



Forging Effective Strategies to Combat Iron Deficiency

EMORY CONFERENCE
CENTER HOTEL
ATLANTA, GEORGIA
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Prevention and Control of Iron Deficiency Anemia

Policy & Strategy Issues

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Unicef

Key Issue:

How to develop an effective mechanism for the elimination of iron deficiency?

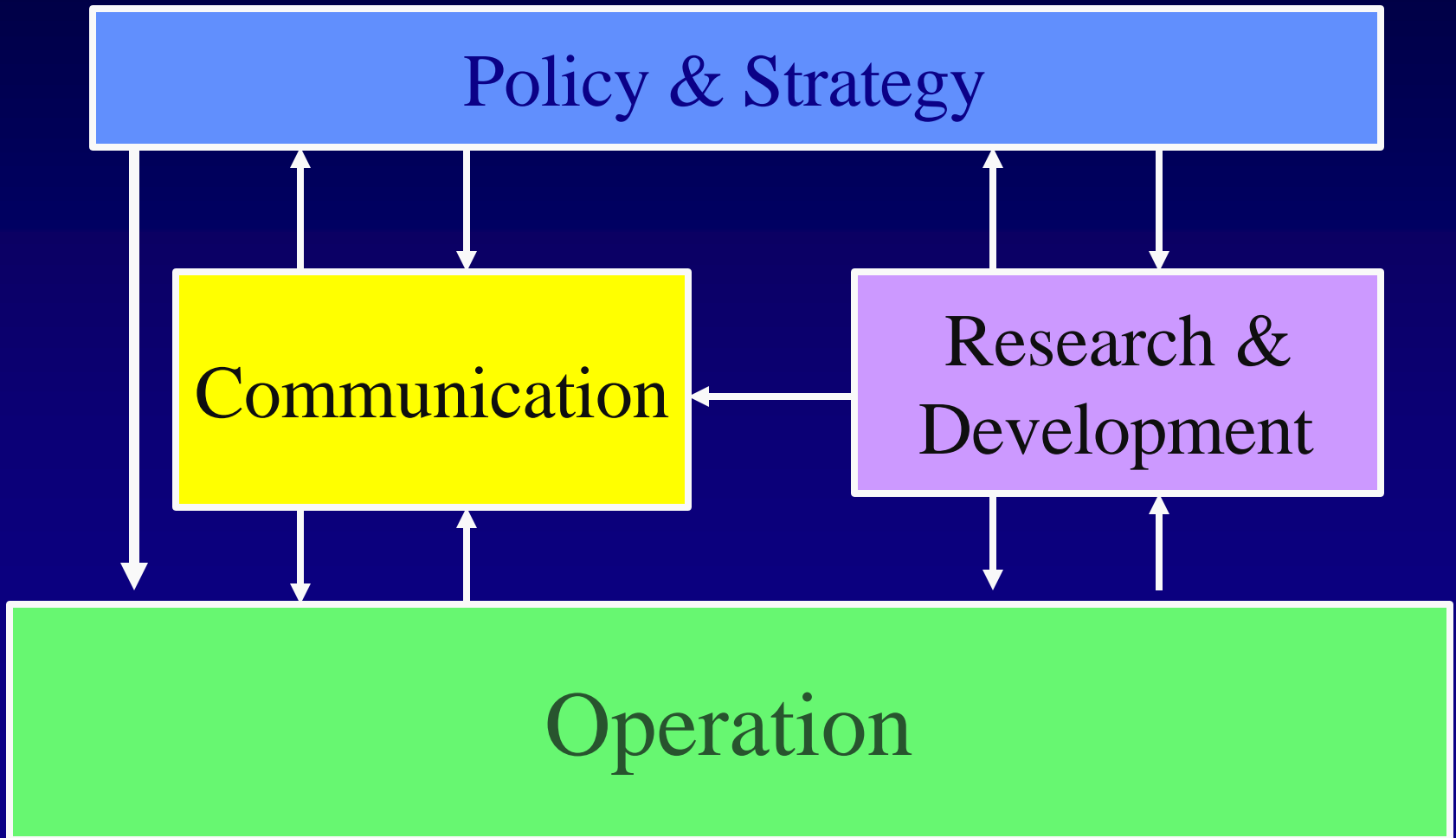
Minimum Requirements of a Mechanism or System

