



**FOR IMMEDIATE RELEASE**  
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## **Dialysis Patient Citizens Congratulates Its Patient Ambassadors for Successful Outreach Activities During National Kidney Month**

*Patient Advocates Held Educational Events in AZ CA, CO, FL, IA, ID, KS, NC, TX, VA;  
DPC's 23,000 Members Led Additional Outreach Efforts Nationwide*

**WASHINGTON, DC (April 1, 2009)** – In recognizing March as National Kidney Month – a time dedicated to raising awareness about the dangers of chronic kidney disease (CKD) and encouraging those at risk to learn more about how it can be prevented and treated – Dialysis Patient Citizens' (DPC's) Patient Ambassadors led a variety of community-based outreach efforts designed to educate their communities about this growing epidemic.

“Under their own initiative, DPC’s members, the majority of whom are currently on dialysis, created unique activities to educate people about CKD, dialysis and the importance of nutrition for renal health,” said Chad Lennox, Executive Director of DPC. “Providing information to friends, loved ones and others in the community is an effective way to directly educate people on much-needed health care information, and we are proud of the successful endeavors our members have undertaken in this regard.”

DPC Patient Ambassadors who held community events and DPC membership drives at their dialysis centers included: Lawrence Winston (San Bernardino, CA), Jeff Marshall (Houston, TX), Elizabeth Jones (Fairfax Station, VA), Brenda Coiner (Tallahassee, FL), Thomas and Carol Musick (Andover, KS) , Carol Thomas (Sacramento, CA), Laura Sue Sanders (Marysville, CA), John Carter (Caldwell, ID), Nicki Rockwell (Lakewood, CA), John Rose (Denver, CO), Annie Lenard (Miami Gardens, FL), Beverly Schroeder (Edenton, NC), Fred Wynn (Spring, TX), and Jeffrey Campbell (West Des Moines, IA). Many of these patient advocates also spoke at their local schools about the need for kidney awareness.

Highlighted National Kidney Month activities by DPC Patient Ambassadors include:

- More than 30 DPC members traveled to Washington, D.C. on World Kidney Day to educate federal lawmakers about CKD and its growing impact on Americans of all ages and backgrounds.
- Approximately 10 Arizona kidney disease patients and their family members traveled to Phoenix from across the state to educate state lawmakers about CKD’s impact on Arizonians, and asked that legislators preserve state Medicaid funding to maintain highest quality care.

- The Minnesota Department of Health Commissioner included a positive letter written by Idelle Longman of Edina, Minnesota on kidney disease in the health department's briefing book that was presented to Congress.
- Barbara Alvarez of Long Beach, CA was one of seven panelists chosen to discuss kidney disease and transplants at the Los Angeles Expo in which 3,000 to 4,000 people attended. Later that evening, she attended a dinner hosted by George Lopez, a comedian and actor in Los Angeles who received a kidney transplant in 2005.
- Fred Wynn of Spring, TX invited Mrs. Elvira Martinez-Wynn, Senior Marketing Director for Diabetes Training and Education for the County of Orange, TX to his dialysis center, where she spoke about the relationship between diabetes and dialysis.
- Lawrence Winston of San Bernadino, CA gave a kidney awareness speech for his neighborhood watch group and state retirees group.
- Brenda Coiner of Tallahassee, FL distributed green donate life bracelets and candy to the dialysis patients at her center, had a local restaurant donate red beans and rice for staff and distributed sugar cookies for patients. At her son's high school, she organized a CAN Campaign in which she collected dialysis-friendly foods that have the word "CAN" in them, such as canned fruits and candy, to assist patients at her husband's dialysis center.
- Beverly Schroeder of Edenton, NC attended a briefing at her center with State Senator Ed Jones; Jones stayed there for two hours speaking with patients and caregivers, spending more time than he had budgeted for.
- Ed Stizza of Fountain Hills, AZ organized his 4<sup>th</sup> Annual Dialysis Awareness Walk in which 200 people attended and he raised \$2,000.00.
- Jeffrey Campbell of West Des Moines, IA invited his Representative Allen Boyd and a local man on a mobile home-hemodialysis machine to visit his center; he also gave out information on CKD and DPC at a local mall.
- Thomas and Carol Musick of Andover, KS managed registration for a World Kidney Day event in Topeka and a Diabetes Awareness event in Kansas City.
- Jeff Marshall of Houston, TX passed out literature and talked to patients about World Kidney Day awareness at his dialysis center.

“As a community of dialysis patients, pre-dialysis patients and family members of patients, DPC members are making a difference in the quality of life for patients and in raising awareness to prevent others from experiencing kidney failure,” said Lennox. “It is thanks to these efforts that the general public, policymakers, and fellow dialysis patients are learning more about what they can do to improve quality kidney care, and DPC and our members are dedicated to continuing these important educational initiatives throughout the year and beyond.”