



# facebook® Can Be Used to Reach a Target Audience to Screen for CKD Risk Using the Qkidney®-2014 Risk Calculator



FR-PO713

## Background

On World Kidney Day 2015 we launched the **QKidney®-2014 risk calculator** ([www.qkidney.org](http://www.qkidney.org)) to screen for risk to develop chronic kidney disease (CKD) or end stage renal disease (ESRD) in the general population in Belgium, aged between 35 and 75 years.



## Methods

A webpage was created ([wereldnierendag.zna.be](http://wereldnierendag.zna.be)) and launched on WKD 2015 using different campaigns:

- Active promotion in the city on March 12th
- Leaflets for all people that received a hospital bill
- Leaflets in pharmacies
- Promotional campaign in big companies in Belgium

In February 2016 we launched a Facebook® advertising campaign targeting users in the desired age group.

A second campaign was launched in October 2016 after adapting the lay-out of the calculator to a more "mobile-friendly" version.

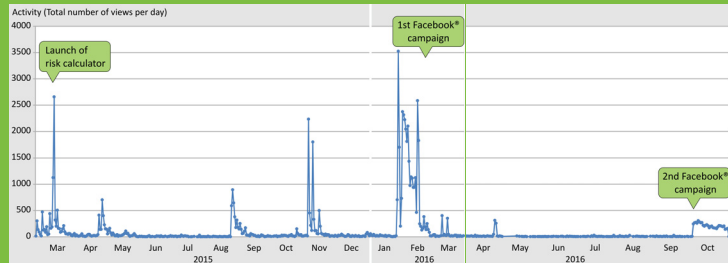


Figure 1. Activity on the risk calculator over time and the effect of the first Facebook® campaign.

Figure 2. Activity on the risk calculator over time and the effect of the second Facebook® campaign.

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## Results

The first weeks after the launch the risk calculator was used by about 5,000 people. In the preceding year a steady activity on the website created about 30,000 records. In February 2016, almost a year after the launch, the Facebook® advertising campaign was active during two weeks. The website was viewed almost 600,000 times by about 350,000 unique users. 329,000 views were on desktops and 270,000 on mobile devices. Around 30,000 new records were created in this short time span, equally divided between men and women.

In October 2016, a second Facebook® advertising campaign was active during four weeks. The website was viewed 332,000 times by 202,413 unique users. 147,876 views were on desktops and 184,163 on mobile devices. This time the website was used predominantly by women (± 70% of the clicks). This effect can be attributed to the more mobile-friendly environment of the calculator, compared to the first campaign.

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The reason the second campaign was less successful is probably the fact that the same population was targeted as in the first campaign. Almost 13,000 clicks within one month is still very successful and around 5,000 new records were created in this short time span.

There was a need to monitor the Facebook® page on a daily basis, since many messages were posted and discussions ensued that needed to be moderated. All in all the atmosphere on the page was very positive and very few negative reactions were posted.

We excluded incomplete records (no BMI or systolic blood pressure) for our final analysis (25,242 women, 23,584 men) – see abstract #1327, Poster TH-P0874.

The 5-year risk score (mean [95%CI]) for moderate-severe CKD is 1.95 [1.87, 2.04] for women, 4.44 [4.30, 4.58] for men. For ESRD this is 0.72 [0.66, 0.78] and 1.70 [1.59, 1.81] respectively.

569 (2.25%) women and 1406 (5.96%) men had a slightly elevated risk for developing ESRD within 5 years (scores between 3-15). 188 (0.74%) women and 458 (1.94%) men have a high risk for developing ESRD within 5 years (scores >15).

Table 1. Characteristics of the population.

	Female	Male
n =	36505	33520
<b>Median age [IQR], years</b>	53 [45-61]	56 [46-64]
<b>Body mass index</b>		
Mean (SD)	26 4.67	27 4.67
Not recorded, n(%)	1758 4.82%	1515 4.52%
<b>Ethnic group, n(%)</b>		
White/NotRecorded	35590 97.49%	32543 97.09%
Indian	88 0.24%	69 0.21%
Pakistani	30 0.08%	70 0.21%
Bangladeshi	22 0.06%	34 0.10%
OtherAsian	189 0.52%	169 0.50%
Caribbean	59 0.16%	65 0.19%
BlackAfrican	110 0.30%	170 0.51%
Chinese	41 0.11%	95 0.28%
OtherEthnicGroup	376 1.03%	305 0.91%
<b>Smoking status, n(%)</b>		
ExSmoker	1719 4.71%	2211 6.60%
HeavySmoker	1348 3.69%	2119 6.32%
LightSmoker	1815 4.97%	1511 4.51%
ModerateSmoker	3437 9.42%	2258 6.74%
NonSmoker	28186 77.21%	25421 75.84%
<b>Clinical conditions, n(%)</b>		
Type 1 diabetes	380 1.04%	854 2.55%
Type 2 diabetes	1408 3.86%	2065 6.16%
Cardiovascular disease	1608 4.40%	2810 8.38%
Congestive heart failure	1366 3.74%	1993 5.95%
Peripheral vascular disease	1671 4.58%	1753 5.23%
Treated hypertension	8421 23.07%	9429 28.13%
Systolic BP not recorded	9085 24.89%	8186 24.42%
Rheumatoid arthritis	3348 9.17%	2304 6.87%
Systemic Lupus erythematosus	782 2.14%	663 1.98%
Kidney stones	3962 10.85%	4826 14.40%
Family history of kidney disease	6182 16.93%	4290 12.80%

## Conclusions

Screening for CKD risk with an on-line risk calculator (QKidney®-2014) targeted to a specific audience via a Facebook® advertising campaign was highly effective.

The use of social media in order to reach a specific target population to deliver a health related message should be explored more often.

By using Facebook® a number of people at risk for chronic kidney disease could be identified and were advised to visit their general practitioner to have a screening for kidney disease and have their risk factors managed.