

***This .pdf file is made from a PowerPoint® presentation given at the 2003 INACG Symposium: Integrating Programs to Move Iron Deficiency and Anemia Control Forward, Marrakech, Morocco, 6 February 2003.***

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# 2003 INACG Symposium, Marrakech

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*Integrating programs to move  
iron deficiency and anemia control  
forward*

*Concluding remarks*

*Dr. Lena Davidsson*

*Chair, INACG steering committee*

**Iron deficiency**

**Malaria**

**Vitamin A deficiency**

**Hookworm**

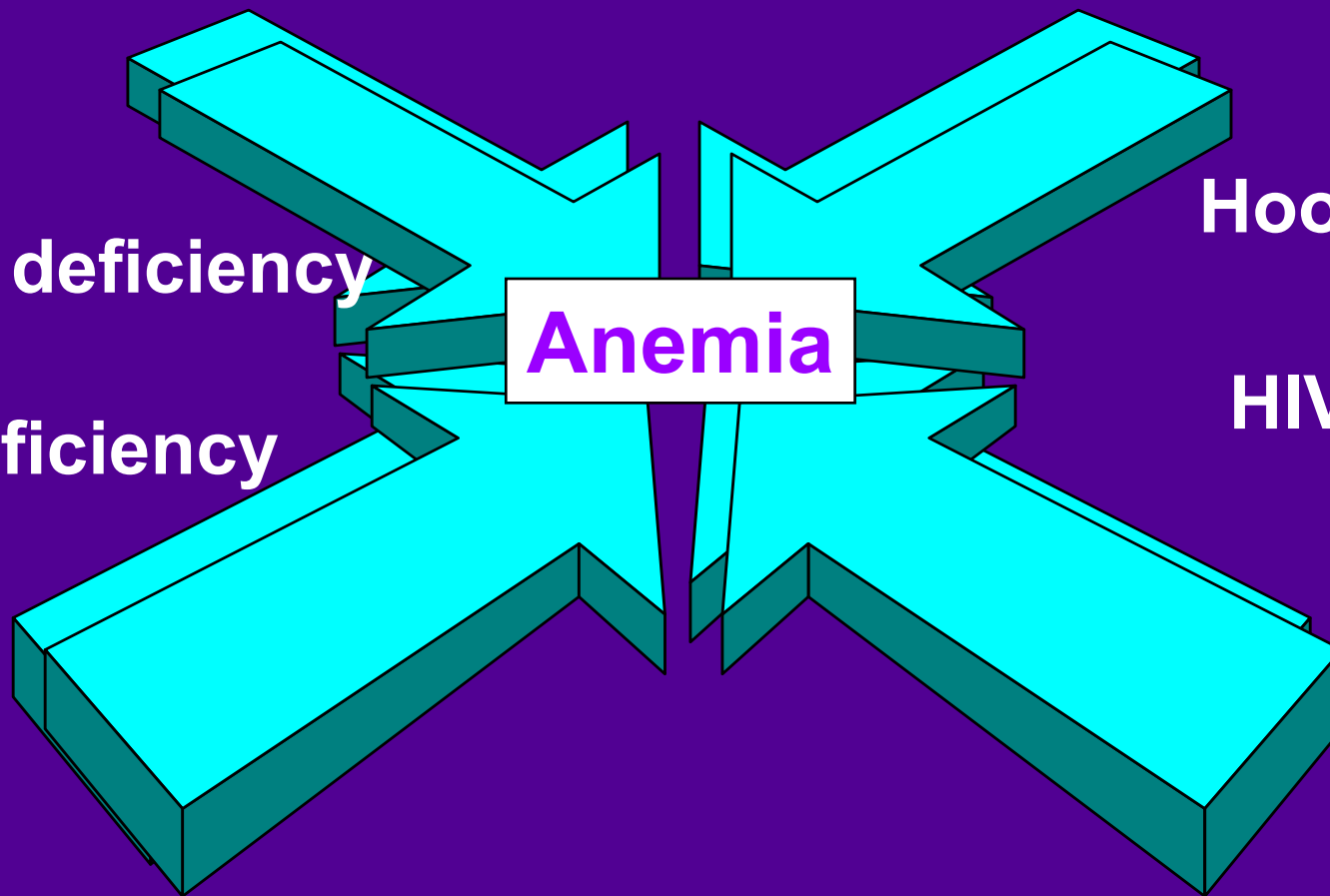
**Folate deficiency**

**Anemia**

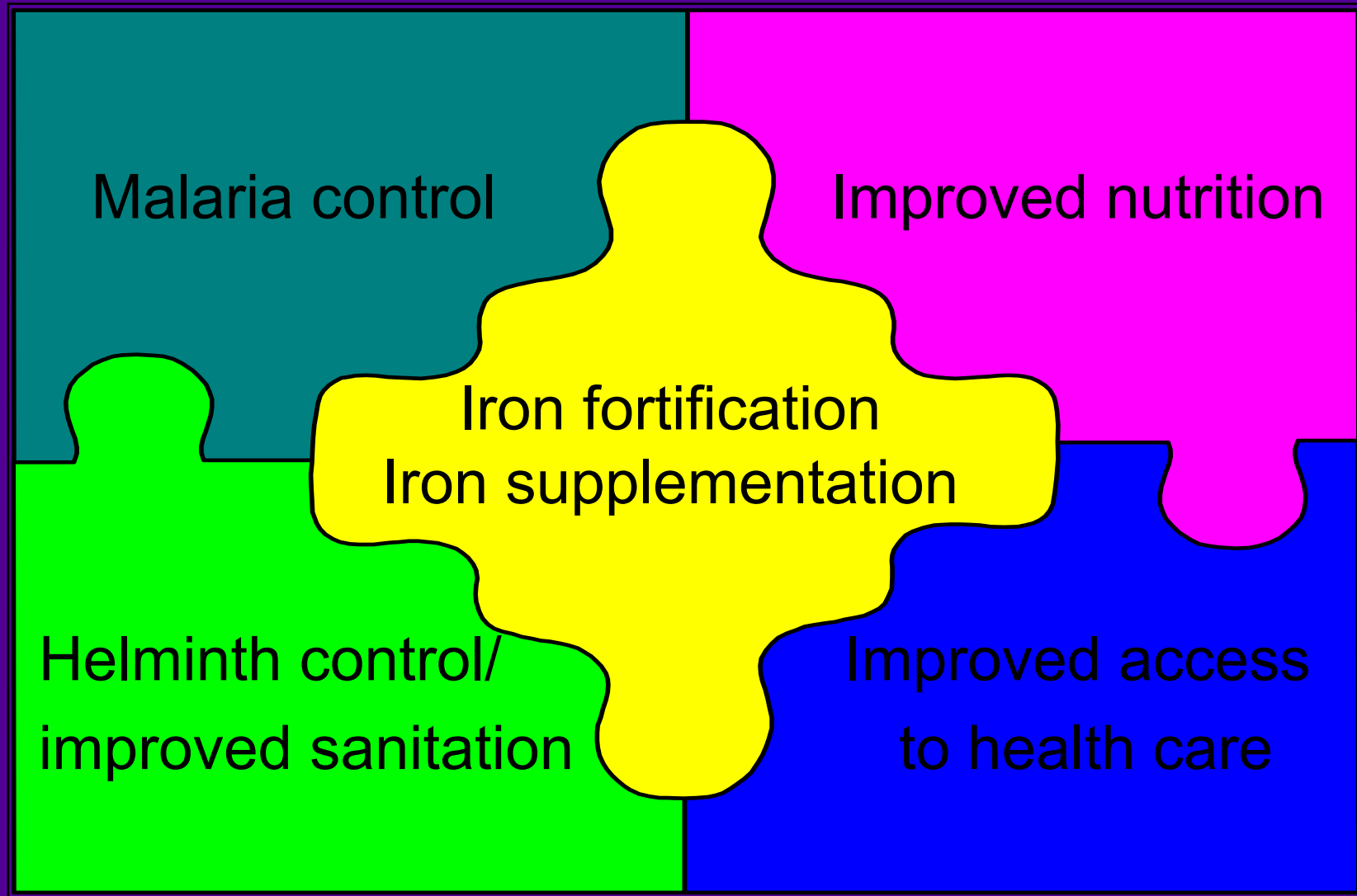
**HIV/AIDS**

**Vitamin B<sub>12</sub> deficiency**

**Infection/inflammation**

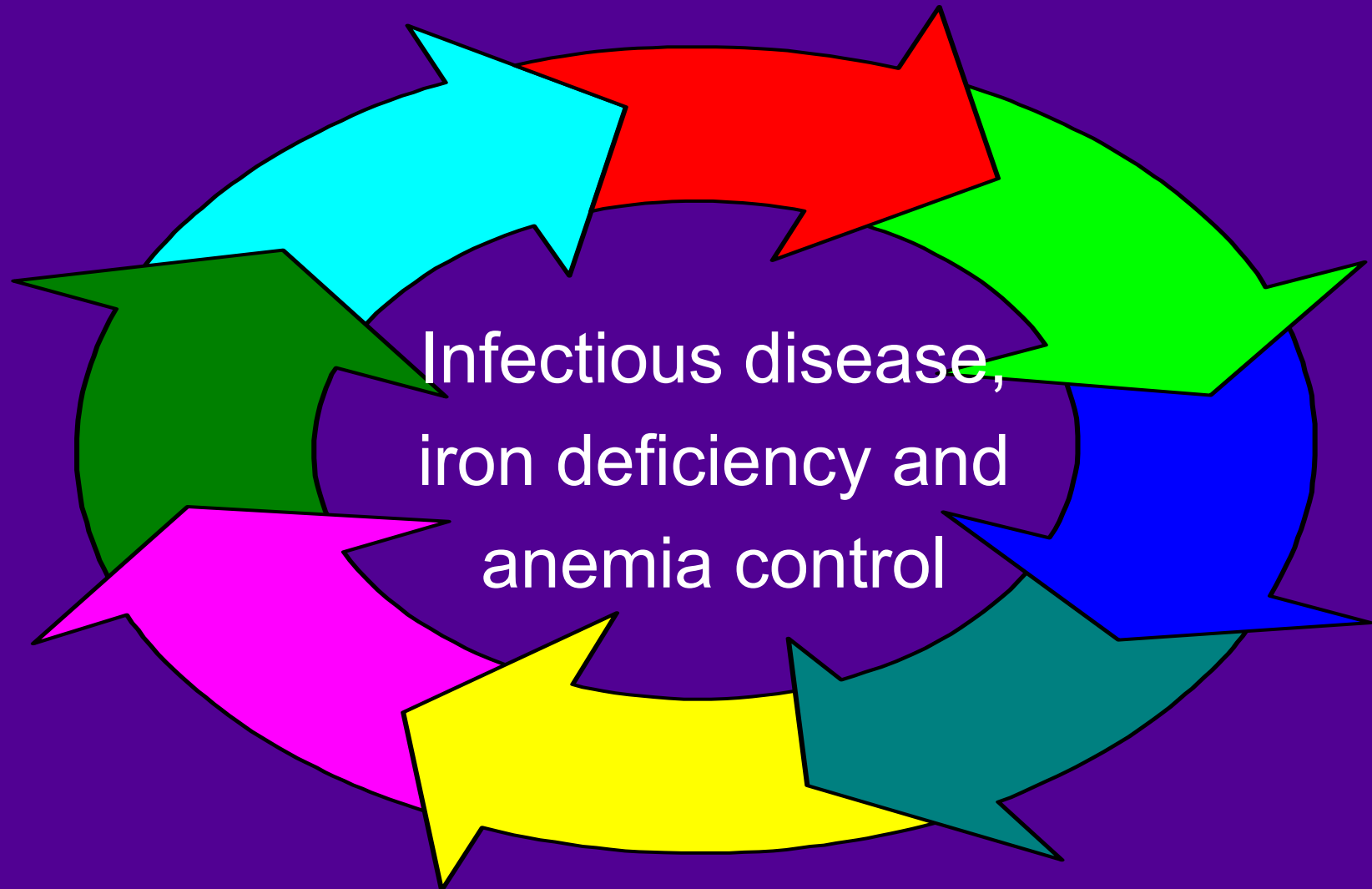


# Integrating programs to move iron deficiency and anemia control forward



# Integrating programs to move iron deficiency and anemia control forward

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# Integrating programs to move iron deficiency and anemia control forward



Modern  
biotechnology



Potential: Effective control  
programs

# Integrating programs to move iron deficiency and anemia control forward



## Malaria control



Importance of effective malaria control.