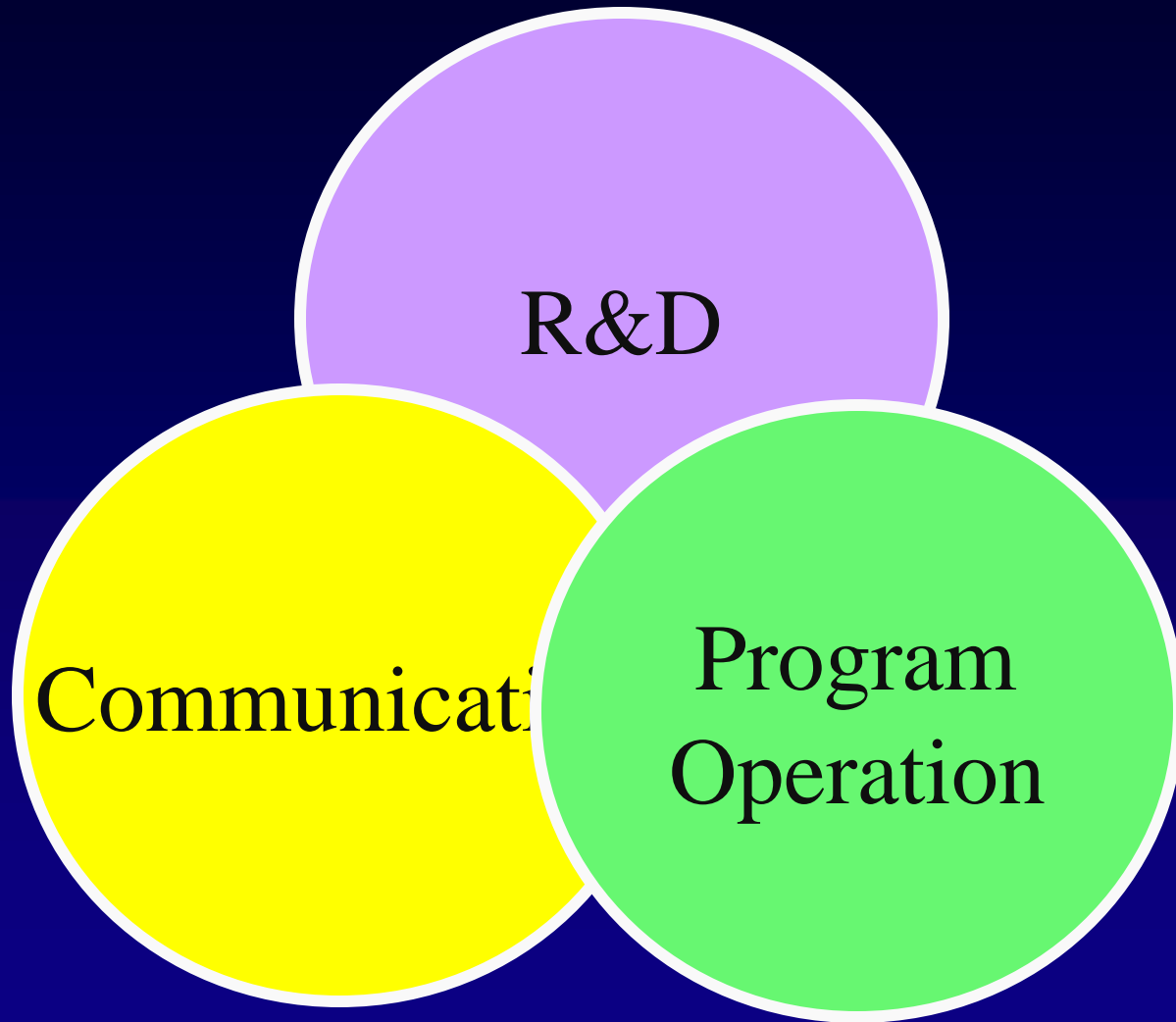
- **Goal** - substantial reduction of iron deficiency in children and women by 2010
- **Policy** - *commitment* to the goal and *resources* to support a program to achieve the goal
- **Program** - a well defined *strategy* and *capacity* for the operation

Major Program Components

- Policy support - Advocacy (communication)
- Research & Development
 - Define the strategy
 - Define the service delivery content
 - Define the delivery mechanism (feasibility)
- Operations
 - Promotion (social marketing)
 - Service or product provider

