



NKDEP's African-American Family Reunion Initiative

*Helping African-American Families
Make The Kidney Connection*

CDC's National Health Promotion Conference
September 13, 2006



U.S. Department of Health
and Human Services



National Institutes of Health



National Institute of Diabetes and
Digestive and Kidney Diseases

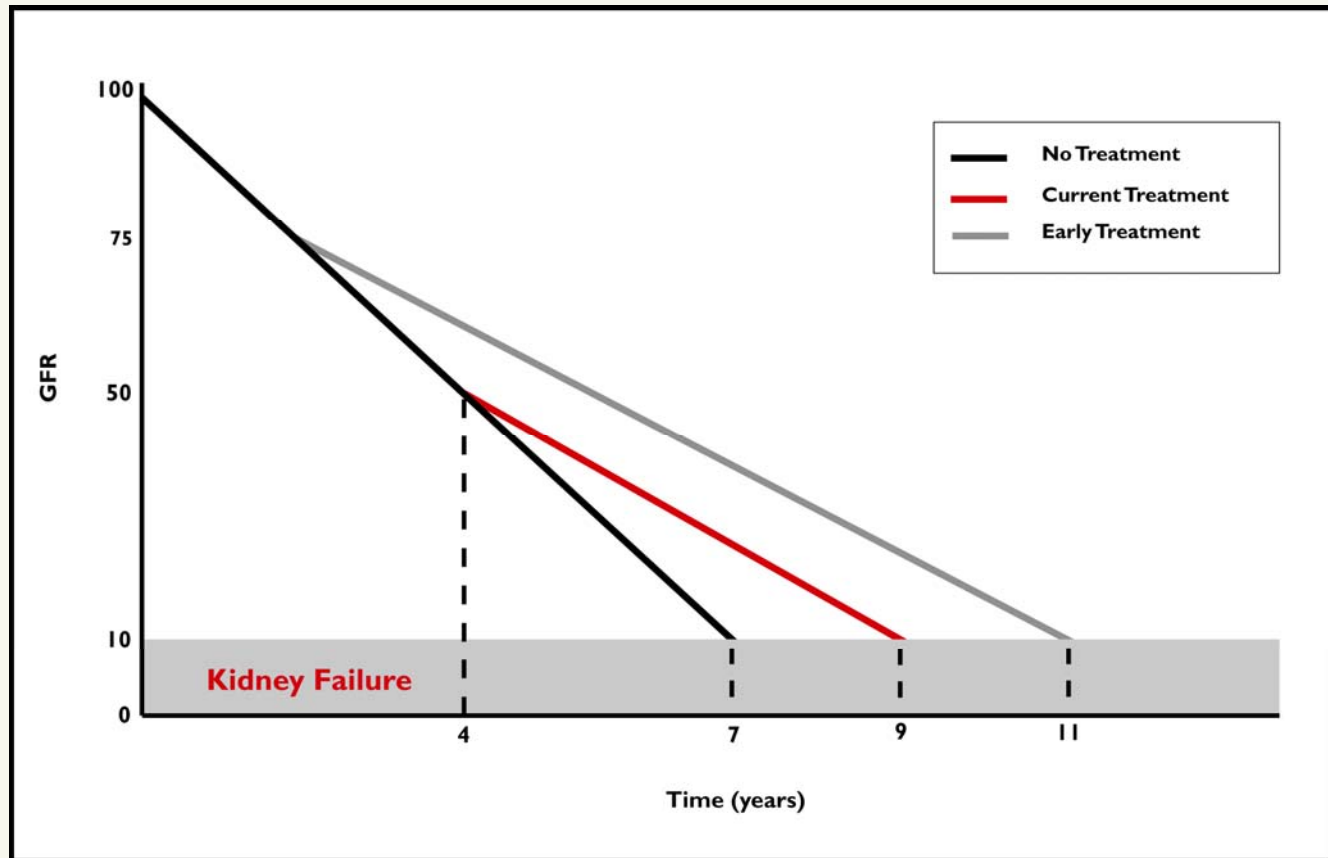
Agenda

- Overview of NKDEP
- Effective treatment of kidney disease
- Family reunion initiative

Reasons for the NKDEP

- Kidney disease is a significant public health problem
- Effective and economical testing and treatment are available
- Testing and treatment are being inadequately applied

Early Treatment Makes a Difference



NKDEP Objectives

- Increase awareness of the:
 - Seriousness of kidney disease and its risk factors
 - Importance of testing those at high risk
 - Availability of treatment to prevent or slow kidney failure

- Emphasis on risk factors
- Target audiences
 - African Americans and Hispanics at risk
 - Primary care providers
- Public education and system-level initiatives
- Partnerships for dissemination and diffusion

- African Americans disproportionately affected
- High prevalence of diabetes and high blood pressure
- Low awareness of kidney disease risk factors

Family Health History

- Helps capture the effects of interactions between genes, environment and behaviors on disease risk
- Can be used to:
 - Assess risk for chronic disease
 - Influence early disease detection
 - Target and prioritize prevention strategies

Why Family Reunions?

