



# **APOL1** **AWARENESS** **DAY**

2025 MEDIA KIT

# APOL1 Awareness Day

## About This Media Kit

Join us in shining a light on APOL1-mediated kidney disease — a condition disproportionately affecting people of African, Caribbean, and Latin American ancestry.

This social media toolkit is available for patients, caregivers, and supporters to help promote awareness during APOL1 Awareness Day and in support of the APOL1 Awareness Town Hall.

To learn more about Apolipoprotein L1 (APOL1), please visit our rare kidney disease page by [clicking here](#).

### NephCure's social channels main actions for this campaign are to:

- Promote #NephCureAPOL1
- Direct patients to the APOL1 Awareness Day Town Hall
- Encourage people to share disease-related information on social media platforms to help raise awareness

### Hashtags

By following and using the #NephCureAPOL1 hashtag, you become part of the conversation, can follow the campaign process and can spread your own content to a wider audience.

## LAST YEAR'S STATISTICS

**89K**

people reached for our  
2024 APOL1 Awareness  
Day Town Hall

**300**

People screened for  
kidney disease at health  
screening events

**10+**

Partnered community  
sites, including HBCU's  
and faith organizations



# How You Can Help During APOL1 Awareness Day



## Mark Your Calendar

Mark your calendars for APOL1 Awareness Day on April 29th, 2025.

Remember to also set reminders for the APOL1 Awareness Town Hall on April 29<sup>th</sup> at 7pm ET!



## Spread Awareness

Help us spread the word by sharing our posts on social media, resharing content, and promoting helpful resources. Encourage your friends, family, and followers to join in and take part!

Don't forget to tag us in your posts!



## Use These Pre-Written Posts!

- Time to amplify APOL1 kidney disease awareness! Join me at @NephCure's Town Hall on April 29th. Our presence matters in pushing for better research. #HopeforAPOL1
- Supporting patients and families affected by APOL1 kidney disease starts with awareness. Join me and @NephCure in raising awareness this APOL1 Awareness Day! #HopeForAPOL1
- APOL1 kidney disease disproportionately impacts Black communities. Knowledge is power. Get informed, get tested, get involved with @NephCure! #HopeForAPOL1
- Did you know? 13% of African Americans have the APOL1 gene changes that can cause APOL1 kidney disease. Let's raise awareness & support patients this APOL1 Awareness Day with @NephCure!



# 1 in 8

or 13% of African Americans have the APOL1 gene changes that can cause APOL1 kidney disease.

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# 1 in 5

of these individuals will develop APOL1 kidney disease.

Did you know? Not everyone with the APOL1 gene will develop APOL1 kidney disease!

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# 40%

approximately 40% of non diabetic kidney failure is caused by APOL1 gene changes.

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 [Click the graphic of your choice to download it!](#) 

## Shareable Media For Kidney Month

Use these shareable graphics and information to help spread the word and increase awareness on social media! Motivate your fellow rare kidney disease warriors to get involved by sharing their stories, sending them this toolkit, sharing resources, or simply by sharing these graphics!

You can also share some helpful tools and programs from NephCure yourself, here are a few of our top picks:

### [APOL1 Disease Information](#)

Learn more about APOL1-mediated kidney disease by visiting our dedicated rare disease page.

### [Genetic Testing Information](#)

APOL1-mediated kidney disease is a genetic variant detectable solely through genetic testing. Discover more about the importance of genetic testing!

### [NephCure Kidney Health Risk Quiz](#)

Take charge of your health by being proactive and understanding your risk for kidney disease. Use this risk quiz to stay informed!



# APOL1 AWARENESS DAY

## Contact Us

If you need assistance using this toolkit, or have questions or feedback pertaining to APOL1 Awareness Day, NephCure, or this associated toolkit, please reach out to [marketing@nephcure.org](mailto:marketing@nephcure.org).

Thanks to the  
generous support of

