



The foundation
of kidney care.

March 11 is World Kidney Day Diabetic kidney disease – a bet Canadians can beat

March 11, 2010 – Montreal, Quebec - The fifth World Kidney Day - March 11, 2010 - is a pressing, global reminder for Canadians to get in the know about diabetic kidney disease. Research has shown that in population-based surveys, less than 10% were able to identify diabetes as a risk factor for kidney disease. And a recent Leger Marketing survey by The Kidney Foundation of Canada shows Canadians don't know that diabetes is one of the most frequent causes of end-stage kidney disease, which requires life-saving treatments to stay alive. It is critical for Canadians to know diabetic kidney disease is dangerous and can often be managed, even beaten.

Early detection and management of diabetes and kidney disease are terribly important for avoiding heart disease and demanding end-stage kidney disease treatments such as dialysis. "There are roughly 2 million Canadians with – or at risk for - some degree of impaired kidney function. For 20 years, we saw a steady growth rate in the number of people starting dialysis in Canada," notes Dr. Michael Copland, a nephrologist and Chair of The Kidney Foundation's Public Policy Council. "But in the last couple of years, the rate has reached a plateau. It's very possible that the aggressive early detection and intervention of kidney disease that has been going on for the last 10 years is beginning to show positive results."

While early disease intervention is possible and the treatments are increasingly successful, the science can't help Canadians who remain in the dark about diabetes being a major risk factor for end-stage kidney disease. "Public knowledge is not keeping pace with medical advances," says Paul Shay, National Executive Director of The Kidney Foundation of Canada. "And it's why our Branches coast-to-coast hold community and public education activities on World Kidney Day and throughout the month of March to remind Canadians about the important link between diabetes, kidney health and heart health."

Canadians can test their kidney saviness, by taking The Kidney Foundation's online kidney quiz at www.kidney.ca/quiz. And they can take an active role in learning how diabetes can be controlled and how to better manage kidney disease, by consulting the Diabetes and Kidney Disease brochure and Eating Guidelines for Diabetes and Chronic Kidney Disease fact sheet, both available online at www.kidney.ca.

World Kidney Day takes place annually, every second Thursday of March. This global health awareness campaign focuses on the importance of kidneys and reducing the frequency and impact of kidney disease and its associated health problems worldwide. For more information on the World Kidney Day events taking place in Canadian communities, visit the events calendar at www.kidney.ca. For more information on World Kidney Day activities around the world, visit www.worldkidneyday.org.

The Kidney Foundation of Canada is the national health charity committed to kidney health, and to reducing the burden of kidney disease.

For more information or to arrange an interview with a Kidney Foundation of Canada spokesperson, contact: Irene Aguzzi, Manager, National Public Affairs at 514-369-4806, ext. 227 or at irene@kidney.ca.

To access The Kidney Foundation of Canada's broadcast quality video news release, visit: <http://www.newscanada.com/mpgdownload.asp?id=nc3137>.

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