Program Components





R&D

Communication

Program
Operation

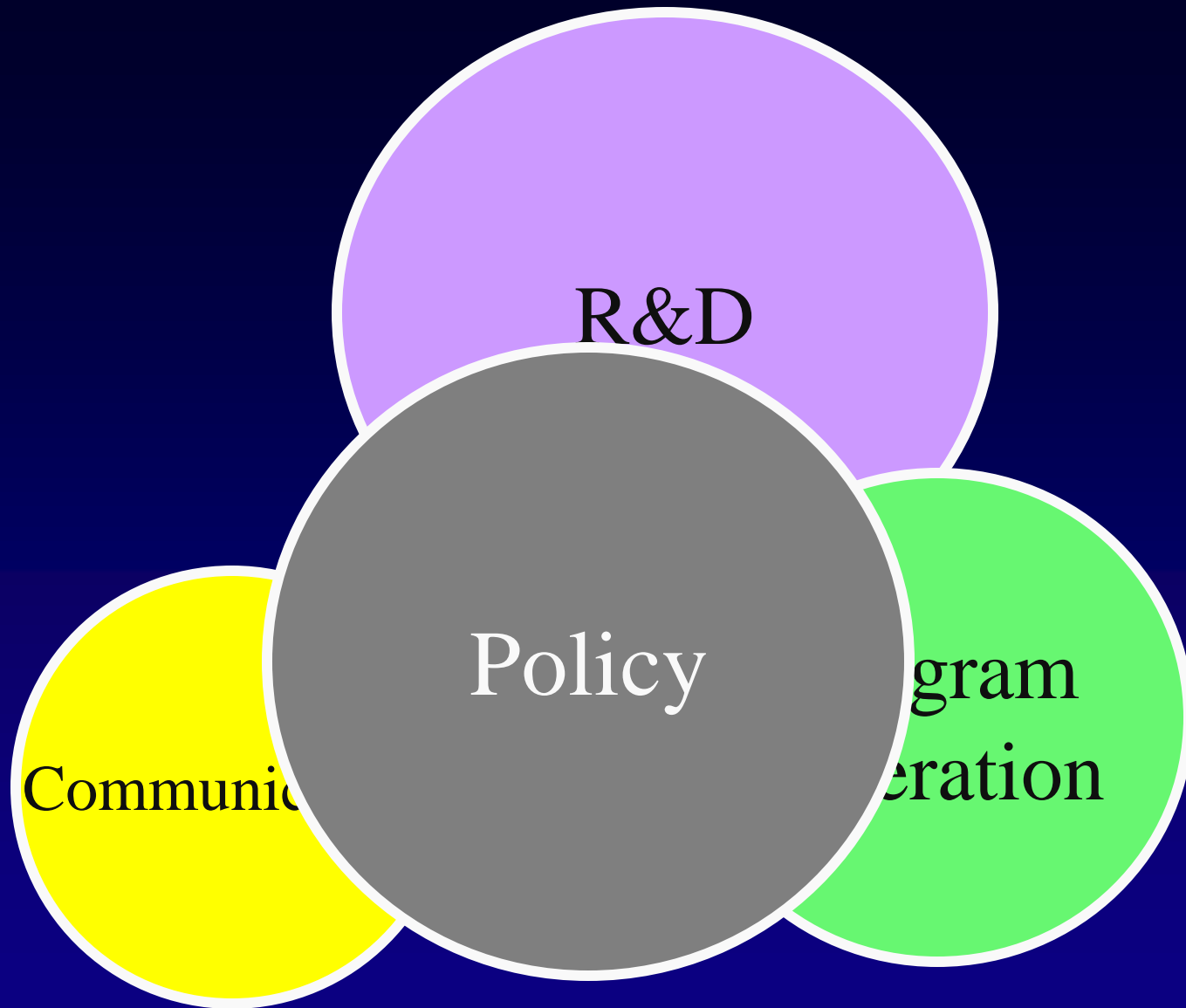


Policy

R&D

Communication

Program
Operation



State of the current Program: Reason for the slow progress

- **R&D** - over developed in technology assessment (efficacy) but under developed in support the feasibility of program action
- **Communication** - insufficient role in policy support and operation
- **Program operation** - paradigm-based with inefficient attention to evidence and partnership