- Diabetes and high blood pressure – the two leading causes of kidney failure – often run in families
- Shared sense of caring for the health and well being of other family members
- Travel Industry Association of America estimated that, in 2004, 175,000 African-American families would hold reunions

Why Not Family Reunions?

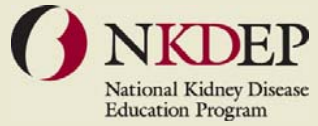
- Sophisticated events
- Summer vacation
- Meant to be fun

Getting Health on Reunion Agendas

- Make it turnkey and simple
- Offer options
- Include information that can be used as handouts or put into reunion bags
- Post on the Internet

Make Health a “Family Reunion” Affair

- Created Family Reunion Health Guide and website
- Pilot tested in Summer 2005, revised and launched in 2006
 - More basic information of diabetes and high blood pressure
 - Improved navigation of the website
- Engaged key African-American groups



Partners



ISHIB



**National
Urban League**



Family Reunion Health Guide



Reunion
Make **Health** a Family *Affair*

A guide to discussing the connection between diabetes,
high blood pressure, and kidney disease at your family reunion.

Note to Family Members

Note to Family Members

Approach 1



Sign and make copies of this note, and attach it to the *Questions & Answers About the Kidneys and Kidney Disease* fact sheet. You can also use this example as a guide for writing your own personal note.

Tip: You can email the note to family members or distribute it in reunion bags.

You are an important part of my family and I care about your health.

I recently learned that diabetes and high blood pressure are the leading causes of kidney failure, and I wanted to share this information with you.

People may know they have diabetes or high blood pressure, but may not know these conditions put them at risk of developing kidney disease.

Kidney disease is serious—it can cause your kidneys to fail, which means a person must either go on dialysis or get a kidney transplant. But there are things you can do to protect your kidneys.

Please read the attached information. If you are at risk for kidney disease, talk to your doctor or health care provider about getting tested and about other ways to protect your kidneys and stay healthy, so we can all attend many more family reunions.

For more information about kidney disease, call 1-866-4 KIDNEY (454-3639) or visit www.nkdep.nih.gov.



One-on-One Discussions

Talking One-on-one

Approach 2



Tip: copy the fact sheets in this guide for the family members you talk to. Encourage them to bring the information to their next doctor visit.

You can bring health to the table at your reunion by talking one-on-one with family members at risk for kidney disease. You may already know which family members have diabetes or high blood pressure, or you may need to ask others in your family to help you identify them. Start a conversation with these family members, and help them make the connection between their diabetes or high blood pressure and their kidney function.

Below are some talking points to help you begin the conversation:

- I know that you have [diabetes and/or high blood pressure]. I recently learned that diabetes and high blood pressure are the two leading causes of kidney failure. Do you know if you've been tested for kidney disease?
- Don't wait for symptoms. Early kidney disease has no symptoms. Many people don't know they have it until just before the kidneys fail. If the kidneys fail, a person must either go on dialysis or get a kidney transplant.
- Blood and urine tests can detect kidney damage. Testing is the only way to know if you have kidney disease.
- If you have kidney disease, there are medicines called ACE inhibitors and ARBs you can take and other things you can do to help delay or prevent kidney failure. That is why testing is so important. So please talk to your doctor or health care provider about getting tested.

Tips for approaching family members

Sometimes it can be awkward talking to family members one-on-one about personal health issues. Keep these tips in mind when approaching family members at risk:

- Familiarize yourself with the basics, and offer to help them find more information.
- Ask permission to have the conversation, and choose the right time and environment. A quiet, private place that is free from distractions is best.
- If your family member is not comfortable talking about their health, don't force a discussion. Express your feelings of concern. Let them know that you'll be ready to talk whenever they are.
- Acknowledge that it's not always easy to face our personal health problems. Be supportive and listen. Emphasize that the final decision to talk to the doctor is theirs.
- Offer to go with them to the doctor.

15-minute Discussions



The 15-minute Make the Kidney Connection Health Discussion

Approach 3



If you're able to get time on the family reunion agenda—and think that your family members would be open to a short talk—consider conducting this 15-minute Make the Kidney Connection health discussion. It presents a quick overview of the most important information your family members should know about kidney disease: how to know if they are at risk, how to get tested, and what can be done if they have kidney disease.

