
والسائل الأمنيوسي للمساعدة على
التخلص من البول او اجراء جراحي داخل
الرحم لإزالة الصمام

إقلب الصفحة



صمام مجرى البول الخلفي



#save_failing_urinary_organs
#save_young_kidneys

احرف اكثر

ماهية المرض

غيب خلقي يصيب الذكور فقط عبارة
عن نسيج زائد في مجرى البول (الإحليل)
مما يؤدي الى درجة ما من الانسداد.

معدل الإصابة ذكر واحد بين كل
8000 طفل حول العالم.

مدى الظهور

عدم الاكتشاف والعلاج المبكر ممكن
يسبب:



نصف المرضى يعانون من
امراض كلية مزمنة و30% تتفاقم
حالتهم الى فشل كلوي

75% من المرضى عندهم
مشاكل في التبول مثل ضعف
المثانة والتبول اللاإرادي



20-75% من الحالات ينجيهم
التهابات متكررة في المسالك

المتابعة

فحوصات دورية للكلى والمثانة للتأكد من أنها تعمل بشكل جيد.

قد يحتاج بعض الأطفال إلى أدوية للمساعدة في تحسين وظيفة المثانة.

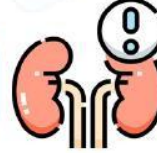
في بعض الحالات، قد يتطلب الأمر علاجاً تأهلياً للمثانة لمساعدة الطفل على التحكم في التبول بشكل طبيعي

كلمينا لو عندك
أي استفسار!



المضاعفات المحتملة

يمكن يسبب تلف دائم في الكلى واحتياج للغسيل طول العمر أو الزراعة.



ايضا يسبب ضعف في المثانة ومشاكل في التبول مما يؤثر على حيات الطفل اليومية بشكل كبير.



التأثير على كمية السائل الأمنيوزي وقت الحمل قد يؤدي الى ضعف نمو الرئتين

هل المتابعة مهمة؟

نعم، يحتاج الطفل إلى متابعة طبية مستمرة لضمان صحة الكلى والمثانة



بعد الولادة: اولا بنركب قسطرة بولية لتخفيف الضغط على الكلى واخراج البول ولاحقا سيتم استئصال الصمام بالمنظار

الأعراض المتوقعة



التهابات متكررة في المسالك بتسبب حرارة والم عند التبول وغيثان



ظهور دم في البول



ضعف تدفق البول والحاجة المتكررة



فقدان الوزن وتأخر النمو



تورم الجسم والتعب الشديد

لو اينك عنده اي حاجة من الأعراض دي، كلمي اخطائي فوراً!

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