



Raising awareness on kidney health

➤ NKF and Fresenius Medical Care Malaysia kick off The Kidney Kid initiative

NATIONAL Kidney Foundation (NKF) Malaysia and Fresenius Medical Care Malaysia kicked off The Kidney Kid initiative with approximately 200 elementary school students at Sri Bestari Private School to raise awareness on kidney health through edutainment. The programme comprised students partaking in colouring, quizzes, dancing, fitness activities and more that all tied back to the topic at hand in a fun and engaging manner.

Pradeep Ranjan, Managing Director of Fresenius Medical Care Malaysia, said: "We are thrilled that we, working hand in hand with National Kidney Foundation Malaysia, are able to reach close to 200 students at this school with our preventative kidney health message."

"The Kidney Kid is our corporate social responsibility initiative that is aimed to help educate children with kidney health knowledge and help them minimise risk factors for renal disease.

"I am ecstatic to observe the students have gained substantial knowledge about kidney health and enjoyment at school today, along

with the exciting events that will be organised by our group of Fresenius Medical Care Malaysia volunteers in collaboration with the National Kidney Foundation of Malaysia.

"We would like to thank the instructors and parents of Sri Bestari Private School for inviting us to share this extensive and vital knowledge with their pupils."

NKF Malaysia and Fresenius Medical Care Malaysia signed a Memorandum of Understanding (MoU) earlier this year detailing their commitment to the cause that comes from an urgent need to preach prevention over treatment seeing as more than 8,000 Malaysians are diagnosed with kidney failure every year.

The Kidney Kid initiative is not just one that preaches the message but places an emphasis on edutainment to ensure that younger students are receptive to the programme.

Dr Steven Baptist, Principal of Sri Bestari Private School, said: "The Kidney Kid was one of the most popular and meaningful events at Sri Bestari Private School Kuala Lumpur this year. Our children in

level one (years 1-3) enjoyed the "edutainment" very much today. The event was excellently conducted by the Fresenius Medical Care team in collaboration with the National Kidney Foundation.

"This joint event was timely and much appreciated as all around we are exposed to friends, family members and acquaintances who are afflicted by ailments which could lead to kidney failure and our young children are aware of these happenings.

"The Kidney Kid had a positive impact on the kids, as they not only got to have fun through the activities, but also learned a lot more about how to keep their kidneys healthy."

Apart from the activities on the day, The Kidney Kid programme continues in the digital realm in the form of a game that can be downloaded from the app store and the play store.

There are also educational materials that will be easily accessible for teachers and carers through The Kidney Kid website, www.thekidneykid.org, to continue the kidney health learning experience for children in their care.