



Are You O-K+?

National High Potassium Awareness Day
5.1.20

TOOLKIT

Use this campaign Toolkit to promote National High Potassium Awareness Day on Social Media, in your Publications, and in your Community on 5.1.20!

Welcome to the National High Potassium Awareness Day Toolkit!



Thank you joining this national, educational “Are You O-K+” campaign aimed at increasing awareness of the devastating effects high potassium (known as hyperkalemia) can have on individuals with advanced chronic kidney disease (CKD). This campaign effort will lead up to May 1st, marking this day as National High Potassium Awareness Day. Approximately 3 million people in the U.S. with CKD and/or heart failure are living with high potassium levels.

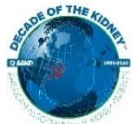
Potassium is an important mineral that plays a key role in controlling the function of nerves and muscles, particularly the heart. Potassium is found in many foods, particularly fruits and vegetables. Most of the extra potassium eaten in the diet is removed by the kidneys. When kidney function decreases to a certain level, the body cannot get rid of extra potassium. If potassium levels become too high, then an individual is diagnosed with hyperkalemia – a serious and potentially life-threatening condition.

The “Are You O-K+” campaign utilizes the scientific symbol of potassium “K+” with a popular message “Are You Ok” to encourage individuals with kidney diseases to know their potassium level. The SAFE range for your blood potassium level is considered to be under 5.1 (3.5 -5.0 mEq/L). Levels of 5.1 and higher indicate hyperkalemia.

National High Potassium Awareness Day will take place on May 1st (5.1) each year. Learn more about the consequences of unmanaged high potassium and help spread the word on today through 5.1!

National High Potassium Awareness Day is 5.1.20

www.AreYouOK.org @areyouok5point1 #areyouok5point1



This inaugural National High Potassium Awareness Day campaign is proudly supported by an educational donation from Relypsa, Inc.

SOCIAL MEDIA

Social Media is a GREAT way to get the word out about High Potassium (Hyperkalemia)! These posts can be used on all your social media channels – feel free to customize them to fit your audience as well. Be sure to tag [@areyouok5point1](#) and use the event hashtag: [#areyouok5point1](#)

Facebook Profile Frame

Adding a Facebook Profile Frame to your Facebook Profile image is a great way to support National High Potassium Awareness Day!

Directions: Go to your profile on the Facebook app and tap "Update" on your profile picture. Then tap "Add Frame". Search for "National High Potassium Awareness Day". The image will appear over your current photo. Click "Use as Profile Picture" to save.

Graphic Downloads

Graphic images are available for both Facebook and Twitter! Match them up with any of the following posts on your social media channels for National High Potassium Awareness Day!

[Click here to Download - Facebook \(zip\)](#)

[Click here to Download - Twitter \(zip\)](#)

Posts: Pre-May 1

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 we want you to learn more about the risks of uncontrolled potassium and its effect on the kidneys and heart! www.areyouok.org

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 we want you to learn more about the signs and symptoms of high potassium (hyperkalemia). www.areyouok.org

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 AAKP wants you to learn more about high potassium (hyperkalemia) and the SAFE range of blood potassium level. www.areyouok.org

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 AAKP wants you to learn more about high potassium and your food choices as kidney patients! www.areyouok.org

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 learn more about high potassium and food nutrition labels. www.areyouok.org

National High Potassium Awareness Day is coming. Are you O-K+? On 5.1.20 learn more about high potassium and dialysis patients. www.areyouok.org

What's so important about 5.1? It's the lab value for high potassium! Don't take the risk, learn more at www.areyouok.org and support National High Potassium Day on May 1st!

Posts: On May 1

Most extra potassium eaten in the diet is removed by the kidneys, but what if your kidneys aren't working well? 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

When kidney function decreases, the body cannot get rid of as much extra potassium and levels may rise. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Potassium levels may rise due to certain medications – talk to your doctor to find out what medications to avoid. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Symptoms of high or low potassium can be very vague. Monitor potassium levels with regular bloodwork. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

The SAFE range of blood potassium levels is 3-5-5.0 mEq/L – read more about SAFE blood levels. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

High potassium fruits & veggies include: bananas, avocados, potatoes, beans (except green beans), peas and tomatoes – visit www.areyouok.org 5.1 is National High Potassium Awareness Day. Are you O-K+?

Low potassium fruits & veggies include: apples, grapes, watermelons, green beans, summer squash, and bell peppers – visit www.areyouok.org 5.1 is National High Potassium Awareness Day. Are you O-K+?

Veggies & Potatoes can be leached (peeled, cut into small pieces, rinsed and soaked for at least 4 hours and rinsed again) to lower potassium. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Remember portion size, even if you eat low potassium foods. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Read food nutrition labels carefully, but keep in mind that food companies are not required to list potassium content. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

5.1 is National High Potassium Awareness Day. Are you O-K+? Use caution with salt substitutes – they may contain hidden potassium. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Dialysis Patients – Get all Treatments & Exchanges Prescribed to help prevent High Potassium! 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

DIGITAL BANNER ADS

Using Digital Banner ads on your website or in your publications (such as emails and newsletters) is another GREAT way to get the word out about National High Potassium Awareness Day (Hyperkalemia)! Be sure to link the ads to www.areyouok.org

[Click here to Download \(zip\)](#)

FACT SHEET

The Fact Sheet is a 2-sided 8.5 x 11" PDF file. It can be shared digitally or printed and is another GREAT tool to get the word out about the effects of high potassium and National High Potassium Awareness Day!

[Click here to View/Download](#)

INFOGRAPHIC

Share our Infographic on High Potassium.

[Click here to View/Download](#)

POCKET GUIDE

Download and share this small, pocket size brochure on High Potassium! You can also order up to 25 copies for FREE.

[Click here to View/Download](#)

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