



Photo (left to right): Alliance Signatories: Eduardo Alverde, Director General, Zinc Nacional; Fernando Alanis, Director General, Peñoles; Andrew Green, Director, Zinc Nutrient Initiative; Isabel Maria Crowley, Representative, UNICEF Mexico.

Press Release:

Zinc Saves Kids in Support of UNICEF Extended into Mexico.

International Zinc Association, Peñoles and Zinc Nacional seek to reduce disease and improve the nutrition of children under 6 years through coordinated zinc supplementation programs.

Mexico City, August 4, 2016 - The International Zinc Association, Peñoles, and Zinc Nacional signed an agreement with UNICEF Mexico aimed at reducing the duration and severity of acute diarrheal diseases and respiratory infections and improving the zinc status of children under 6 years of age in Mexico.

This alliance is part of the “Zinc Saves Kids” initiative that UNICEF and the International Zinc Association (IZA) launched globally in 2010, to improve the survival, growth and development of undernourished children in high-burden areas. Initially the program targeted children in Nepal and Peru, but the success of those efforts, along with increased commitment from the zinc industry, have resulted in an expansion of zinc-supplementation programs globally.

“It is gratifying to see our members build on the success of Zinc Saves Kids by expanding its reach into other countries. This new partnership promises to be an important step in solving zinc deficiency and malnutrition among children in Mexico,” said Stephen Wilkinson, Executive Director of IZA.

In Mexico, acute diarrheal diseases rank as the fifth leading cause of death in children under 6 years and generate 20.8% of consultations in health services and 10% of pediatric hospitalizations nationwide. Overall, 17.7% of the country’s children under five have inadequate zinc intake and in rural and indigenous communities this prevalence rises to 38.5% (ENSANUT 2012).

By the end of 2017, the Zinc Saves Kids initiative in Mexico seeks to reach more than 2,250,000 children under six years affiliated with the national health insurance plan for the 21st century “Seguro Médico Siglo XXI”. The strategy includes a clinical trial and follow-on efforts to raise awareness with doctors and healthcare practitioners of the importance of zinc in treating diseases. In parallel, families and caregivers will be trained on the best methods for administering zinc to children under 6 years, especially those under the age of one.

The initiative will also seek to formulate a proposal for an amendment to the official guidelines for the treatment of acute diarrheal and respiratory diseases in children under 6 years.

“We are very pleased to work with the International Zinc Association and its Members so that with the help of doctors, care givers and parents, we strengthen disease prevention and improve the nutrition of children. This initiative will improve the health and development opportunities of Mexico’s most valuable resource, its children.” said Isabel Crowley, UNICEF Representative in Mexico.

###

About UNICEF in Mexico:

UNICEF promote compliance with the rights and welfare of all children and adolescents in everything we do. Together with our allies, we work in 193 countries and territories to transform this commitment into practical actions that benefit all children and adolescents, especially focusing our efforts on reaching the most vulnerable and excluded, worldwide. In Mexico, UNICEF turns 62, promoting and protecting the rights of children. Together with the government and civil society, seeks to establish the necessary conditions to overcome poverty, inequality and discrimination. UNICEF-supported activities in Mexico are financed mostly through voluntary contributions and donations from individuals and companies. For more information about UNICEF and its work visit: www.unicef.org.mx

About IZA:

The International Zinc Association (IZA) was created in 1991 as a non-profit organization representing the zinc industry globally. Aspiring toward a world where zinc is recognized as sustainable and essential for modern life IZA’s primary goal is to help grow and protect the markets for zinc and to provide the industry a license to operate through programs in Environment and Sustainable Development, Technology and Market Development and Communications. IZA supports the zinc and health programs of UNICEF through its ‘Zinc Saves Kids’ initiative. Please visit www.zinc.org to learn more about the Zinc Industry’s CSR activities.

About Peñoles:

Peñoles is a metallurgical mining company with a nearly 130-year history noted for the quality of its products, the excellence of its people and the ethical conduct of its business. Committed to sustainable growth and social responsibility, Peñoles is honored to collaborate with UNICEF, IZA and Zinc Nacional on a project that will help save lives of Mexican children, improve their nutrition and allow dissemination in Mexico of the importance of zinc to human life.

About Zinc Nacional:

Zinc Nacional is a 100% Mexican company that for over 40 years has contributed to the agriculture and livestock industry in Mexico by incorporating oxide and zinc sulfate to improve and strengthen the nutrition of these sectors. Zinc Nacional is pleased to join IZA and Peñoles in a collaborative program with UNICEF Mexico to strengthen the immune systems and health of Mexican children.

Zinc Saves Kids Logo

