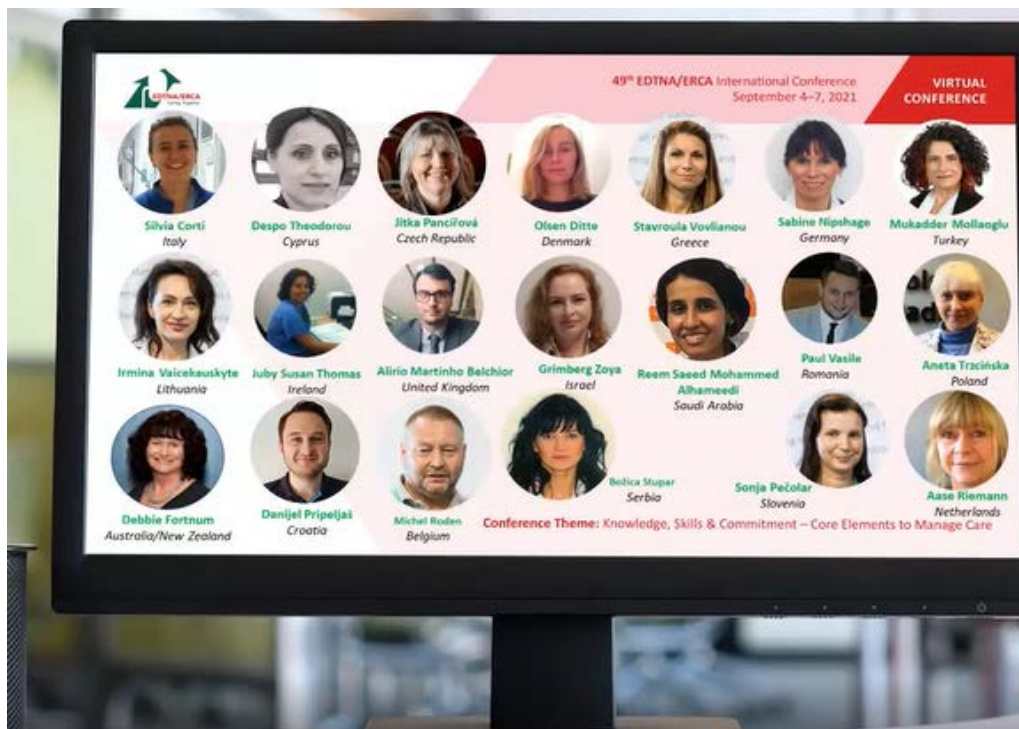


COUNTRY ACTIVITIES 2020



Brand Ambassadors Programme 2020

The Brand Ambassadors (BA) programme has been running very successfully since 2013. We are proud to cover not only European countries, including Belgium, Croatia, Cyprus, Czech Republic, Denmark, Germany, Greece, Ireland, Israel, Italy, Lithuania, Poland, Portugal, Romania, Serbia, Slovenia, The Netherlands, Turkey, and the United Kingdom but also have representatives on the Global level from Lebanon, Saudi Arabia, Australia and New Zealand. The year 2020 was challenging to the BA team. The COVID-19 pandemic changed plans, the daily work in units and changed everything about life. Through this difficult and not predictable reality, the BA team stayed united and supported each other. When the first wave of the pandemic was behind us, the BA team members produced a supportive video. They had a chance to forward a thank you message to the nurses in their countries from EDTNA/ERCA, in their own language. The video was published on EDTNA/ERCA Social Media Channels and the EDTNA/ERCA website and got very positive feedback from members in different countries. You can find the video here:

<https://www.facebook.com/watch/?v=3185511838165824>

The BA team stayed together through the whole year. Communication via e-mails and a WhatsApp group provided the opportunity to share experiences on how to care for nephrology patients infected with COVID-19, precaution methods and strategies, and finally vaccination programmes and strategies in various countries. During the year 2020 no physical meetings were possible and the BA team have had ongoing communication with members and promoted the Association through various virtual channels: Zoom meetings, Webinars, Virtual seminars and Conferences. Three BA WebEx virtual meetings in an online format took place during 2020 and BA team members were updated with Association activities and projects.

Despite of the very difficult year we are proud to highlight various activities of the BA team on the national level, such as promotion of the Association through virtual channels, translation of educational materials, books, news, and translation and participation in surveys on behalf of the EDTNA/ERCA. Annual Report 2020 13 Our objective for the next year is to further expansion and development of the BA programme through encouragement and support in organizing virtual and physical national educational events and increasing awareness among professionals within the nephrology community on the benefits of EDTNA/ERCA membership. We will support participation in research and surveys within EDTNA/ERCA in order to enhance and strengthen the position of the nephrology nurse within the nephrology community in Europe and worldwide.

We would like to thank our Brand Ambassadors for their hard work in the field of promoting activities, creating awareness of the EDTNA and bringing knowledge and education on the

international level through the very challenging year. To be inspired by BA activities and to see COVID-19 highlights from the countries please visit our BA web page on the EDTNA/ERCA website:

<https://www.edtnaerca.org/about-us/brand-ambassadors>

Australia and New Zealand– Lynn Brown

Belgium - Michel Roden

Croatia –Danijel Pripeljas

Cyprus- Despo Theodorou

Czech Republic – Jitka Pancirova

Denmark – Ditte Plum Olsen

Germany – Sabine Nipshagen

Greece - Stavroula Vovlianou

Ireland – Juby Susan Thomas

Italy- Silvia Corti

Israel – Galia Rusakov Barbalat

Lebanon -Hanadi Mezhe

Lithuania – Irmina Vaicekauskyte

Poland –Aneta Trzcińska

Portugal – Carlos Goncalves

Romania- Paul Vasile

Saudi Arabia -Reem Saeed Mohammed Alhameedi

Serbia – Bozica Stupar

Slovenia – Sonja Pecolar

Netherlands – Aase Riemann

Turkey – Mukkadder - Mollaoğlu

United Kingdom – Alírio Belchior

