



A campaign for frontliners and NKF

Chronic Kidney Disease (CKD) remains a serious national health problem – primarily caused by either diabetes or high blood pressure – affecting approximately 2.9mil Malaysians.

Haemodialysis still needs to be carried out for affected kidney patients, requiring trained staff to deliver the four-hour treatment to patients, three times a week.

Personal Protection Equipment (PPE) is necessary to ensure the health and safety of frontline healthcare personnel at dialysis centres as they continuously assist patients with their treatments.

In conjunction with the recent launch

of the Hero Float Campaign – a frozen dessert, designed and produced by an innovator Carpe Ri Sdn Bhd – National Kidney Foundation of Malaysia (NKF) received monetary contribution totalling almost RM8,000, in a simple ceremony held recently.

This campaign, held at Sunway Pyramid in July, saw Malaysians lending a hand to protect their fellow countrymen's health – not only contributing via the donation box but also through digital platforms like Boost, Touch 'n Go and Shopee which NKF collaborates with. Meanwhile, Social Grooves, a social media agency, has spearheaded the CSR campaign's social media thrust.