R&D

Communication

**Program
Operation**

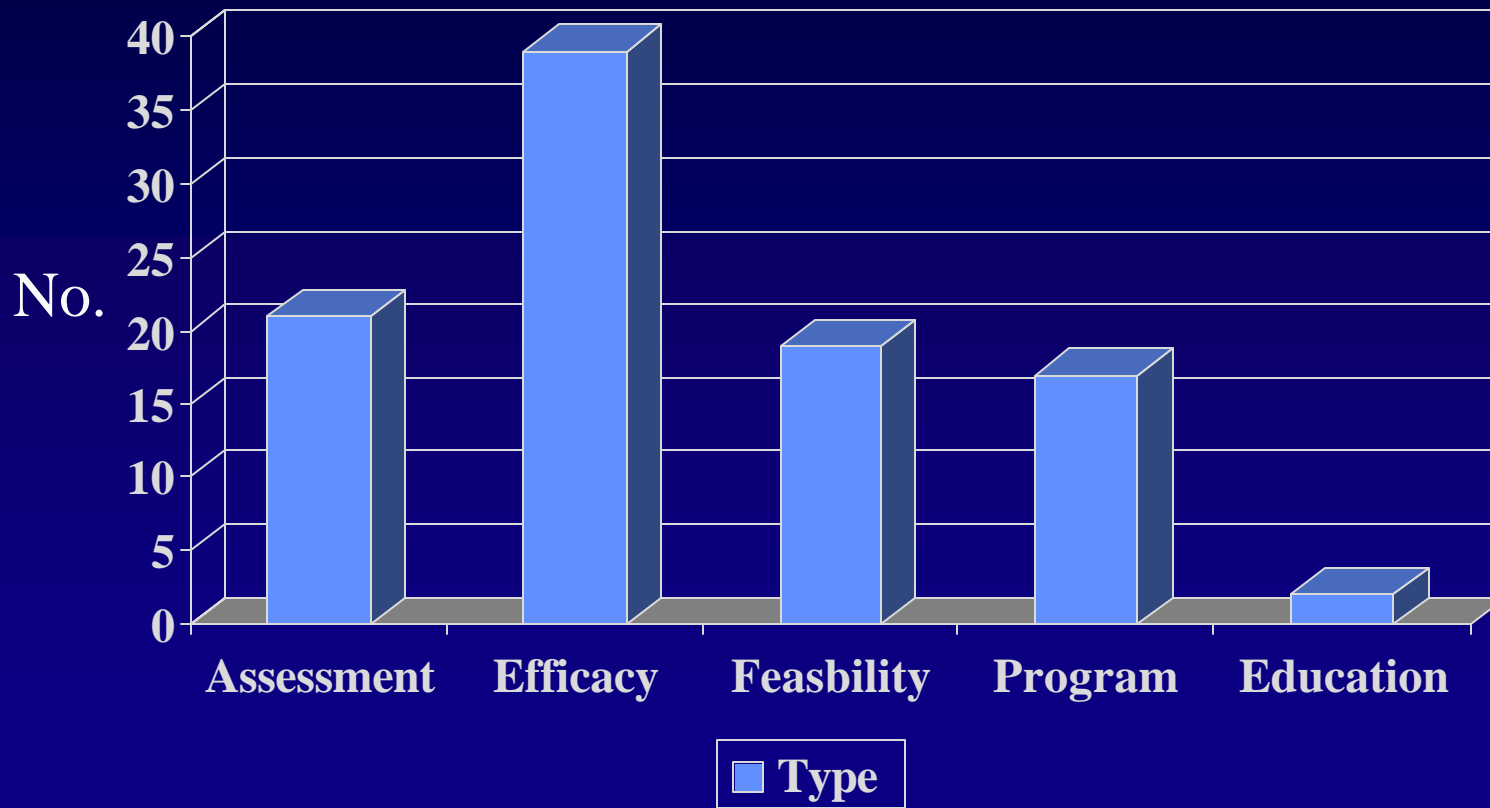
The Role of R & D

- Problem assessment - the nature and extent of iron deficiency
- Define what to do - efficacy of interventions
- Define how best to implement the proposed intervention - feasibility for program (operational research)
- Program monitoring and evaluation - evidence of effectiveness

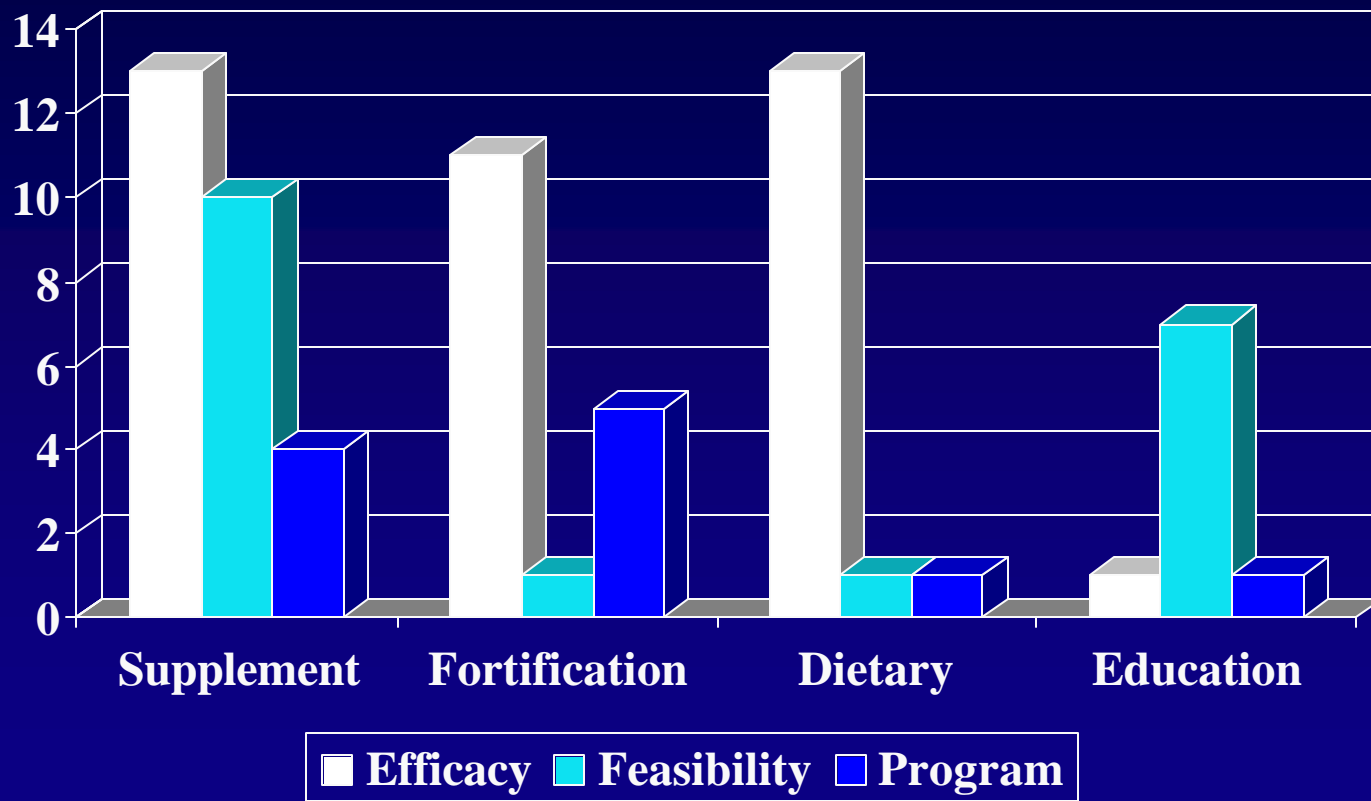
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Type of Abstracts