Here's how it works. Talking points are **boxed** below. Feel free to put the information into your own words and be creative to make it work for your family.

The steps:

1. Introduce the session
2. Talk about kidney disease risk factors
3. Talk about testing and treatment
4. Talk about other steps to take to protect the kidneys
5. Encourage family members to look out for one another
6. End the session

1. Introduce the session

Thank you for giving me some time today to talk about an important health issue – kidney disease. I recently learned that more and more people, especially African Americans, are being diagnosed with kidney disease and experiencing kidney failure, which means they have to go on dialysis or get a kidney transplant. Many people who have a greater chance of getting kidney disease don't know that they are at risk. I want us all to have many more reunions together, so I want to share this information with you.

Why should we know about kidney disease?

- Because the number of people with kidney disease is increasing rapidly. About 20 million Americans already have it.
- Because kidney disease strikes African Americans more than other groups.
- Because it is very likely that some of us are at risk. Some of us may know it, and others may not.
- And, finally, because there's good news: kidney disease can be treated and kidney failure can be prevented! I want to make sure we all know what we can do to protect our kidneys.

Family Reunion Website

www.nkdep.nih.gov/familyreunion



Make Health a Family Reunion Affair - Microsoft Internet Explorer

Address: http://www.nkdep.nih.gov/familyreunion/default.htm

Reunion

Make Health a Family Affair

Kidney Connection Guide | For Our Partners | About NKDEP | NKDEP Resources

Make the Kidney Connection at Your Family Reunion!

Many of us know family members who have **diabetes** or **high blood pressure**. Did you know that these conditions are the leading causes of kidney failure? Many people don't. That's why it is so important to talk to family members about what they can do to protect their kidneys. The **Kidney Connection Guide** will show you how.

Get the Kidney Connection Guide!

The Guide has everything you need to talk to your family about the connection between diabetes, high blood pressure, and kidney disease.

It contains fact sheets about each of these conditions, and outlines three sample approaches for sharing the information with your family.

You can use the guide or pass it on to the person planning your next reunion.

[>>Go to the Kidney Connection Guide](#)


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Promotion



- Online outreach
- Partnerships
- Events
- Targeted media outreach

Online Outreach

Make **Health**
Reunion
a Family [^]Affair


Make **Health** a Family [^]*Reunion* Affair

Diabetes and high blood pressure
are the leading causes of **kidney failure**.



