

# **March is Kidney Month**

## **Communications Toolkit**

**2026**

\*Approved for Medicaid Health Plan distribution\*

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## Theme and Key Messages

**Theme:** “Kidney Health for All – Caring for People, Protecting the Planet”

### Key Messages:

- 1 in 3 adults in the U.S. is at risk for kidney disease.
- Leading risk factors include diabetes and high blood pressure. Other risk factors include family history, obesity, and age.
- Regular check-ups and screenings can save lives. Ask your doctor about the two tests: a blood test (eGFR) and a urine test (uACR).
- Kidney disease often has no early symptoms, making awareness and prevention especially important during **March Is Kidney Month**.
- Simple steps like staying active, eating well, and managing chronic conditions support kidney health.
- March includes several health observances that align with kidney health education. We encourage partners to uplift kidney-friendly nutrition, movement, and learning habits throughout the month.
- Free and low-cost programs and resources are available through the National Kidney Foundation of Michigan to support kidney health year-round, including prevention education, youth programming, and support tools for caregivers and professionals. Learn more at [nkfm.org/programs](https://nkfm.org/programs).

### Notable dates:

- 03/12/2026 - World Kidney Day; wear orange

### Graphics & Visuals

Graphics and visuals can be found in Drop Box.

## 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 during Kidney Month. This toolkit equips partners with resources to amplify the message across social media channels, reaching those most at risk for kidney disease

### Hashtags

- Primary: #KidneyMonth
- Secondary: #KidneyHealth #MarchIsKidneyMonth #WorldKidneyDay #WearOrange

### Sample English Social Media Posts

#### **National Kidney Month** *(average reading level: 10.1)*

- March is #NationalKidneyMonth. Kidney health plays a role in overall health, and small lifestyle changes can make a big difference. Learn more at [nkfm.org/kidneymonth](https://nkfm.org/kidneymonth). #KidneyHealth  
*Reading level: 7.7*
- #KidneyHealth is connected to everyday habits like movement, nutrition, and chronic disease management. Learn how NKFM programs support healthier lives at [nkfm.org/programs](https://nkfm.org/programs).  
*Reading level: 12.4*
- Did you know that having a healthy lifestyle can protect your kidneys? This Kidney Month, make small changes like staying hydrated, eating a balanced diet, and exercising regularly to support your kidney health. Learn more at [nkfm.org/kidneymonth](https://nkfm.org/kidneymonth). #KidneyMonth  
*Reading level: 10.1*

#### **World Kidney Day** *(average reading level: 8.1)*

- Today is #WorldKidneyDay. Wear orange to show your support for kidney health awareness and prevention. Learn more about kidney health at [nkfm.org/kidneymonth](https://nkfm.org/kidneymonth) and more about World Kidney Day at [worldkidneyday.org/2026-campaign/#materials](https://worldkidneyday.org/2026-campaign/#materials).  
*Reading level: 10.1*
- Today is World Kidney Day! Your kidneys are small but mighty organs that work 24/7 to keep your body healthy. Did you know:
  - **1 in 10 people worldwide** have kidney disease.
  - Staying hydrated and maintaining a healthy lifestyle can protect your kidneys.
  - Early detection is key – get your kidneys checked today!
  - Learn more and take action today at [nkfm.org/kidneymonth](https://nkfm.org/kidneymonth).

*Reading level: 6*

## Email Marketing Toolkit

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

### Audience Segmentation

General population, campaign audience; Healthcare providers; Caretakers

### Sample Emails

#### 1. Subject: “March is Kidney Month – Learn More About Kidney Health”

March is National Kidney Month, a time to raise awareness about kidney health, prevention, and early action.

Kidney disease often develops without symptoms, which is why learning about risk factors, healthy habits, and available resources is so important. Throughout March, the [National Kidney Foundation of Michigan](#) is sharing information and tools to help people take steps to protect their kidney health.

Learn more about National Kidney Month, kidney disease prevention, and ways to get involved: [nkfm.org/kidneymonth](https://nkfm.org/kidneymonth).

*Reading level: 12.6*

#### 2. Subject Line: "March is Kidney Month, Show Your Kidneys Some Love!"

Did you know 1 in 3 adults is at risk for kidney disease? This March, we’re raising awareness about the importance of kidney health and early detection.

Your kidneys work hard every day to keep your body healthy. Now it’s your turn to take care of them! Here’s how you can start:

- Ask your doctor about getting tested.
- Drink plenty of water to support your kidneys.
- Manage your health. Conditions like diabetes and high blood pressure increase your risk.

Join us in spreading the word about kidney health. Learn more about kidney health at [nkfm.org/kidney-disease](https://nkfm.org/kidney-disease).

Let’s work together to build healthier communities, one kidney at a time!

*Reading level: 6.8*

## 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.

### Featured Resources

- [Kidney Disease Fact Sheet](#)
- [My Kidney Disease Action Plan](#)
- [NKFM Programs Overview](#)
- [Kidney-friendly nutrition and lifestyle resources](#)
- [National Reading Month resources](#)