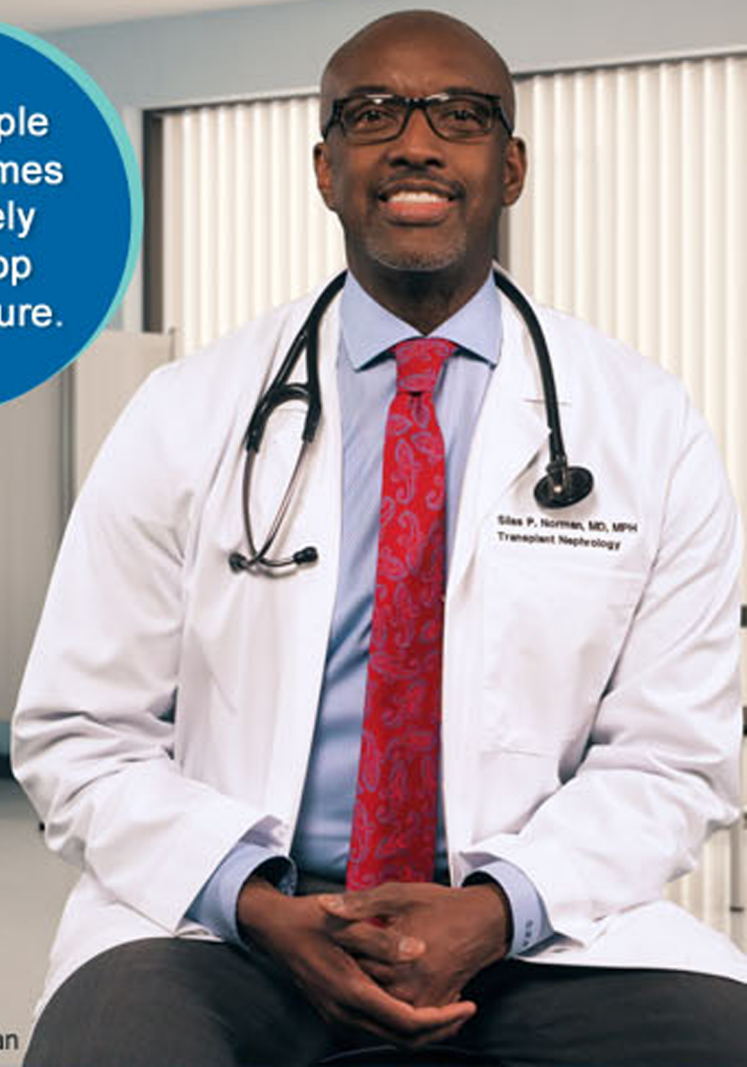


Public Service Radio Campaign

Black people
are four times
more likely
to develop
kidney failure.



Dr. Silas Norman,
Kidney Transplant Physician

Dear Public Service Director,

***Kidney Health for All* is the goal. For good reason.**

Kidney disease is devastating the Black community. Diabetes and high blood pressure, the two leading causes of kidney disease, are rampant. Black people are four times more likely to develop kidney failure and less likely to get a kidney transplant.

Just as alarming, 90% of people with kidney disease do not know they have it. It is time to change outcomes and improve health equity.



What can be done?

Start with the fact that kidney failure is often preventable. So, encourage people to talk to their doctor about their risk for kidney disease, especially if they have diabetes or high blood pressure. Insist they get their kidneys checked regularly. Who better to encourage such steps than Dr. Silas Norman, a renowned kidney transplant physician? Doctor Norman is a nephrologist with the University of Michigan Medical Center's transplant program and has donated his time in support of this effort.

The campaign is brought to you by the American Kidney Fund, the nation's leading kidney nonprofit. We work on behalf of the 37 million Americans living with kidney disease, and the millions more at risk. Our *Kidney Health for All* initiative fights for health equity so that all people can equally prevent and get treatment for kidney disease.

Everyone deserves to be as healthy as they can, no matter where they live, what language they speak or the color of their skin. Unfortunately, with kidney disease, race and ethnicity play a significant role. At the American Kidney Fund, we are working to change that – and, with your generous media support, we can.

We ask that you play these Radio PSAs as frequently as possible to reach Black listeners.

Thank you for your support.



Tamara Ruggiero
Vice President & Chief Communications and Marketing Officer
American Kidney Fund

RADIO PSA SCRIPTS

“As a friend...and as a doctor” (:60)

SILAS NORMAN V/O: I’m Silas Norman. Kidney Disease is devastating the Black community. We’re more likely to have diabetes and high blood pressure, the leading causes of Kidney Disease.

BLACK WOMAN 1 V/O: I have diabetes.

BLACK MAN V/O: I have high blood pressure.

SILAS NORMAN V/O: And we’re more likely to have kidney failure.

BLACK WOMAN 2: My mom is on dialysis.

SILAS NORMAN V/O: Black people are four times more likely to be on dialysis. Yet we’re less likely than other groups to get a kidney transplant.

DR. NORMAN V/O: As Doctor Silas Norman, a kidney transplant physician, I can tell you that 90 percent of people with Kidney Disease don’t know they have it. And every day about twelve people die waiting for a kidney transplant.

But kidney failure is often preventable. Talk to your doctor about your risk for kidney disease, insist on getting your kidneys checked regularly, especially if you have diabetes or high blood pressure.

NARRATOR V/O: We’re the American Kidney Fund: we believe in kidney health for all.

Visit kidneyhealthforall.org – that’s kidneyhealthforall.org.

RADIO PSA SCRIPTS

“As a friend...and as a doctor” (:30)

SILAS NORMAN V/O: Kidney Disease is devastating the Black community. We're more likely to have diabetes and high blood pressure, the leading causes of Kidney Disease. We're more likely to be on dialysis and less likely to get a kidney transplant.

DR. NORMAN V/O: I'm Dr. Silas Norman, as a kidney transplant physician, I'm telling you that kidney failure is often preventable. Talk to your doctor. Get your kidneys checked. Please.

NARRATOR V/O: We're the American Kidney Fund: we believe in kidney health for all.

Visit kidneyhealthforall.org.

“As a friend...and as a doctor” (:15)

DR. NORMAN V/O: I'm Dr. Silas Norman. As a kidney transplant physician, I'm telling you that kidney failure is often preventable. Talk to your doctor. Get your kidneys checked.

NARRATOR V/O: We're the American Kidney Fund: we believe in kidney health for all.

Visit kidneyhealthforall.org – that's kidneyhealthforall.org.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://causewaypsa.com/AKF/>

NO END DATE FOR USE

As a friend...and as a doctor (:60, :30, :15)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=W144147>

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com.



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