# Integrating programs to move iron deficiency and anemia control forward

Iron supplementation/  
food fortification



Importance of effective iron  
supplementation/food  
fortification.

Potential: Integrated programs

# Integrating programs to move iron deficiency and anemia control forward

Iron supplementation/  
food fortification



Effect of intervention on the  
incidence of infectious  
disease?

# Integrating programs to move iron deficiency and anemia control forward

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- ◆ Update on issues related to iron deficiency and anemia control: *Iron deficiency and the global burden of disease*



# Integrating programs to move iron deficiency and anemia control forward

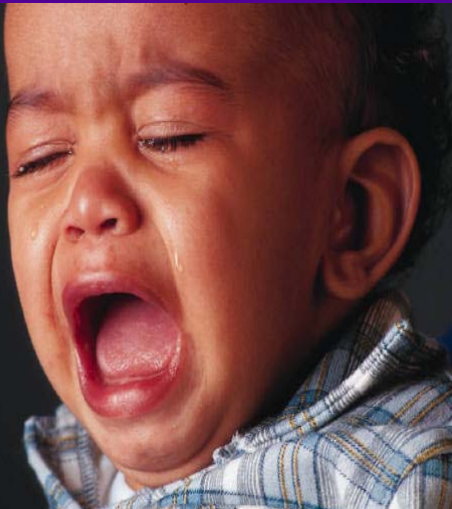
- ◆ Update on issues related to iron deficiency and anemia control: *Iron fortification*
- ◆ *Food vehicles (condiments)/Iron compounds (new technology; e.g., encapsulation)*
- ◆ *Fortification level*



# Integrating programs to move iron deficiency and anemia control forward

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- ◆ Update on issues related to iron deficiency and anemia control: *Complementary food supplements*
- ◆ *Tablets/sprinkles/spreads*



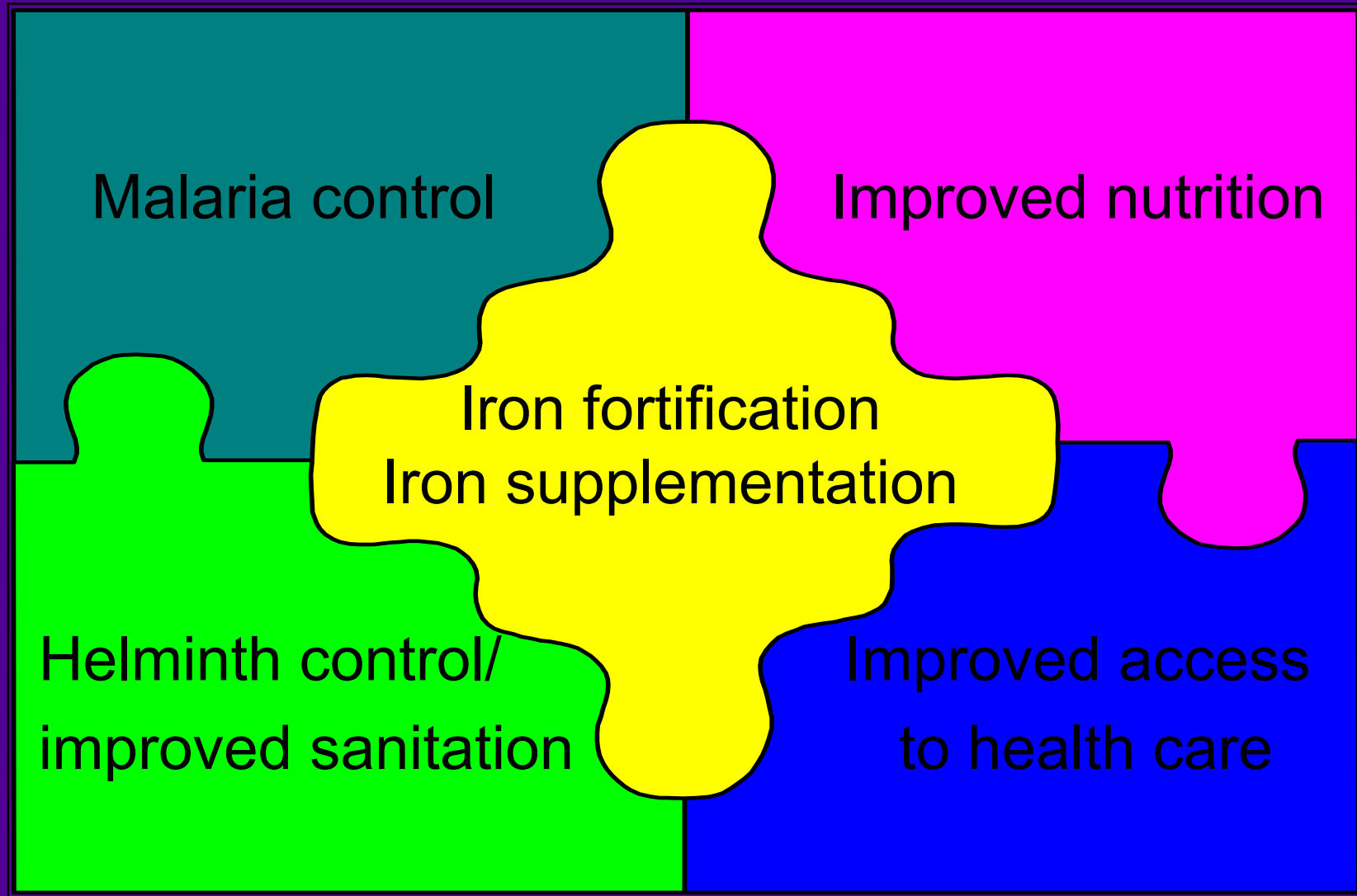
# Integrating programs to move iron deficiency and anemia control forward