Abstracts - Interventions

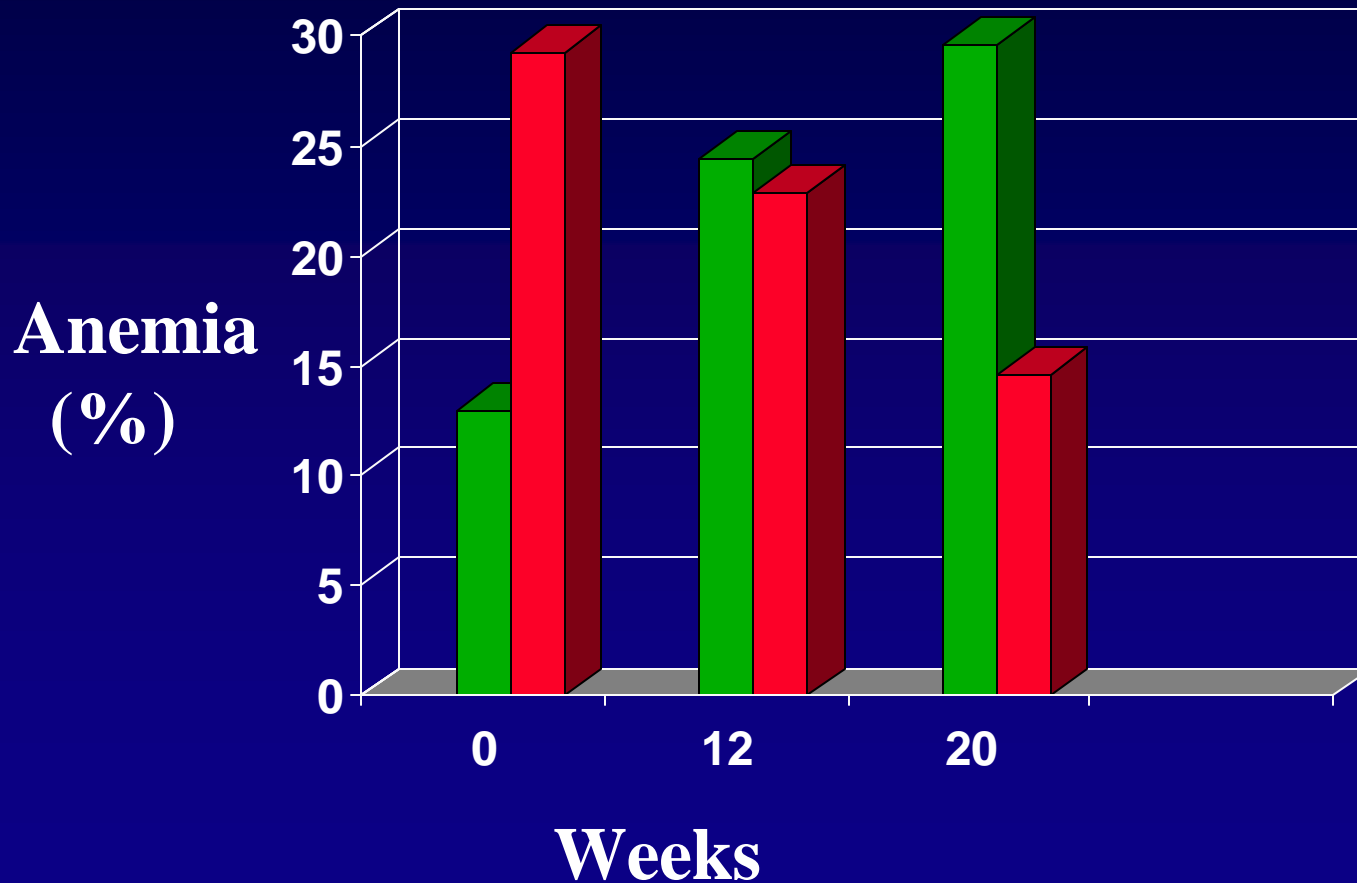


Example of Feasibility Study

How to improve program function

- Niger - use of TBA for supplementation
- Mali - micronutrient day: Campaign
- Indonesia - purchase of iron tablets supported by marketing

Iron Supplementation Standard vs. TBA Supervised



Examples of Program Action and Development

- Egypt - school-based iron supplementation
- Bolivia - social marketing of supplement
- Argentina - fortified milk powder via MCH
- Chile - fortified milk provided by National Supplementary Food Program
- Ecuador - fortified complementary food mix
- Central Asia - supplementation and fortification programs

