



Kidneyville Cruiser



The National Kidney Foundation of North Carolina (NKFNC) has launched a statewide prevention campaign aimed at reducing the burden of chronic kidney disease. This campaign seeks to utilize the most up-to-date methods of health interventions while capitalizing upon current state health reform initiatives. One of the methods is the Kidneyville Cruiser.

Prevention Campaign Goals

- Help residents of North Carolina to make the connection between their overall health and their kidney health.
- Promote positive changes in behavior and attitude regarding blood pressure control and weight management.
- Detect chronic kidney disease early through blood and urine screenings.
- Deter or eliminate the progression to kidney failure in patients who are in the early stages of chronic kidney disease.
- Change the health landscape in North Carolina by offering an innovative approach to kidney health education.

Bringing Prevention Tools to Those Most at Need

- NKFNC plans to provide services to citizens in all 100 counties, especially African-American, American Indian and Latino communities, which are at the greatest risk for developing kidney disease because of undetected or untreated diabetes and hypertension.
- The Kidneyville Cruiser will canvass the state's urban and rural communities with a screening and education program that will place North Carolina families at the forefront of kidney disease prevention.
- The Kidneyville Cruiser will utilize a variety of communication methods to best convey health messages to the audience while creating a non-threatening experiential learning opportunity.
- The NKFNC seeks to develop strong community partnerships throughout the state in order to maximize the impact of this intervention.

Kidneyville Cruiser Services

- **EDUCATION**
The Kidneyville Cruiser will present information on diabetes, hypertension and the prevention of chronic kidney disease aimed at educating the entire family.
- **KIDNEY DISEASE SCREENINGS**
NKFNC will partner with community organizations to provide free kidney disease screenings. Eight weeks after a KEEP screening, those participants with abnormal results will be contacted to discuss lab results. Information will also be provided regarding basic kidney function, appropriate uses of exercise, diet and medication compliance to maintain current kidney function.