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- ◆ Update on issues related to iron deficiency and anemia control: *IDPAS working group on strategies to prevent and control iron deficiency in children less than two years of age*



# Integrating programs to move iron deficiency and anemia control forward



# Integrating programs to move iron deficiency and anemia control forward

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- ◆ Reducing the prevalence of anemia: planning and implementing a strategic communication approach. INACG workshop in Cape Town 2002
- ◆ *The role of strategic communication*

Strategy

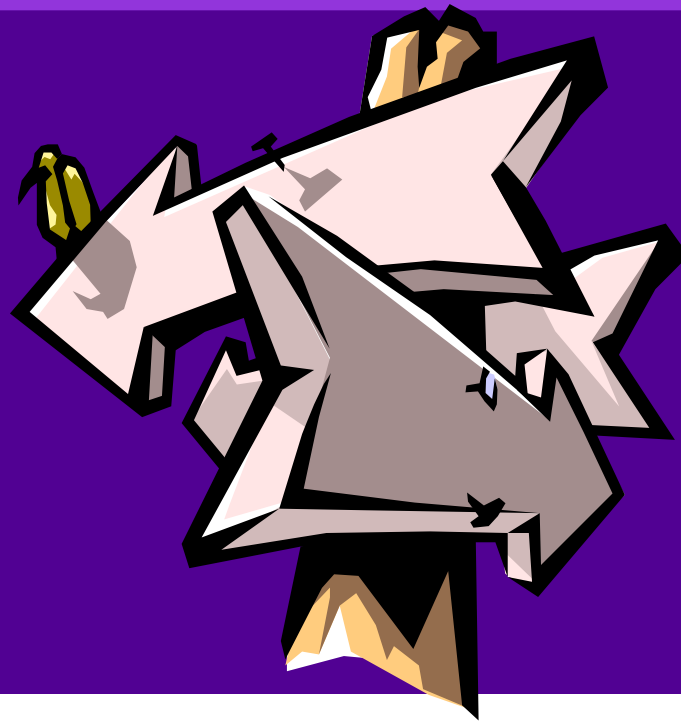


What needs to change?

# Integrating programs to move iron deficiency and anemia control forward

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Strategy



Where to intervene?

What needs to change?

How can communication be used?

