

The NHS campaign to improve the care of people at risk of, or with, acute kidney injury

About us

Think Kidneys comprises the Think Kidney Programme Board, and six Workstreams. It is a collaborative of key clinical experts including the National Clinical Director for Renal Disease, NHS Improvement and the UK Renal Registry.

Members of the Programme Board are from the above organisations as well as patient representatives, AHSN, a CCG and Public Health England.

Purpose and vision

To save lives by improving care and to reduce harm and measure, educate and manage AKI better, thereby increasing safety and improving efficiency

The challenge

To reduce the risk and burden of AKI. The programme will lead work on the development of sustainable clinical tools, information, education and levers, and will prioritise patient empowerment.

Comms check list

- Clear purpose
- Right audience
- Clear language
- Appropriate channels

We're talking to

- NHS clinicians - primary and secondary care
- Commissioners and NHS managers
- Social care - care home providers and staff
- Patients, carers and the public
- Patient safety staff
- Renal charities
- Other statutory organisations - AHSNs, SCNs etc.
- Regulatory partners - NICE, CQC, Monitor etc.
- Education providers
- Media

Messages

- Series of resources now on thinkkidneys.nhs.uk for all health and care professionals
- AKI is a global healthcare issue - a serious patient safety challenge
- 1 in 5 emergency admissions to hospital will have AKI
- AKI - 100 times more deadly than MRSA infection
- Up to 30% of AKI cases are preventable
- AKI cost to the NHS estimated to be between £434m - 620m pa
- Incidence of AKI is increasing
- Think Kidneys responds to the NHS Outcomes Framework

Impact

The impact of the programme will be to deliver better management of AKI, improved measurement of its impact and incidence, and more effective and accessible education for those involved in the provision of health and social care.

Developing the website as a one stop shop for resources and sharing – information, education, sharing & discussion – for everything AKI.

Co-creation, engagement and involvement, and the development of a 'community' are features of our communications activities.

Think Kidneys – what's next?

AKI Patient Safety Alert Stage 2 was published by NHS Improvement 17 August signposting to the AKI detection, prevention, management and treatment resources. The programme closes March 2017 and outstanding activities are described below. When the programme finishes both the website and resources on it will become the responsibility of the UK Renal Registry who will ensure material is updated and continues to be useful.

The Think Kidneys Campaign

An interview on BBC 2's Radio Jeremy Vine show launched the public [campaign](#), which runs for the rest of the year. Based on 5 eye-catching posters and an infographic, messages are about kidneys, their importance for life, health and how to look after them. Free for display in patient and public areas they can be ordered from the link above. The campaign is the result of a survey which told us only 51% of the population know that their kidneys make urine.

AKI information leaflets for children

and their carers are being finalised, and will be available on the website for download or to order in hard copy in a few weeks' time.

STOP programme

Five health communities across the country are working on the STOP initiative to give information to patients who are at risk of AKI about what to do when they fell unwell. This work will conclude in the Spring of 2017.

Care Home Resources

The pilot to deliver a package of AKI resources has concluded. Impact is being evaluated and materials will be published to the website in December. The current offering can be seen [here](#).

Evaluation of the programme has started and will result in a publication on the website in Spring 2017.