

# The “Are You the 33%? ®” Michigan Campaign

## Communications Toolkit

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# Everything You Need to Know

[Spanish](#) | [Arabic](#)

**Kidney disease is permanent kidney damage or decreased level of kidney function for three months or more.** If left untreated, chronic kidney disease can lead to total kidney failure, requiring dialysis or a kidney transplant for survival. More than a million Michigan adults (age 20+) have chronic kidney disease.

**33% of adults in the United States are at risk for kidney disease.** That's 1 in every 3 people. To shed light on the prevalence of this disease and the percentage of people who might be at risk, we are asking people, "Are You in the 33%?" through the National Kidney Foundation's Kidney Risk Campaign™. Knowledge is power. **Early detection can help successfully treat kidney disease.**

## What is the "Are You the 33%?" Campaign?

The "Are You the 33%" Campaign is a strategic digital campaign focused on **reaching, educating, and empowering** those most at risk to take control of their kidney health.

## Who is the main audience?

This campaign is focused on reaching the following communities: **Black/African American, Hispanic/Latino, American Indian and Native Alaskan, Middle Eastern North African, Rural Michigan, and Medicaid beneficiaries.** There is also a focus on individuals over the age of 35 or who have one or more risk factors for kidney disease. Additionally, we will target the loved ones of those likely to be at risk for kidney disease.

## What are the "Are you the 33%" messaging themes?

- **Urgency:** Early detection can save your life.
- **Empowerment:** Knowledge is power. Take ownership of your kidney health.
- **Action:** Make a doctor's appointment to discuss your risk. Take the list of questions we provide you.
- **Motivation:** Spread the word. Help save a life. Motivate loved ones to act.
- **Personalization:** Beyond the numbers, we see people like you.
- **Promotion:** Learn more about your kidney risk on nkfm.org.

**Now, we are asking for your help in raising awareness about kidney disease and changing these numbers.**

# Social Media Toolkit

The Social Media Toolkit provides ready-to-use graphics, sample posts, and hashtags designed to support your efforts in raising awareness for kidney health and the 'Are You in the 33%?' campaign. This toolkit equips partners with resources to amplify the message across social media channels, reaching those most at risk for kidney disease.

## Hashtags and Tags

#MinuteForYourKidneys; #KidneyMI; #AreYouThe33

[Facebook](#), [Instagram](#), [LinkedIn](#), [X](#): @KidneyMI

## Graphics

Click the links below to access graphics via Google Drive.

- [Spanish](#)
- [Arabic](#)
- [Tribal](#)
- [Caregivers](#)
- [English](#)

## Additional Language Social Media Messages

Click the links below to access social media messages via Google Drive.

- [Spanish](#)
- [Arabic copies](#) | [MENA English](#)

## English Social Media Messages (with graphic suggestions)

Kidney disease is more common than you think. See if you're at risk in just one minute. Take the quiz at [kidneymi.org/quiz](https://kidneymi.org/quiz).

[Click here for image suggestion.](#)

If you have high blood pressure, diabetes, heart disease, are overweight, or have a family history of kidney disease, you may have kidney disease. Learn more to see where you stand by visiting [kidneymi.org/quiz](https://kidneymi.org/quiz) today. #MinuteForYourKidneys

[Click here for carousel image suggestion.](#)

The signs of kidney disease aren't always obvious. Learn what to look for: <https://nkfm.org/conditions/kidney-disease/#symptoms>

[Click here for image suggestion.](#)

When was the last time you checked in on your kidney health? Take a minute. Take the quiz.  
Kidneymi.org/quiz

[Click here for image suggestion.](#)

33% of adults are at risk of kidney disease. Beyond the numbers, we see you.

Answer a few questions to find out if you're at risk. Take the quiz at [kidneymi.org/quiz](http://kidneymi.org/quiz).

[Click here for image suggestion.](#)

Millions of adults are at risk of kidney disease. Beyond the numbers, we see James... and so many others. Know your risk in just one minute at [kidneymi.org/quiz](http://kidneymi.org/quiz).

[Click here for image suggestion.](#)

Kidney disease isn't just a statistic. It's people. It's families. It's Rosa.

Take one minute to assess your risk at [kidneymi.org/quiz](http://kidneymi.org/quiz).

[Click here for image suggestion.](#)

## Email Marketing Toolkit

The Email Marketing Toolkit provides segmented email templates and resources to help you reach diverse audiences with key messages about kidney disease risk, supporting the 'Are You in the 33%' campaign.

### Audience Segmentation

General population, campaign audience; Healthcare providers; Caretakers

### Additional Language Sample Emails

Click the links below to access social media messages via Google Drive

- [Spanish](#)
- [Arabic copies](#) | [MENA English](#)

### Sample Email Messages

#### SAMPLE 1

##### **Subject: Empower Your Patients to Understand Their Kidney Health Risk**

Chronic kidney disease (CKD) affects millions of Americans, yet many don't know they're at risk. In fact, 1 in 3 adults (33%) are at risk of developing CKD, and early stages often have no symptoms. That's why awareness and testing are so important.

The National Kidney Foundation of Michigan's "Are You the 33%?" campaign helps patients understand their kidney health and take action to prevent CKD. Risk factors include high blood pressure, diabetes, heart disease, obesity, family history, and age.