# Integrating programs to move iron deficiency and anemia control forward

## Tactics



# Integrating programs to move iron deficiency and anemia control forward

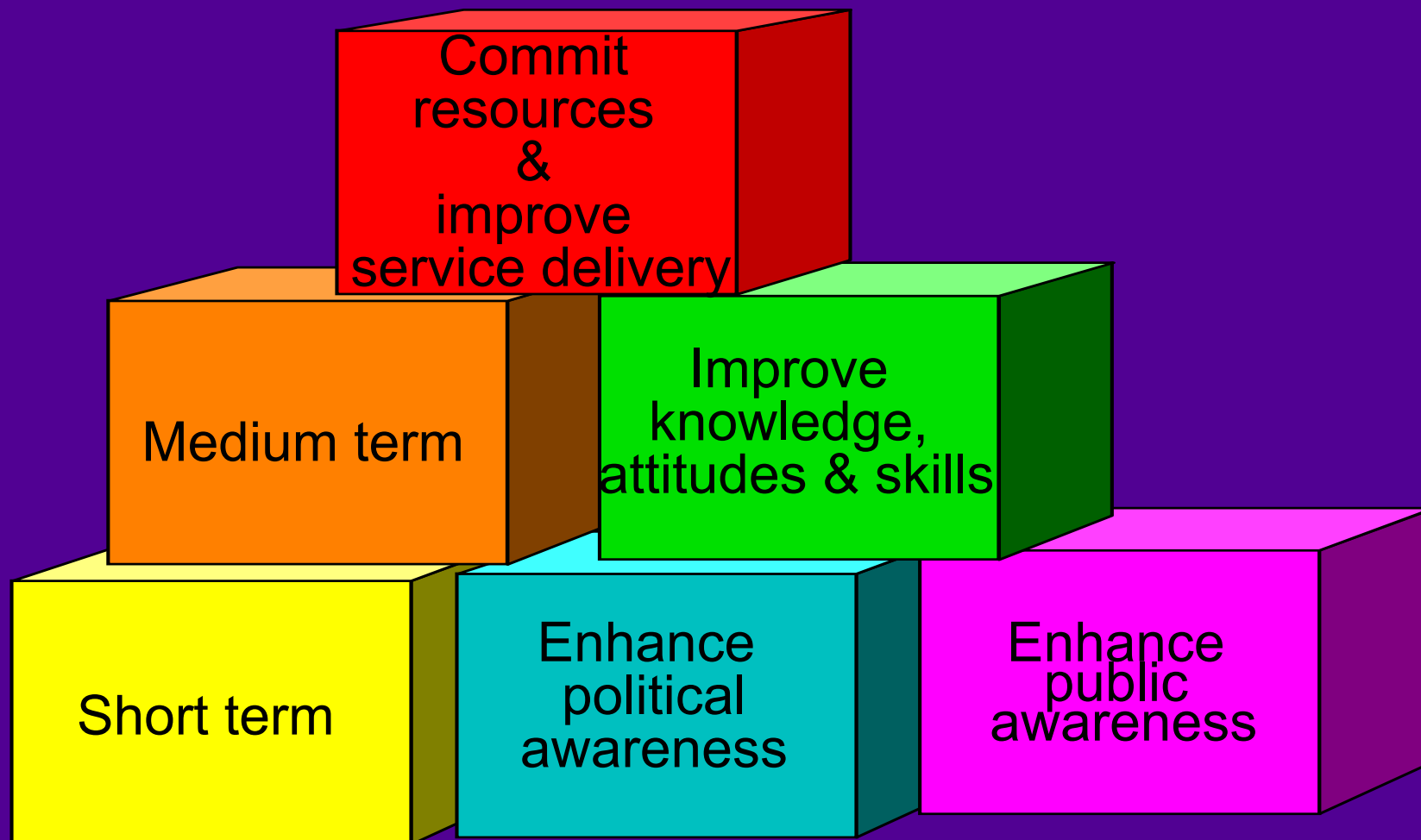
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- ◆ Reducing the prevalence of anemia: planning and implementing a strategic communication approach.
- ◆ *Ghana: short – medium – long term strategy*



# Reducing the prevalence of anemia: planning and implementing a strategic communication approach. Example: Ghana

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- ◆ *Panel discussion: Approaches to advocate and communicate the need for iron deficiency and anemia control - lessons learned*
- ◆ Ministry of Health, Helen Keller International, World Vision



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## Poster sessions

- ◆ *Supplementation*
- ◆ *Integrated programs/infectious disease*
- ◆ *Fortification*
- ◆ *Surveys*



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Bureau for Global Health,  
U.S. Agency for International Development

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Thank you/Merci