How do we improve the performance of R & D?

- Linkage - working with the program operation part of the system in defining training and research needs
- Support for operation research - agencies should support R&D and give priority to applied and operational research
- Document the successful experience - best practice - and share

R&D

Communication

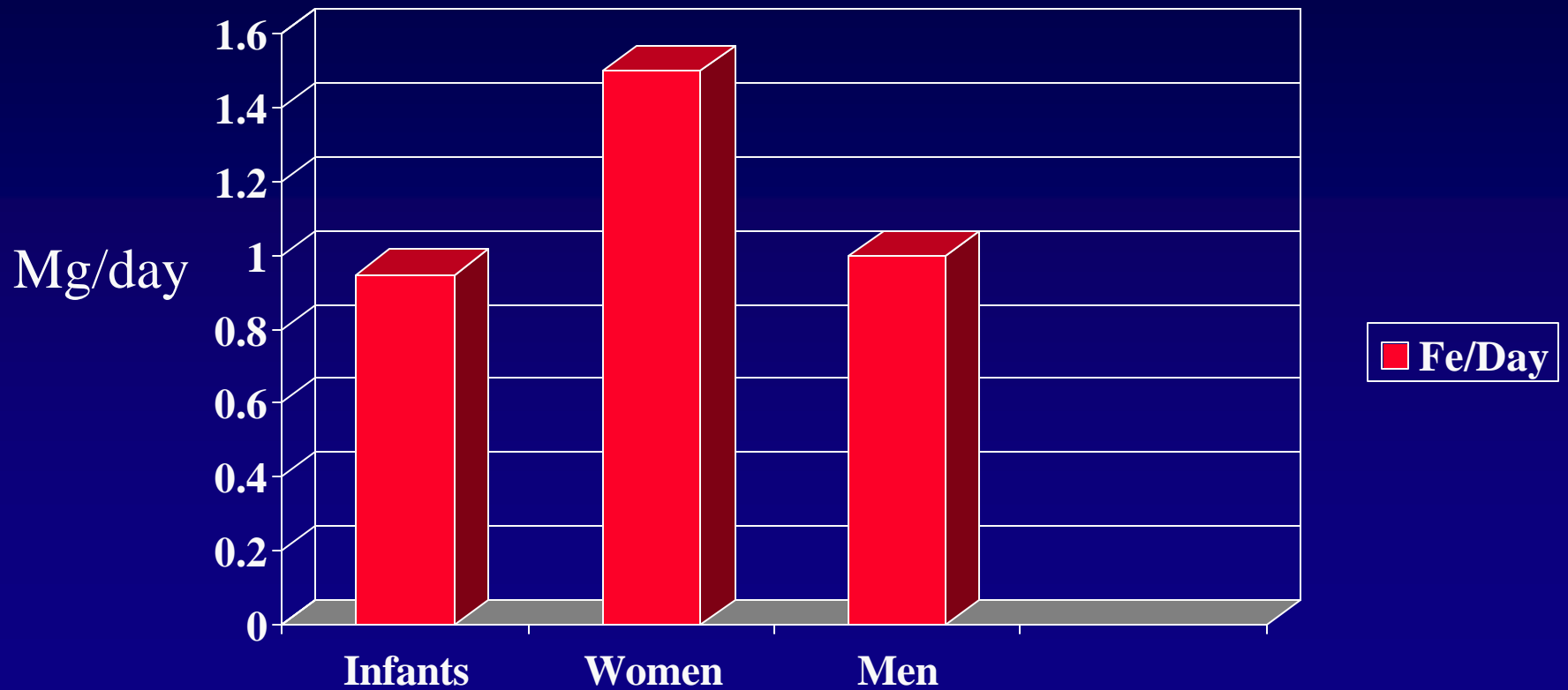
Program
Operation

The role of Communication

- Critical for resource mobilization and policy support - right language needed
- Critical for program development and partnership building - right language needed
- Critical for behavior change as part of the program action - right language needed