Here's how you can help raise awareness and support early detection among your patients:

1. Encourage the Kidney Risk Quiz: Direct patients to [kidneymi.org/quiz](http://kidneymi.org/quiz) to learn if they may be at risk for CKD.
2. Share Educational Resources: Access the campaign toolkit at [nkfm.org/areyouthe33](http://nkfm.org/areyouthe33) for articles, videos, and printable materials to share with your team and patients.
3. Promote Testing: Talk with your patients about the two simple kidney tests—
  - eGFR (blood test): measures how well the kidneys filter waste.
  - uACR (urine test): checks for early signs of kidney damage.These tests can detect kidney disease early, when it's most treatable.
4. Encourage Social Engagement: Invite patients to share their Kidney Risk Quiz results on social media using #AreYouThe33 or #MinuteForYourKidneys to help spread awareness.

Early detection and education save lives. Thank you for helping your patients take proactive steps to protect their kidney health.

#### SAMPLE 2

## **Subject: Are You at Risk for Kidney Disease?**

Did you know that 33% of adults are at risk for chronic kidney disease (CKD)? Kidney disease often progresses without symptoms until it's advanced, which makes it crucial to be aware of risk factors and take preventive steps.

Factors such as high blood pressure, heart disease, obesity, family history, and age increase the risk of kidney disease. The National Kidney Foundation of Michigan's "Are You the 33%?" campaign is here to help you assess and take charge of your kidney health.

- **Know Your Risk:** Take the one-minute **Kidney Risk Quiz** at [kidneymi.org/quiz](http://kidneymi.org/quiz) to see if you may be at risk for CKD.
- **Ask for the Tests:** Talk with your doctor about getting tested for kidney disease. Two simple tests can detect early signs:
  - **eGFR (blood test):** measures how well your kidneys filter waste.
  - **uACR (urine test):** checks for protein — an early sign of kidney damage.

Awareness and early action are key to managing and preventing kidney disease. Take a moment for your health today!

## Media & Press Relations

The Media & Press Relations section equips you with key messages, statistics, and talking points to effectively engage the media and highlight the importance of kidney disease awareness and early detection in the 'Are You in the 33%?' campaign.

### Talking Points:

- The National Kidney Foundation of Michigan's mission is to prevent kidney disease and improve the quality of life for those living with it.
- We have a broad array of evidence-based programs which are focused on addressing obesity, diabetes, and hypertension, which are the leading causes of kidney disease.
- Over 1 million adults in Michigan (1 in 7 people) have kidney disease. Most don't know it because symptoms often don't appear until later in disease.
- 33%, or 1 in 3, adults in Michigan are at risk for kidney disease.
- 65% of kidney failure is caused by high blood pressure or diabetes.
- More than 16,000 people are on dialysis in MI.
- In 2024, just under 2000 people are waiting for a kidney transplant in Michigan.
- The NKFM is in the top 1% of charities in the country with the highest rating possible from Charity Navigator, GuideStar, and the Better Business Bureau.
- To find out your risk, take our online quiz at [kidneymi.org/kidneyquiz](https://kidneymi.org/kidneyquiz)
- NKFM provides:
  - Patient services and support for those with kidney disease
  - Disease prevention and management education
  - Disease prevention and management programs - Diabetes Prevention Program, (PATH) – high blood pressure, diabetes, kidney disease, chronic pain
  - Physical activity programs - Matter of Balance, Walk with Ease, EnhanceFitness
  - Kids programs – Regie's Rainbow Adventure, GoNAPSACC, etc.
  - Healthy lifestyle programs for all ages
  - Find out more at [www.nkfm.org](https://www.nkfm.org) or 800-482-1455.

### Sample Press Release

Please reach out for samples. Email [info@nkfm.org](mailto:info@nkfm.org) with the subject line: *Campaign Materials*.

# Community Outreach

The Community Outreach section provides digital and printable resources, including fact sheets, infographics, and posters, to help spread awareness about kidney disease and its risk factors within diverse communities.

## Digital and Print Resources

### Fact Sheets (*Accessible through Google Drive*)

- [English Kidney Disease Fact Sheets](#)
- [Spanish Kidney Disease Fact Sheets](#)
- [Mandarin Kidney Disease Fact Sheets](#)
- [Bangali Kidney Disease Fact Sheets](#)
- [Arabic Kidney Disease Fact Sheets](#)

### Infographics (*Accessible through NKFM's website*)

- [CKD Risk Infographic | Infografía general de riesgo de ERC](#)
- [Black African American CKD Risk Infographic | Infografía de riesgo de ERC para Afroamericanos](#)
- [Hispanic Latino CKD Risk Infographic | Infografía de riesgo de ERC para Hispanos/Latinos](#)
- [MENA CKD Risk Infographic | رسم بياني لمخاطر مرض الكلى المزمن في منطقة الشرق الأوسط وشمال أفريقيا](#)
- [Native Americans CKD Risk Infographic](#)

### Posters (*Accessible through Google Drive*)

- [English](#)
- [Spanish](#)
- [Arabic](#)
- [Tribal](#)
- [Caregiver](#)