NKDEP
Make **Health** a
Family Reunion Affair

▶ Learn How

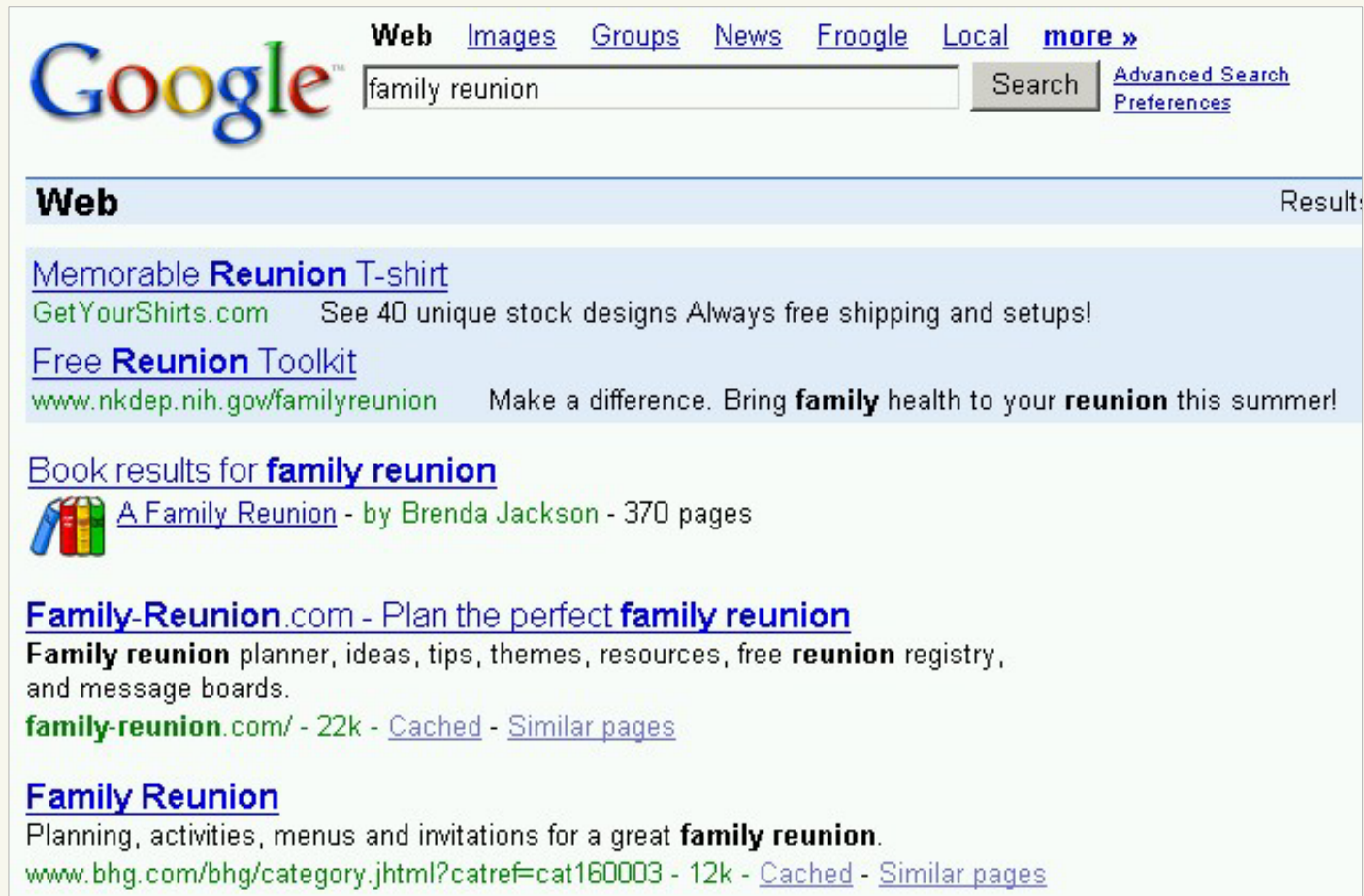
Make **Health** a
Family Reunion Affair




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▶ Learn How

Google Keywords



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)


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Web Results

[Memorable **Reunion** T-shirt](#)
[GetYourShirts.com](#) See 40 unique stock designs Always free shipping and setups!

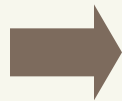
[Free **Reunion** Toolkit](#)
[www.nkdep.nih.gov/familyreunion](#) Make a difference. Bring **family** health to your **reunion** this summer!

Book results for [family reunion](#)

 [A Family Reunion](#) - by [Brenda Jackson](#) - 370 pages

[Family-Reunion.com](#) - Plan the perfect **family reunion**
Family reunion planner, ideas, tips, themes, resources, free **reunion** registry,
and message boards.
[family-reunion.com/](#) - 22k - [Cached](#) - [Similar pages](#)

[Family Reunion](#)
Planning, activities, menus and invitations for a great **family reunion**.
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BET.com Family Reunion Page



Make a **difference**
at your family reunion.



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From Our Sponsors



NKDEP
Make a Difference at Your Family Reunion

Start a new tradition – talk family health. [Click here](#) for tips on how to bring health to the table at this year's reunion.

How We Do Family Reunions **BET.com**



JOIN THE DISCUSSION

REUNION TIP #1

BET.comer beckyhill says, "Yo before you plan the reunion get a member of each family represented for the initial meeting to get input from all families." Click here to get and give more reunion tips.

[More...](#)

Make a **difference**
at your family reunion.



QUIZ



Do your folks like to party or kick-back and relax? Take this quiz to find family trip ideas to match your family's vibe.

[More...](#)

TAKE THIS POLL



How does your family get down at the reunion? Take this poll to let BET.com in on your family get-together traditions.

[More...](#)

HEALTH TIPS



Tearing the family reunion buffet table can be torture for diabetics. Click here for tips on how to eat smart when it comes to down-home cooking.

[More...](#)

GOT RIBS?



Use this SOUL FOOD CALCULATOR to find out how many fat grams and calories are in some of your favorite home-cooked meals.

[More...](#)

From Our Sponsor

Put family health on your reunion agenda. [CLICK HERE](#) for the free Kidney Connection Toolkit that shows you how.

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Where We Walk 





Make Health a *Reunion* Family Affair

Make Health a *Reunion* Family Affair



Diabetes... High Blood Pressure... Kidney Disease. Make the Connection.

Did you know?

- Diabetes and high blood pressure are the two leading causes of kidney failure, which requires dialysis or a kidney transplant
- African Americans are nearly four times more likely than Caucasians to develop kidney failure.
- Treatments are available to prevent or slow kidney failure.