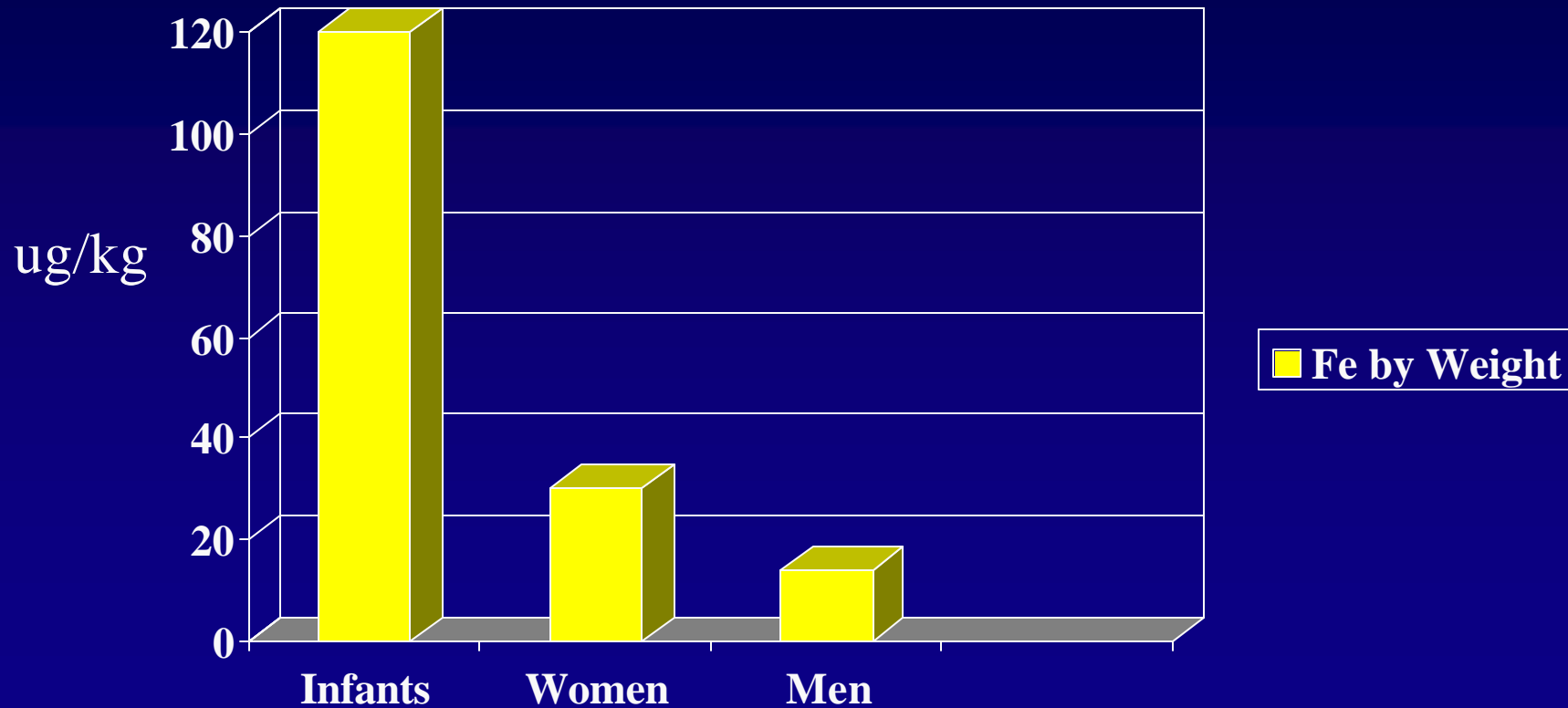
Daily Iron Requirement

Infants 6 - 12 months



Iron Requirement By Body Weight

Infants 6 - 12 months



Nutrition Professionals: The Significance of Iron Deficiency

- Impaired cognitive function of young children
- Contribute to maternal mortality and preterm delivery
- Reduced muscle function and work productivity

Policy Makers: The Significance of Iron Deficiency

- Reduced intelligence = reduced human resource development = set back in economic development (The IDD Strategy)
- Reduced work productivity = reduced economic output in GDP term (the cost of doing nothing)
- The cost of intervention (doing something) is 1/100 of doing nothing - cost effectiveness

How do we improve the performance of Communication?

