



**National Kidney  
Foundation®**

Serving GEORGIA

**National Kidney Foundation Serving Georgia Received Signed Resolution from Georgia State Senate and House of Representative in Honor of World Kidney Day – Thursday, March 12, 2009  
Georgia Capitol**

**To the Editor:**

The National Kidney Foundation is experiencing its own version of “March Madness” by celebrating, recognizing and holding activities around both “March is Kidney Month” and World Kidney Day (March 12).

Dear Abby kicked off the first week of National Kidney Month on March 5 with some valuable advice that urged readers to get screened and to reach out for more information—which they did—in record numbers! The response was overwhelming: on the first day, the NKF Headquarters Information Center fielded nearly 900 phone calls. And web traffic literally broke a record: On an average day, [www.kidney.org](http://www.kidney.org) gets about 20,000 visitors, but after Dear Abby, 30,000 visitors perused the site for screening locations, medical information, played new games on the WKD site, and even took the new Kidney Quiz.

CKD does not discriminate. It is an under-diagnosed, under-treated, yet treatable disease. Due to the increasing prevalence of obesity, hypertension and diabetes, CKD has emerged as one of the major health threats to our community. The numbers are staggering. Rates of chronic kidney disease (CKD) in the United States have increased by more than 20% over the last decade, causing kidney failure, loss of life and carrying sky-rocketing health care costs. **More than 1 million people are affected by CKD in Georgia, making Georgia #1 for CKD.**

Here at the National Kidney Foundation Serving Georgia, the focus on education and screening programs has never been greater. Nearly 30 percent of local residents screened through the **Kidney Early Evaluation Program (KEEP)** were found to have chronic kidney disease, yet only two percent were aware of the threat before they received our free screening

**Consider that more than \$57 billion of the U.S. Medicare budget is allocated to treat CKD and \$19 billion to the treatment of end-stage kidney failure.**

For more information on our **KEEP screenings**, please call 770-452-1539 or visit our Web site: [www.kidneyga.org](http://www.kidneyga.org).

Barbara Sachs  
Division President