The National Kidney Disease Education Program (NKDEP), an initiative of the National Institutes of Health, wants to help you and your family make the connection between diabetes, high blood pressure, and kidney disease.

Make Health a "Family Reunion" Affair

If you are attending a family reunion, you can share important kidney health information with your family. Many of us know family members who have diabetes, high blood pressure, or both. But what many people don't know is that these conditions are the leading causes of kidney failure. That's why it is so important to talk to family members about what they can do to protect their kidneys. You don't need to be a health expert to share this health information.

NKDEP's free Kidney Connection Guide will show you how. It contains fact sheets about kidney disease, diabetes, and high blood pressure. It also outlines three simple approaches that can be used to communicate the information, including: conducting a 15-minute Make the Kidney Connection health discussion, having one-on-one talks with family members at risk, and handing out kidney disease information to attendees.

Call 1-866-4 KIDNEY (1-866-454-3639) or visit www.nkdep.nih.gov/familyreunion to get the free Kidney Connection Guide. Make health a "family reunion" affair!

Please pass this email on to others and help them Make the Kidney Connection.



Are you at risk for kidney disease?

You are at risk for kidney disease if you have:

- Diabetes or
- High blood pressure or
- A family history of kidney disease

Talk to your doctor or health care provider about getting tested if you have any of these risk factors. Early kidney disease has no signs or symptoms. It is important to **get tested** even if you feel well and are keeping your diabetes or high blood pressure under control. **If the tests show kidney disease, there are medicines and other steps you can take to help slow or prevent kidney failure.**

Make Health a Family *Reunion* Affair



Make Health a *Reunion* Family Affair



NKDEP
www.nkdep.nih.gov

Promotional Postcards



Help Your Family Make the Kidney Connection

Attending a family reunion? Check out the free Kidney Connection Guide developed by the National Kidney Disease Education Program. It contains everything you need to tell your family about the connection between diabetes, high blood pressure, and kidney disease.

- Diabetes and high blood pressure are the two leading causes of kidney failure.
- Kidney disease is a growing epidemic, especially among African Americans.
- There are things you can do to protect your kidneys.

Call 1-866-4 KIDNEY or visit www.nkdep.nih.gov/familyreunion to get the free Kidney Connection Guide.

NKDEP is an initiative of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institutes of Health (NIH), U.S. Department of Health & Human Services (DHHS).

NKDEP Family Reunion partners:



- *Reunions* (2005 and 2006)
- *Black Meetings & Tourism* (2006)



REUNIONS

MASTERPLAN

African American family reunions encouraged to discuss kidney disease

The National Institute of Health (NIH) has a new toolkit to help African American families make the kidney connection and is encouraging family reunions to bring "health to the table" by discussing the risks for kidney disease.

The National Kidney Disease Education Program (NKDEP) encourages African Americans to reach out to relatives who have diabetes or high blood pressure, leading risk factors for kidney disease. African Americans are four times more likely than whites to develop kidney failure. Furthermore, diabetes and high blood pressure account for 70 percent of kidney failure in African Americans. Because diabetes and high blood pressure run in families, reunions offer good opportunities to discuss kidney disease.

"Kidney disease has no early warning signs," said Dr. Thomas Hostetter, director of NKDEP. "Not knowing the risks can have disastrous consequences. But there is good news. Once diagnosed, kidney disease can be treated and kidney failure can be prevented or delayed."

NKDEP has created a free, online Kidney Connection Toolkit containing everything needed to share important kidney health information at reunions, including simple guides for conducting a 15-minute Make the Kidney Connection health discussion, identifying and talking with family members at risk, and distributing kidney disease prevention information to attendees. For more information and to download the NKDEP toolkit, visit www.nkdep.nih.gov/familyreunion.

Co-workers re-unite

Display until November 30, 2005

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\$3 USA

Preliminary Results

- Distributed
 - 13,000 hard copies
 - 15,000 promotional postcards
 - 26,000 bulletins through 90 churches
- 42 organizations helped promote the initiative
- More than 46,000 web page views between April and August
- More than 21,000 downloads of the components

How You Can Help

- Use NKDEP partner materials to tell colleagues, members and patients about the initiative
 - Run a newsletter article
 - Place a web banner on your website
 - Send an HTML email to your listserv
 - Provide copies of the Guide or promotional postcards at upcoming meetings

Contact Information

- www.nkdep.nih.gov/familyreunion
- www.nkdep.nih.gov
- Elisa Gladstone
 - 301-435-8116
 - gladstonee@extra.niddk.nih.gov

Questions/Comments



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National Institute of Diabetes and
Digestive and Kidney Diseases