

Applying Lessons Learned in the Universal  
Salt Iodization Experience to Flour  
Fortification

# APPLYING LESSONS LEARNED IN THE UNIVERSAL SALT IODIZATION EXPERIENCE TO FLOUR FORTIFICATION

## I. INTRODUCTION

**A. Creating a viable dialogue with the salt producers has proven to be essential for any degree of success with Universal Salt Iodization.**

**B. The pursuit of the 8 Millennium Development Goals:**

1. Eradicate extreme poverty and hunger – including micronutrient malnutrition
2. Achieve universal primary education – including functional nutrition education
3. Promote gender equality and empower women – including assuring special nutrition and health needs of girls and women
4. Reduce child mortality – including causes related to mothers' risks and related to child malnutrition
5. Improve maternal health – including improved nutrition
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability – including ability to promote overall quality of the human environment in appropriate ways
8. Develop a Global Partnership for Development – including international cooperation to reach and sustain quality achievements with above seven goals.

## **II. BROAD CROSS-CUTTING LESSONS**

**A. Communicate creatively with all key constituencies.**

**B. However, it may also be necessary to apply different parts of the communication strategy more in-depth.**

1. Political leaders
2. Salt producers and flour millers
3. Religious and other social groups

**C. Strive to get the “problem-solution” advocacy message right the first time.**

1. Threat to maternal survival during birth and saving mothers' lives
2. Low school performance of children suffering
3. Low productivity of anemic female and male workers.

**D. Create and keep recreating consumer demand so that producers and suppliers indeed do receive the market and regulatory signals they need for sustainability.**

**E. Re-mobilization initiatives or campaigns are periodically needed.**

1. Address inequity issues
2. Stimulate development and application of local strategies

**F. International cooperation – multilateral, bilateral, NGO and the private sector – can usually play a strategic role.**

### **III. KEY POLICY LESSONS**

- A. The success of policies related to USI depend on accurate analysis and appreciation of how salt markets work.**
- B. It is important that every partner get their due recognition.**
- C. Laws and regulations need to be introduced in many countries.**

### **IV. KEY NATIONAL AND LOCAL PLANNING LESSONS**

- A. Salt iodization treated as a centre-piece of national development planning.**
- B. Success hinges on having high quality national and local collaboration.**
  - 1. Multisectoral national government involvement increases the prospects of success on the Government side
  - 2. Product producers play a vital role
  - 3. Civil society organizations to create and sustain high demand
  - 4. International support organizations can contribute some resources
- C. The initiative is for “everyone”, not just a limited group, because it serves the common good.**

**V. KEY IMPLEMENTATION AND MONITORING LESSONS**

- A. "Branding" the product as a common good is vital.**
- B. For the long term, promote the product as part of ways all sectors of society can and should fulfill the right of every child to health and basic education.**
- C. Focus on making consumption of fortified flour the "new national norm".**
- D. Provide the producers, regulatory bodies, consumer groups, a public forum, and sports and scientific support in reporting on results.**
- E. Share and exchange experiences with other countries.**
- F. Support constructive monitoring and regulatory activities for fortified foods; use monitoring results for constructive public accountability.**

## **VI. EVALUATION**

- A. Demonstrate the “problem-solution” rationale.**
- B. Promote understanding of the aims.**
- C. "Celebrate successes” with all partners.**
- D. Link results with other goals for children and make “flour fortification” in your countries an industry norm and consumption for all.**

## **VII. CONCLUSION**

- A. It's doable and desirable.**
- B. It's connected with A World Fit For Children and the Millennium Development Goals.**
- C. It's a concrete expression of a human rights based priority.**
- D. It's an outstanding example of public-private partnerships to make a World Fit for Children.**
- E. It's the right thing to do.**