

Brand Ambassadors Programme Report on EDTNA/ERCA Brand Ambassadors (BA) Activities in 2023



Introduction: The EDTNA/ERCA Brand Ambassadors (BAs) continued their pivotal role as liaisons between EDTNA/ERCA and the nephrology healthcare community in 2023. With a strong local presence in each country, the BAs focused on enhancing the visibility of EDTNA/ERCA while providing support to members. Building upon the successes of 2022, the BAs undertook a variety of activities aimed at advancing renal care practices and strengthening connections within the community

Our Brand Ambassadors are:

- Australia & New Zealand–Debbie Fortnum
- Belgium - Michel Roden
- Croatia -Danijel Pripeljas
- Cyprus- Despo Theodorou
- Czech Republic – Jitka Pancířová
- Denmark – Ditte Plum Olsen
- Germany – Sabine Nipshagen
- Greece - Stavroula Vovlianou
- Italy- Silvia Corti
- Israel –Zoya Grimberg
- Lithuania – Saule Kudžmienė
- Poland –Aneta Trzcińska
- Portugal – Maria Eulalia Novais
- Saudi Arabia -Reem Saeed Mohammed Alhameedi
- Slovenia – Sonja Pečolar
- Netherlands – Aase Riemann
- Turkey – Mukkadder Mollaoğlu/ new Eylem Topbaş

- United Kingdom – Alírio Martinho Belchior

Expansion and Diversification of Activities:

In 2023 18 BAs worked hard to commitment to EDTNA/ERCA's mission. The BAs diversified their activities to encompass a broader range of initiatives, including:

- Translation of EDTNA/ERCA books and resources into local languages, making valuable information accessible to a wider audience.
- Translating and sharing survey and research project on topic of pruritus in CKD patients, contributing valuable insights to the field of nephrology care.
- Continued participation in national conferences with presentations and EDTNA/ERCA booths, promoting awareness and engagement among healthcare professionals.
- Writing articles for national newsletters, sharing expertise and best practices with a broader audience.
- Organizing local activities in conjunction with World Kidney Day (WKD), raising awareness about kidney health and the importance of early detection and prevention.
- Continuing successful initiatives from previous years, such as **webinars in native languages**, which proved to be effective tools for knowledge dissemination and engagement.
- 3 on-line networking meetings and one physical meeting of BA group was organised in 2023

Knowledge Sharing and Collaboration:

- BAs continued to foster knowledge sharing and collaboration within their respective countries and beyond:
- Serving as liaisons between National Associations and EDTNA/ERCA, ensuring effective communication and cooperation they continued representing EDTNA/ERCA at national conferences and events, advocating for the organization's mission and objectives.
- Building upon the success of the national webinars in Portugal language in 2022, BAs organized additional webinars in local languages, reaching a wider audience and promoting engagement. In Portugal language 5 webinars were organised. Greek and Cyprus BA organised the first National webinar in Greek language on 19.11.2023 and reached 180 attendees.
- International collaboration efforts were strengthened, with the Lebanese BA organizing the first dialysis webinar in collaboration with the Lebanese Association of Nephrology Nurses (LANN), featuring EDTNA/ERCA President Ilaria de Barbieri as a guest speaker.

Recognition and Impact, Enhancing Visibility of EDTNA/ERCA:

The efforts of BAs were recognized and appreciated within the nephrology community:

- The continuation of successful initiatives from previous years, such as webinars and national surveys, demonstrated the impact and relevance of EDTNA/ERCA's activities at the local and international levels.
- The expansion of activities of BAs reflected the growing recognition of the importance of their role in advancing renal care practices and supporting healthcare professionals.

- Positive feedback from participants and stakeholders underscored the effectiveness of BA-led initiatives in raising awareness, promoting engagement, and fostering collaboration within the nephrology community.
- A new BA Turkey conducted a survey at national conference among their nurses and their perception of EDTNA/ERCA. Results will be analysed and are a great value for a future EDTNA/ERCA activities.

Member Support and Engagement:

BAs have been committed to providing ongoing support and engagement to EDTNA/ERCA members by:

- actively supported nurses from various countries in becoming EDTNA/ERCA members, facilitating their access to valuable resources and networking opportunities within the organization.

Conclusion:

In conclusion, the activities of EDTNA/ERCA Brand Ambassadors in 2023 demonstrated their continued commitment to advancing renal care practices and supporting members. Through a diverse range of initiatives, BAs played a vital role in enhancing the visibility of EDTNA/ERCA, fostering collaboration within the nephrology community, and promoting knowledge sharing at the local and international levels. As key ambassadors of renal care excellence, BAs are poised to continue making significant contributions to the mission and objectives of EDTNA/ERCA in the years to come. We would like to thank all our BA for their promotion, support and making EDTNA/ERCA visible on local levels. To be inspired by BA activities from the respective countries please visit our BA webpage on the EDTNA/ERCA website <https://www.edtnerca.org/about-us/brand-ambassadors>

Sonja Pečolar,

EDTNA/ERCA EC Member & BA link