

Campaign Toolkit

Use this campaign toolkit to promote National Phosphorus Awareness Day on social media, in your publications, and throughout your community leading up to and on April 5, 2025!

#TheHiddenPinKidneyDisease
[TheHiddenPinKidneyDisease.org](https://www.TheHiddenPinKidneyDisease.org)



The Hidden “P” in Kidney Disease Campaign

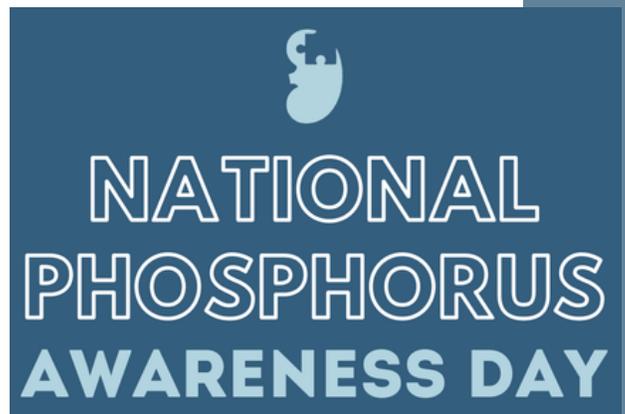
About the campaign

AAKP is leading the national effort to mark April 5 (4.5) as National Phosphorus Awareness Day!

The Hidden “P” in Kidney Disease campaign is aimed at helping individuals affected by kidney disease understand the importance of knowing their phosphorus levels and how high phosphorus (known as hyperphosphatemia) can cause health issues.

“P” is the abbreviation for phosphorus, and the normal serum phosphorus level is 2.5 to 4.5 mg/dL. This is why The Hidden “P” in Kidney Disease campaign is celebrated on 4.5 (April 5) each year.

Help bring awareness to phosphorus and kidney disease this National Phosphorus Awareness Day!



Campaign webpage:
TheHiddenPInKidneyDisease.org

Social Media

Social Media is a GREAT way to get the word out about important topics such as high phosphorus and kidney disease! The posts below can be used on any of your social media channels. Feel free to customize them to fit your audience(s) or to reflect your personal experience.

Be sure to use the campaign hashtag [#TheHiddenPinKidneyDisease](#) when posting. You can also tag AAKP: [@kidneypatient](#) on Facebook or [@kidneypatients](#) on X and Instagram.

Posts:

National Phosphorus Awareness Day is on 4.5 (April 5)! Did you know that high phosphorus, known as hyperphosphatemia, is a common condition among people on dialysis? Learn more today at [TheHiddenPinKidneyDisease.org](#). [#TheHiddenPinKidneyDisease](#)

[#TheHiddenPinKidneyDisease](#) "P" is the abbreviation for phosphorus. This National Phosphorus Awareness Day on 4.5, AAKP wants to help individuals affected by kidney diseases understand the importance of knowing your phosphorus level and how high phosphorus can cause health issues! [TheHiddenPinKidneyDisease.org](#). [#TheHiddenPinKidneyDisease](#)

High Phosphorus sign and symptoms include: muscle cramps, brittle nails, dry skin, tingling or numbness, abnormal heart rhythm, and more. For National Phosphorus Awareness Day on 4.5, learn more about this condition and what you can do to manage it at: [TheHiddenPinKidneyDisease.org](#). [#TheHiddenPinKidneyDisease](#)

Does CKD cause high phosphorus? It is true that health conditions including CKD may increase phosphorus levels. 4.5 is National Phosphorus Awareness Day! Learn about phosphorus and kidney disease and get resources to help you talk to your doctor. [TheHiddenPinKidneyDisease.org](#). [#TheHiddenPinKidneyDisease](#)

Social Media

Posts continued:

High phosphorus can be managed with diet changes, prescription medication, or a combination of the two. 4.5 is National Phosphorus Awareness Day! Learn about phosphorus and kidney disease and get resources to help you talk to your healthcare team.

TheHiddenPinKidneyDisease.org. #TheHiddenPinKidneyDisease

Can you spot phosphorus on food labels? Tip—You can find the hidden phosphorus by looking for words that include PHOS in the ingredient list. National Phosphorus Awareness Day is on 4.5. Learn more!

TheHiddenPinKidneyDisease.org. #TheHiddenPinKidneyDisease

Graphic Downloads:

Graphic images are available for Facebook, Instagram, X, and LinkedIn! Match them up with any of the following posts on your social media channels for National Phosphorus Awareness Day.

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

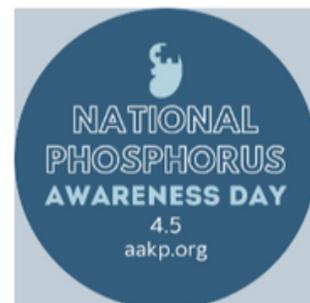
Facebook Profile Picture:

Change your Facebook profile picture to support National Phosphorus Awareness Day now through April 5. Follow these steps:

[Save this photo](#) to your computer or phone.

To add a Facebook profile picture or change your current profile picture:

1. Click your profile picture in the top right hand corner of Facebook.
2. Click the camera icon in the bottom right of your profile picture.
3. Click "upload photo" and select this image.



Resources

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 phosphorus and kidney disease this National Phosphorus Awareness Day.

[Click here to download](#)

Infographic:

Share our infographic on phosphorus for National Phosphorus Awareness Day.

[Click here to download](#)

Pocket Guides:

Coming soon! Download and share this small pocket-size brochure on **high phosphorus**. You can also order up to 25 copies for FREE. [**Click here to View/Download**](#)

Download AAKP's Pocket Guide to **Understanding the Food Nutrition Facts Label Facts Label**. You can also order up to 25 copies for FREE. [Click here to View/Download](#)

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 Phosphorus Awareness Day. Be sure to link the ads to TheHiddenPinkKidneyDisease.org.

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

AAKP Delicious!

This National Phosphorus Awareness Day, AAKP will be releasing 12 new recipes, adding to the many other kidney-friendly recipes in our *AAKP Delicious!* collection. These free recipes include educational blurbs that will help you learn as you cook! Share these recipes for National Phosphorus Awareness Day.

[Click here for AAKP Delicious! recipes](#)



The AAKP would like to thank Ardelyx for their educational donation to support this year's National Phosphorus Awareness Day campaign.