



## Peer Ambassadors Role Description

The Polycystic Kidney Disease Foundation is recruiting eight individuals to serve as 2022 Peer Ambassadors. The [application deadline](#) is February 28, 2022.

The Polycystic Kidney Disease Foundation (PKDF) is committed to building a community *for all* impacted by PKD and is currently looking to engage communities of color in our mission to #endPKD. In 2021, PKDF conducted focus groups and in-depth interviews among Black/African American and Hispanic/Latino communities to better understand their awareness regarding their PKD diagnosis and attitudes toward the PKD Foundation. Findings from the focus groups and interviews revealed opportunities for PKDF to create more culturally and linguistically diverse PKD resources, strengthen minority involvement in PKD advocacy and events, and improve the diversity of the [ADPKD Registry](#).

To address these needs, PKDF is establishing the Peer Ambassadors Program. Meant to build new bridges between the Foundation and previously underserved communities, the goal of this program is to engage new audiences with culturally and linguistically relevant programs and content, increase education and awareness around polycystic kidney disease, and connect them to the PKD community at-large. The Peer Ambassadors Program will also guide communities of color through the Foundation's resources on disease management, treatment options, and navigating health care systems.

### Role Overview of Peer Ambassadors

Using their knowledge of PKD/health education gaps and with support from PKDF and partnering organizations, Peer Ambassadors will:

- Increase awareness and education around polycystic kidney disease within communities of color by hosting PKD awareness events and disseminating social media content
- Offer proactive ideas for achieving PKDF's inclusion goals and provide feedback on PKDF programs and content
- Serve as liaisons for the PKD Foundation within their communities by developing relationships with community organizations and healthcare organizations

## Training and Support from PKD Foundation

To prepare Peer Ambassadors to serve the community, PKDF will provide:

- Technical assistance, overall event planning/coordination and grants for virtual or in-person events hosted/co-hosted by Peer Ambassadors and partnering organizations
- Toolkits to support event execution
- Supplies and print materials for education booths and tables
- Support in fielding any questions received by the community

*Peer Ambassadors will be provided a stipend, and additional funding will be provided to support event execution as needed.*

## Examples of Activities a Peer Ambassador May Execute

- Host a PKD educational event in conjunction with a nephrology practice, or other health care providers
- Host a Q&A virtual webinar to answer questions about PKD
- Lead a discussion forum to help assess relationships between PKD patients and health care institutions regarding PKD and kidney health
- Staff a PKD education booth during a community fair
- Recruit other PKD patients to help distribute PKD health literacy materials
- Join and host online spaces for PKD patients of color to connect and learn more about the disease and the Foundation
  - Participate in or establish closed Facebook groups
  - Host virtual patient perspectives Facebook live event

## Expectations

- Participate in mandatory goal setting and action plan development webinars with PKDF staff and Peer Ambassadors
- Distribute health education materials to the community and recruit others to get involved and share resources
- Provide feedback and input on PKDF education materials, programs, content, and resources
- Coordinate at least 1 virtual or in-person health education event/activity per quarter (see above for examples of types of education activities)
  - Events can be held in collaboration with health care providers or community or faith-based organizations (including churches, local community centers, gyms, etc.)
- Help disseminate post event surveys to determine success of the event in raising awareness/educating the public about PKD.

- Share messages provided by PKDF on social media channels and via email newsletters (if applicable) to help educate communities of color
- Occasional travel; access to reliable mode of transportation
- Strong organizational skills and attention to detail with project management and event planning experience a plus
- Spend on-average 6 hours a month on Peer Ambassadors-related activities as outlined above

Questions? Email [pkdconnect@pkdcure.org](mailto:pkdconnect@pkdcure.org).