



National Kidney Foundation™

of Louisiana

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National Kidney Foundation of Louisiana

Reminds Everyone to “Heart Your Kidneys” on World Kidney Day

Expanded public awareness campaign relaunches for March, National Kidney Month

(Louisiana)—March 8, 2018—Today on **World Kidney Day** and throughout the month of March - **National Kidney Month** - the **National Kidney Foundation of Louisiana (NKFL)** is reminding all Louisianans to **“Heart Your Kidneys.”** In Louisiana, over 460,000 citizens suffer from chronic kidney disease, over 10,000 kidney patients are on dialysis, and over 1,800 kidney patients are on the transplant list waiting for a kidney.

More than 30 million American adults are estimated to have kidney disease, the 9th leading cause of death in the U.S., and growing in prevalence. This is why the NKFL is advancing the **“Heart Your Kidneys”** public awareness campaign introduced last year to elevate knowledge about, and concern for, kidneys to the level of the body’s other, better-understood, vital organs such as the heart because when your kidneys stop working, so do you. When this occurs, dialysis or a transplant is needed just to stay alive.

People also need to know that kidneys are the foundation for a healthy heart. Kidney healthy is also heart healthy, so when you “heart your kidneys,” you also show love for your heart! The number one cause of death in people with kidney disease is heart disease.

NKFL urges anyone with diabetes, hypertension, or a family history of kidney disease to speak with their doctor this month, or anytime, and ask about getting tested for kidney disease. “It takes just two simple tests at the doctor’s office to check your kidney health. Even if you inherit kidney disease, you may be able to slow down the progression of this disease with lifestyle changes,” said Torie Kranze, Chief Executive Officer of the National Kidney Foundation of Louisiana.

Buildings statewide are turning orange today to commemorate World Kidney Day and heighten awareness about the disease. First Bank and Trust Tower, Holiday Inn New Orleans West Bank Tower, Hyatt Regency New Orleans, LITE Center, Louisiana Governor’s Mansion, the Mercedes-Benz Superdome, Monroe Civic Center, The Advocate Baton Rouge, and West Jefferson Medical Center will go orange for kidney disease awareness. Join the conversation on social media by looking for and posting the **#HeartYourKidneys** hashtag.

Kidney Disease Facts

30 million American adults are estimated to have [chronic kidney disease](#)—and most aren’t aware of it. 1 in 3 American adults are at risk for chronic kidney disease. Risk factors for kidney disease include diabetes, high blood pressure, heart disease, obesity and family history of kidney failure. People of African American, Hispanic, Native American, Asian or Pacific Islander descent are at increased risk for developing the disease. African Americans are 3 times more likely than Whites, and Hispanics are nearly 1.5 times more likely than non-Hispanics to develop end-stage renal disease (kidney failure).

The National Kidney Foundation of Louisiana (NKFLA) is the major statewide voluntary non-profit health organization dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals affected by these diseases and increasing the availability of all organs for transplantation. For more information about the NKF visit www.kidneyla.org.

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