

## PRESS RELEASE

For immediate release

# ERA's Strong Kidneys Task Force launches campaign to raise public awareness of kidney disease

*March 26, 2025* - The European Renal Association's Strong Kidneys Task Force, in collaboration with the European Kidney Health Alliance and the European Kidney Patients Federation, has unveiled a new campaign to raise public awareness of kidney health.

Titled 'Protect Your Kidneys, Protect Your Future', the campaign coincides with the publication of a new, freely-available manuscript 'ABCDE: A Simple Framework for Kidney Health Awareness' in *Nephrology Dialysis Transplantation (NDT)*, Europe's leading nephrology journal.<sup>1,2</sup> Together, the campaign and manuscript aim to educate the public on the vital role of kidney health, the risks of kidney disease, and the importance of early detection and intervention.

Kidney disease is a growing global health crisis, affecting over 850 million people worldwide. This number is expected to rise in the coming decades due to the increasing prevalence of diabetes, hypertension and obesity, as well as an aging population. Despite this, kidney disease is crucially under-recognised, with many people unaware of the risks and silent damage that can develop over time if left undetected. In severe cases, kidney disease can progress to kidney failure, where the kidneys can no longer perform their vital functions.<sup>3</sup>

### ABCDE: A simple tool for assessing kidney health

Early identification of key risk factors and proactive health checks can prevent kidney disease or slow its progression. This is the central focus of the ABCDE framework—a simple, five-question tool designed to help individuals and healthcare providers assess kidney health:

- A – Do I have **Albumin** in my urine?
- B – What is my **Blood** pressure?
- C – What is my **Cholesterol**?
- D – Do I have **Diabetes**?
- E – What is my **Estimated** Glomerular Filtration Rate (eGFR)?

By discussing these five simple questions with their healthcare provider, individuals can gain a clearer understanding of their kidney health and make informed lifestyle choices to reduce their risk of kidney disease.

### A public-facing campaign for awareness and action

The 'Protect Your Kidneys, Protect Your Future' campaign has been launched to directly engage the public, encouraging them to prioritise kidney health.

Members of the public can participate by following the new 'Strong Kidneys' accounts on [Instagram](#) and [Facebook](#), which provide expert advice on proactive steps to maintain better kidney health. Additionally, a '[Patient Information and Conversation Guide](#)' has been developed to help individuals start conversations about kidney health with their healthcare providers.

For healthcare professionals, the campaign also introduces a '[Clinical Information and Conversation Guide](#), offering practical tools, clinical insights, and guidance on diagnosing and managing chronic kidney disease.

Professor Charles Ferro, Chair of the Strong Kidneys Task Force, comments, "Kidney disease is a silent epidemic, and too many people remain unaware of their risk until it's too late. The reality is that chronic kidney disease develops gradually and often without symptoms, meaning millions of people are unknowingly at risk."

"Through the ABCDE framework and the 'Protect Your Kidneys, Protect Your Future' campaign, we are empowering individuals to take simple yet effective steps toward better kidney health. By asking just five key questions during routine check-ups, people can take control of their kidney health, detect risks early, and prevent complications before they become life-threatening."

"We urge everyone to have these conversations with their healthcare providers—early action can make all the difference in preventing kidney disease, slowing its progression, and ultimately saving lives", concludes Professor Ferro.

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**Notes to editors:**

Find out more about the ERA Strong Kidneys initiative [here](#)

Find out more and access campaign resources for the Protect Your Kidneys, Protect Your Future campaign [here](#)

Read the article, ABCDE to identify and prevent chronic kidney disease: a call to action, in *NDT* [here](#)

For further information, please contact [press@era-online.org](mailto:press@era-online.org)

**About Professor Charles Ferro:**

Professor Charles Ferro a Consultant Nephrologist at University Hospitals Birmingham and Professor of Cardiovascular Science at the University of Birmingham. He works across the full range of nephrology – chronic kidney disease, inflammatory renal disease, low clearance, haemodialysis, peritoneal dialysis and kidney transplantation as well as leading his own research group focusing on the increased cardiovascular risk associated with kidney disease. Professor Ferro is Chair of the ERA Strong Kidneys Task Force.

**About the European Renal Association (ERA):**

With more than 28,000 active members, the ERA is one of the biggest nephrology associations worldwide leading European nephrology, and one of the most important European medical associations. It organises annual congresses and several educational and scientific activities. The ERA also collects data and performs epidemiological studies through its Registry. The Society supports fellowships and educational/research projects through its committees and working groups. Its publications are *NDT*, *CKJ* (Open Access journal), and the ERA Neph-Manual, an e-book hosted on the ERA e-learning platform.

Website: [www.era-online.org](http://www.era-online.org)

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## References:

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3. Fraser, S.D. & Blakeman, T. (2016). Chronic kidney disease: identification and management in primary care. Available at: <https://pubmed.ncbi.nlm.nih.gov/27822135/>