- Use the communication professionals - working with the program operation part of the system in defining the advocacy and program communication need
- Testing communication strategy as part of the R& D effort



R&D

Communication

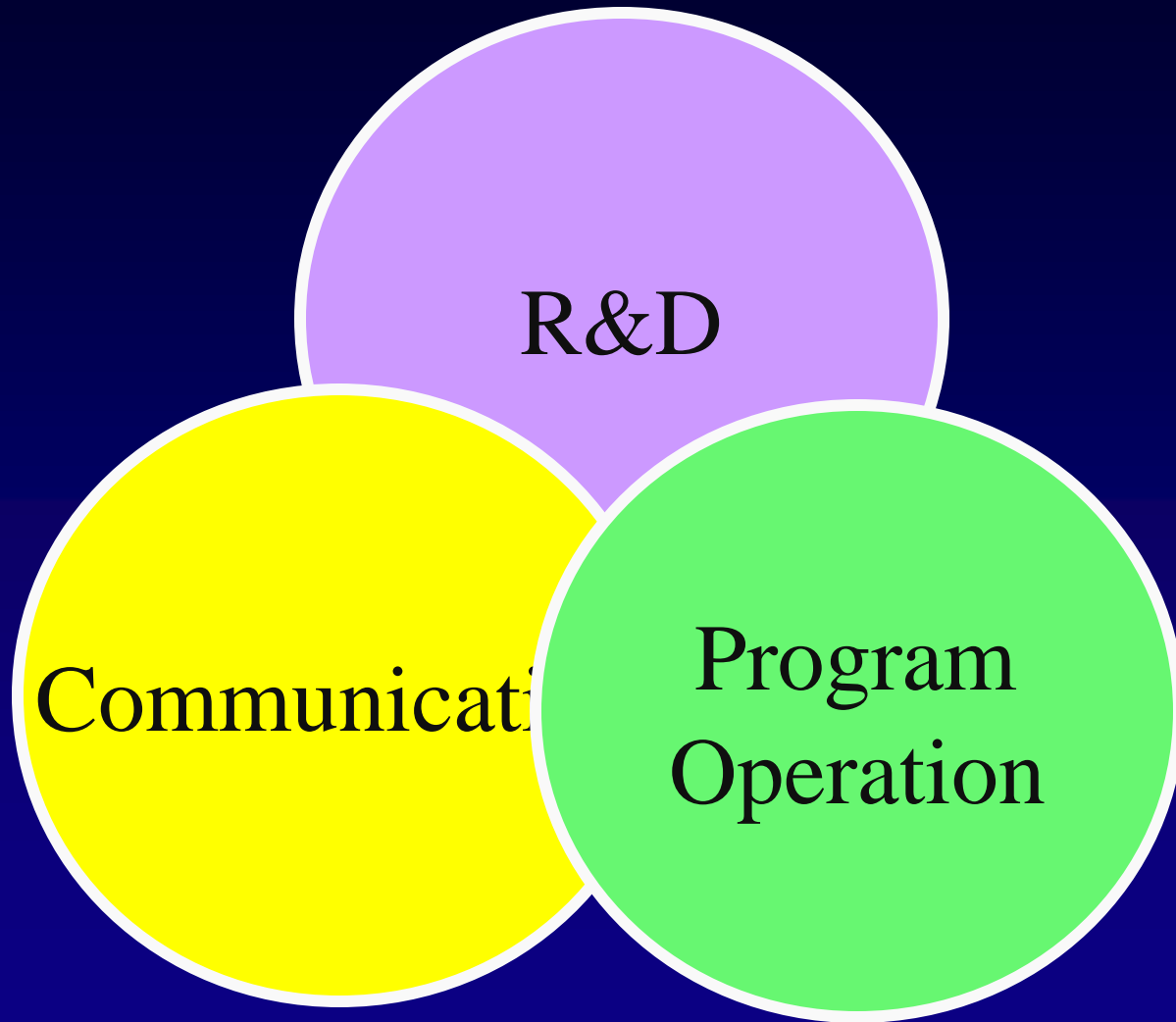
**Program
Operation**

Common arguments that impede program action related to iron

- We do not have enough information
- It is not a 100% solution
 - it does not reach the poorest of the poor
 - not all villages has the capacity to.....
- The paradigm
 - We must be able to improve the diet, what about eating more beans or spinach?
 - Fortification is for the rich countries.....

How do we improve the performance of operations component of the program?

- Linkage and partnership - working with the R&D and Communication part of the system
- Practice the sound programming principle - Assessment, Analysis, and Action
- Program design based on local situation and evidence of feasibility for implementation
- Look hard at those best case study



R&D

Communication

Program
Operation



Policy

How the system works?

- Political commitment and policy support requires sound advocacy
 - the burden is costly
 - the solution is cost-effective
- Effective programs requires sound policy
 - adequate plan of action
 - resource and management





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